

UDC 332

THE EFFECT OF HUMAN RESOURCE QUALITY AND TECHNOLOGY RESOURCES ON THE MANAGEMENT OF TRIBRATANENSTT.COM MEDIA BY THE REGIONAL POLICE OF EAST NUSA TENGGARA

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ABSTRACT

This research aimed to identify and describe the management of *Tribratanevntt.com* media by the Regional Police of East Nusa Tenggara. Furthermore, the main objectives of this research were elaborated into sub-objectives, namely: (1) significance of the relationship between human resource quality and the management of *Tribratanevntt.com* media by the Regional Police of East Nusa Tenggara and (2) significance of the relationship between technology resources and the management of *Tribratanevntt.com* media by the Regional Police of East Nusa Tenggara. This research employed the positivism paradigm with a quantitative approach in which a deductive model was used to test the theory. This research was conducted at the Regional Police of Nusa Tenggara Timur. It involved 32 police officers from the Operational Department of the Regional Police Office of East Nusa Tenggara, who managed *Tribratanevntt.com* media. This research used a total sampling. The data were derived from primary and secondary sources and collected using questionnaires and documentation. The data were analyzed using a descriptive statistical analysis technique to describe the phenomena occurring at the research location. Furthermore, this research used a statistical tool, namely the structural equation test based on variance, known as Partial Least Square (PLS), using SmartPLS 3.2.8 software. The results showed that the most dominant variable affecting the management of *Tribratanevntt.com* media was the quality of human resources. Besides, the determination coefficient (R²) value showed that the capability of Human Resource Quality and Technology Quality variables to explain the Online Media Management reached 86.8%, while the remaining 13.2% was explained by other factors excluded in this research.

KEY WORDS

Quality, human resources, technology, management, media, police.

"*Tribratanevntt.com*" is a news portal for the Indonesian National Police managed by the Public Relations Department of the Indonesian National Police Headquarters. It is used to inform the public about the police, politics, crime, and others. Based on the digital historical record content, this news portal has become active since the display design changed around June 2015. Furthermore, each Regional Police started to have its own *Tribratanevntt.com* portal, including East Nusa Tenggara Regional Police with its portal of *Tribratanevntt.com*. However, compared to general news portals in Indonesia, the graph and rating of this portal cannot be deemed a success. It still needs hard work and support from all public relations functions in the Indonesian National Police to increase the public attention and need for information on this National Police news portal.

The management of *Tribratanevntt.com* is under the responsibility of the East Nusa Tenggara Regional Police's Public Relations Department. This department has an important role in building and maintaining the police's positive image by increasing Public Trust. To raise public trust in the police, the East Nusa Tenggara Regional Police's Public Relation Department is increasingly intensifying information transparency so that the public can know the activities that have been carried out by the police and improve public services. One of the easiest and most effective ways to realize information transparency is through the internet. It cannot be denied that the internet has changed the way public relations officers convey

information. Nowadays, almost all forms of delivery of public information and services are internet-based. In addition, cyber public relations officers carry out their work activities using the internet as publicity (Onggo, 2004).

As a form of utilizing the internet media, the Regional Police's Public Relations Department manages its *Tribrataneews* portal to improve the quality of public services, one of which is information transparency. The *Tribrataneews* portal is updated daily so that the news displayed is actual and reliable, following the program of strengthening public communication intensified by the police. Through the portal, the public can also provide feedback and comments. The Regional Police of East Nusa Tenggara publishes important information on the *Tribrataneews* portal. In a day, the *Tribrataneews* management team can publish at least 50 news releases from the Regional Police of East Nusa Tenggara and its staff. The *Tribrataneews* website can be used as a source of information by the public and become a reference for mass media journalists, especially the East Nusa Tenggara Regional Police Desk, which can obtain news material through the East Nusa Tenggara Police *Tribrataneews*.

Management of the *Tribrataneewsntt* portal has implemented technology supporting news reporting through the portal. The Regional Police of East Nusa Tenggara has cooperated with third parties in designing the *Tribrataneewsntt* portal. Information was obtained that the portal was managed by the Regional Police of East Nusa Tenggara using several information system applications. However, the use of the application was constrained by the hardware that did not support the work implementation. A computer or laptop is highly needed to run the applications related to managing the *Tribrataneewsntt* portal. However, not all police officers are equipped with official computers or laptops, so they use personal work equipment.

