

ABSTRAK

Zebua, Septeradenus. 2025. Transformasi MSDM di era Digital (Studi Kasus Perangkat Desa Tugala Lauru. Fakultas Ekonomi Universitas Nias. Pembimbing Meiman Hidayat Waruwu, S.sos.,M.si

Penelitian ini bertujuan untuk mengetahui proses transformasi Manajemen Sumber Daya Manusia (MSDM) di era digital pada perangkat Desa Tugala Lauru, mengidentifikasi tantangan yang dihadapi, serta merumuskan strategi yang digunakan. Latar belakang penelitian didasari oleh tuntutan digitalisasi administrasi desa melalui penerapan Sistem Keuangan Desa (SISKEUDES) yang mengubah pola kerja dan budaya organisasi. Metode penelitian menggunakan pendekatan kualitatif studi kasus dengan enam informan kunci, meliputi kepala desa, sekretaris desa, dan perangkat desa. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi, kemudian dianalisis menggunakan teknik analisis tematik. Hasil penelitian menunjukkan adanya digitalisasi administrasi dan keuangan desa, peningkatan kompetensi perangkat melalui pelatihan dasar, serta perubahan budaya kerja menjadi lebih cepat, terstruktur, dan transparan. Tantangan yang dihadapi meliputi keterbatasan kompetensi digital, infrastruktur teknologi yang belum optimal, serta resistensi terhadap perubahan. Strategi yang diterapkan meliputi dukungan kepemimpinan desa, pengadaan sarana teknologi melalui APBDes, dan partisipasi perangkat dalam pelatihan yang diselenggarakan pemerintah daerah.

Kata kunci: Transformasi Digital, Manajemen Sumber Daya Manusia.

ABSTRACT

Zebua, Septeradenus. 2025. *Human Resource Management Transformation in the Digital Era (Case Study: Tugala Lauru Village Officials. Faculty of Economics, University of Nias. Supervisor: Meiman Hidayat Waruwu, S.sos., M.si.*

This study aims to understand the process of Human Resource Management (HRM) transformation in the digital era among Tugala Lauru Village officials, identify the challenges faced, and formulate strategies. The research background is based on the demand for digitalization of village administration through the implementation of the Village Financial System (SISKEUDES), which has transformed work patterns and organizational culture. The research method used a qualitative case study approach with six key informants, including the village head, village secretary, and village officials. Data were obtained through in-depth interviews, observation, and documentation, then analyzed using thematic analysis techniques. The results indicate digitalization of village administration and finance, increased competency of village officials through basic training, and a shift in work culture to become more agile, structured, and transparent. Challenges faced include limited digital competency, suboptimal technological infrastructure, and resistance to change. Strategies implemented include village leadership support, procurement of technological facilities through the Village Budget (APBDes), and village officials' participation in government-organized training. regional.

Keywords: Digital Transformation, Human Resource Management.