This research was based not only on phenomena related to *Tribrataneewsntt* management but also on differences in results of several previous studies. Zakir's (2014) study entitled "The Effect of Human Resource Quality on the Management of *Tribrataneewsjatim.com* media by East Java Regional Police" found a positive and significant effect of human resource quality on managing the *Tribrataneewsjatim.com* by East Java Regional Police. Meanwhile, according to Zian's (2017) study entitled "Management of *Tribrata News* by Aceh Regional Police", human resource quality has no effect on the management of *Tribrata News* by Aceh Regional Police.

This research aimed to identify and describe the management of *Tribrataneewsntt.com* media by East Nusa Tenggara Regional Police. Furthermore, the main objectives of this research were elaborated into sub-objectives, namely: (1) significance of the relationship between human resource quality and the management of *Tribrataneewsntt.com* media by the Regional Police of East Nusa Tenggara and (2) significance of the relationship between technology resources and the management of *Tribrataneewsntt.com* media by the Regional Police of East Nusa Tenggara.

LITERATURE REVIEW

Hasibuan (2012) stated that management is a science and art of organizing the process of utilizing human resources and other resources effectively and efficiently to achieve a certain goal. Massie in Arsyad (2002) defined management as a process where a group cooperatively mobilizes its actions or works to achieve common goals. The process covers the techniques managers use to coordinate others' activities toward achieving common goals. Based on the definitions above, it can be concluded that management is a science, art, and process of activities carried out to achieve common goals by optimally managing human resources and other resources through cooperation between members of the organization.

Media management is a science that studies how to organize media with principles and the entire management process, for example, media as a commercial and social industry and media as a commercial and social institution (Junaedi, 2017). Meanwhile, media as a learning object completely studies its characteristics, positions, and roles in the environment

where the economic, social and political system is run, including technological developments that affect media and is taken into account by media management.

Media management can come from the realm of communication management dominated by positivism and critical paradigms. However, media studies can also influence it. Media studies see media as an instrument of economic and political power in which various interests influence the media. In this regard, media management has become an arena for fighting those various interests.

Indicators of Media Management

According to Junaedi (2017), there are various management functions: planning, organizing, actuating, and controlling.

1. Planning

The planning function is always related to organizational goals and relevant to the vision and mission of the organization.

2. Organizing

In managing media, it is important to place and group businesses based on the type of work.

3. Actuating

Actuating includes how managers direct and influence individuals within the organization to carry out obligations accordingly to their job descriptions.

4. Controlling

With good control, the media quality will be maintained so that the audiences' needs for information can be met.

Human Resource Quality

Definition of Human Resource Quality

In general, "quality" means how good or bad something is or the level or degree of something's excellence. According to Sedarmayanti (2009), quality is a measure stating the extent to which various requirements, specifications, and expectations have been met.

Furthermore, Matindas (2002) defines Human Resource Quality as the ability of each employee to complete his work, develop himself and encourage his colleagues' self-development. Meanwhile, Pasolong (2013) states that Human Resource Quality is a workforce with high knowledge, competence, skills, and morality.

Indicators of Human Resource Quality

Priansa (2014) suggested that the indicators of human resource quality can be measured from education, training, and experience.

1. Education

Education is concerned with improving someone's general knowledge and understanding of the entire work environment

2. Training

Training is related to improving someone's skills and abilities to carry out the work.

3. Experience

Experience is related to forming someone's knowledge or skills about working methods since his involvement in the work implementation.

Information Technology Resources

Definition of Information Technology

Sanai (Rusman, 2011) defines Information and Communication Technology (ICT) as a medium or assistance in obtaining knowledge from one another. Furthermore, the Ministry of Research and Technology states that Information and Communication Technology (ICT) as a part of science and technology (*IPTEK*) is generally all technologies related to the retrieval, collection, processing, storage, dissemination, and presentation of information.

According to Sutabri (2014), information technology is a technology used to process data, including processing, obtaining, compiling, storing, and manipulating data in various ways to produce quality information, namely relevant, accurate and timely information, used for personal, business and government purposes and is strategic information for decision

making. Furthermore, Kadir and Triwahyuni (2013) defined Information Technology as a study of using electronic equipment, especially to store, analyze, and distribute any information, including words, numbers, and pictures.

Information Technology is a computer technology consisting of hardware and software to process and store information combined with communication technology to disseminate information. Communication technology here is used to disseminate information processed and stored in a computer. Based on the definition above, information technology can be interpreted as all technologies or tools assisting the retrieval, collection, processing, storage, dissemination, and presentation of information to others.

Indicators of Information Technology

Tjhay in Syahroni (2014) stated that Information Technology could be measured based on three indicator items as follows:

1. Utilization Intensity
High interest or intensity in the utilization of information system technology will foster the public's behavior supporting the utilization of information system technology.
2. Utilization Frequency
Measurement of actual utilization is measured as the amount of time spent interacting with technology and the frequency of its utilization.
3. The Number of Applications or Software Used
This indicator refers to how many programs are specifically used to support user applications, such as business applications, education applications, multimedia applications, and other applications used accordingly to the fields.

This research adopted the indicators from Tjhay in Syahroni (2014), covering utilization intensity, utilization frequency, and the number of applications or software used.

Research Framework

Online media has its advantages, one of which is that the information is more personal and accessible to anyone, anytime and anywhere, with the availability of a computer and internet network. Another advantage is that the information disseminated can be updated at any time, even every second, if necessary. Moreover, online media also completes the facility of news search and news preparation that can be easily accessed.

The Regional Police of East Nusa Tenggara needs good management of *Tribatanewsntt.com* media, which can be influenced by human resource quality and technology resources. Therefore, the framework of this research can be depicted as follows.

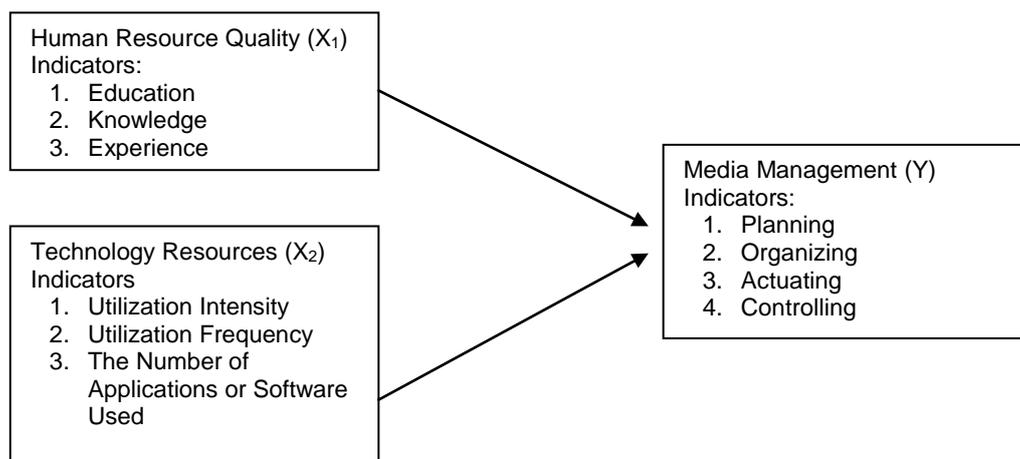


Figure 1 – Research Framework

Hypothesis

Based on the research framework above, the researchers formulated the following hypotheses:

1. The management of *Tribatanews* media by East Nusa Tenggara Regional Police is quite good.
2. There is a significant relationship between human resource quality and the management of *Tribatanews* media by East Nusa Tenggara Regional Police.
3. There is a significant relationship between technology resources and the management of *Tribatanews* media by East Nusa Tenggara Regional Police.

METHODS OF RESEARCH

This research employed the positivism paradigm with a quantitative approach in which a deductive model was used to test the theory. This research was conducted at the Regional Police of East Nusa Tenggara and involved 32 police officers from the Operational Department of the Regional Police of East Nusa Tenggara who managed *Tribatanewsntt.com* media. This research used a total sampling. The operational definitions of each variable are as follows: (1) online media management refers to the management of *Tribatanews.com* media by the Regional Police of East Nusa Tenggara according to management principles and processes; (2) human resource quality refers to the education, knowledge, and experience of the members of the Regional Police of East Nusa Tenggara that can be used to manage *Trinratanews.com* media; and (3) information technology refers to technological means used to facilitate the implementation of tasks related to the management of *Tribatanews.com* media. Based on these operational definitions, the indicators of each variable can be further outlined in the following table:

Table 1 – Variables and Indicators

No	Variable	Definition	Indicator	Measurement Scale
1	Online Media Management	Management of <i>Tribatanews.com</i> media by the Regional Police of East Nusa Tenggara according to management principles and processes	According to Junaedi (2017): 1. Planning 2. Organizing 3. Actuating 4. Controlling	Likert
4	Human Resource Quality	Education, knowledge, and experience of the members of the Regional Police of East Nusa Tenggara that can be used to manage <i>Tribatanews.com</i>	According to Priansa (2014:147): 1. Education 2. Knowledge 3. Experience	Likert
3	Information Technology	Technology is used to facilitate the implementation of tasks related to the management of <i>Tribatanews.com</i> media	According to Tjhay in Syahroni (2014: 9): 1. Utilization intensity 2. Utilization frequency 3. The number of applications or software used	Likert

The data were derived from primary and secondary sources and collected using questionnaires and documentation. The data were analyzed using a descriptive statistical analysis technique to describe the phenomena occurring at the research location. Descriptive analysis was carried out by calculating respondents' perceptions (Levis, 2013) with the following formula:

$$P_{S-p} = \left(\frac{\overline{X} P_{S-p}}{5} \right) \times 100\%$$

Description:

P_{S-p}	=	Perception category
$\overline{X} P_{S-p}$	=	The average score for population perception
5	=	The highest score on the Likert scale

This research used a statistical tool, namely the structural equation test based on variance, or Partial Least Square (PLS) using SmartPLS 3.2.8 software. The confidence level used was 95%, so the significance level (α)=5% or 0.05. This test was used to determine whether the independent variable affects the dependent latent variable through the t-test and the path coefficient analysis.

Decision-making rules:

1. If $\rho > \alpha$ (0.05), H_0 is accepted, and H_a is rejected, meaning that the hypothesis is rejected. In other words, the qualities of human resources and information technology resources have no significant effect on the management of *Tribrataneewsntt* online media by the Regional Police of East Nusa Tenggara.
2. If $\rho \leq \alpha$ (0,05), H_0 is accepted, and H_a is rejected, meaning that the hypothesis is rejected. In other words, the qualities of human resources and information technology resources significantly affect the management of *Tribrataneewsntt* online media by the Regional Police of East Nusa Tenggara.

RESULTS AND DISCUSSION

Based on the results of hypothesis testing according to the weighting test/ results for inner weights, the path coefficient of the effect of Human Resource Quality on Media Management showed a t-count value of 7.107 with a probability value of 0.000. Therefore, the analysis results indicate that the Human Resource Quality variable positively and significantly affected the Media Management variable. Thus, the second hypothesis stating that there is a significant relationship between human resource quality and the management of *Tribrataneews* online media by the Regional Police of East Nusa Tenggara was accepted.

Similarly, Indah's (2018) study entitled "Analysis of the Effect of Information Technology, Human Resource Quality and Organizational Support on *Tribrataneews* Management (A Case Study on East Nusa Tenggara Regional Police)" found that human resource quality had a significant effect on *Tribrataneews* Management. These results are also consistent with the study by Zakir (2014) entitled "The Effect of Human Resource Quality on the Management of *Tribrataneewsjatim.com* Media by East Java Regional Police", confirming that Human Resource Quality had a positive and significant effect on *Tribrataneewsjatim.com* Management by East Java Regional Police.

Sutrisno (2016) confirms that the human resource quality of an organization's members will be able to explore the potential of each organization's other resources. This ability can further make management processes within the organization become effective and efficient and produce work results accordingly to the target. If the quality of human resources is high, the organization will have no difficulty managing it professionally. In other words, the low work competence of employees is more likely to be a stumbling block for the organization in achieving its goals.

In an organization, HR (human resources) is a highly important and must-considered aspect. Qualified human resources can support an organization's success and produce qualified work. According to Dharma in Sutrisno (2016), human resource quality contains goals and objectives stimulating the realization of action to obtain a result.

Human resource quality and management implementation are two interrelated things. Human resource quality is the basic capabilities of workers in a company or organization for doing the work assigned to them, while management implementation is the process of achieving work results. Human resource quality will affect the quality of management implementation in terms of work effectiveness and efficiency. Poor or lacking human resource quality will lead to work ineffectiveness and inefficiency, and poor quality of work results.

The t-test showed a value of 2.439 with a significance value of 0.015 or < 0.05 , indicating that the technology resource variable had a positive and significant effect on the Media Management variable. In other words, better technological resources can also improve the quality of *Tribrataneews* media management by the Regional Police of East Nusa Tenggara. Thus, the third hypothesis was accepted.

Based on the results of hypothesis testing according to the weighting test or results for inner weights, the path coefficient of the effect of technology resources on media management showed a t-count value of 2.439 with a probability value of 0.015. The analysis results indicate that the technology resource variable positively and significantly affected the media management variable. Thus, the hypothesis stating that there is a significant relationship between technology resources and the management of *Tribrataneews* online media by the Regional Police of East Nusa Tenggara was accepted.

These results support the previous study conducted by Fahry (2019) entitled "The Effect of Human Resource Quality, Technology, and Work Motivation on the Improvement of *Tribrataneews* Management by North Sumatra Regional Police"; the study confirmed a positive and significant relationship between information technology and *Tribrataneews* management by North Sumatra Regional Police. Likewise, Anggita's (2015) study entitled "The Effect of Discipline, Information Technology Resources, and Human Resource Quality on *Tribrataneews* Media Management by Bengkulu Regional Police" also showed that information technology had a significant effect on *Tribrataneews* media management by Bengkulu Regional Police.

In today's technological development, achieving optimal work results requires well-functioning technological resources. It is expected that technology can support work processes within an organization, including data entry, reporting, or preparation of reports on implementing activities. Technology can also facilitate work processes, especially during the Covid-19 pandemic, where a lot of work is done online. Therefore, applied information technology must function properly to improve the quality of the work.

Nowadays, the role of technology resources is not only for organizations but also for individual needs. Technology resources can also be used to achieve a competitive advantage for an organization or institution. Furthermore, reliable technology resources can improve individual performance and can be used to provide information for users intended to make decisions within an organization. Changes in implementing technology resources in an institution require three things: software development, hardware, and brainware or human resources (HR).

Technology resources are intended to facilitate human life. Technology resources are widely used for job management because they accelerate performance. The acceleration of performance will ultimately facilitate the exchange of information and the dissemination of knowledge. The most visible progress in library services is using technology resources to process data into information.

CONCLUSION

Based on the analysis results discussed above, we can draw the following conclusions:

1. The results of the descriptive analysis indicate that the respondents' description of the management of *Tribrataneewsntt.com* media, human resource quality, and technology resources is quite good.
2. The results of the inferential statistical analysis indicate that:
 - a. Human resource quality has a positive and significant effect on the management of *Tribrataneewsntt.com* media. In other words, the better quality of human resources will also lead to better management of *Tribrataneewsntt.com* media.
 - b. Technology resources have a positive and significant effect on the management of *Tribrataneewsntt.com* media. In other words, better technology resources will also lead to better management of *Tribrataneewsntt.com* media.
3. Of all the variables studied, the most dominant variable affecting the management of *Tribrataneewsntt.com* media is human resource quality.
4. The determination coefficient (R²) value indicates that the capability of Human Resource Quality and Technology Quality variables to explain the Online Media Management reached 86.8%, while the remaining 13.2% was explained by other factors excluded in this research

Based on the research conclusions above, we propose the following suggestions to the Regional Police of East Nusa Tenggara:

1. It is necessary to improve the quality of human resources managing *Tribratanevsnntt.com* media, especially on the experience indicator. It can be done through the provision of training on journalists and online media management. In addition, it is also recommended to conduct a comparative study with other Regional Police whose management of *Tribratanevsnntt.com* is more modern and innovative. Thus, it is hoped that the experience of members managing *Tribratanevsnntt.com* media will increase, eventually improving the quality of the media.
2. It is necessary to increase technology resources, especially on the number of applications or software used, by preparing technology and equipment that can support the management of *Tribratanevsnntt.com* media, for example, providing more cameras, recording devices, and computers.

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