



## The Role of Human Resources, Hardware, and Databases in Mass Media Companies

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**Abstract:** The Management Information System, which includes Human Resources, Network, and Database, currently has a vital role in achieving the company's goals and sustainability. The information obtained will be processed into data and used for a company's decision-making. Companies engaged in the field of Media and Communication are also very closely related to the above variables, which help determine their company's sustainability. Therefore, it is necessary to understand Management Information Systems, especially Human Resources, Hardware, and Databases, to create effective, quality, and valuable information for the company. The purpose of writing this article is to describe the variables above. The results are: 1) The Role of Human Resources in Mass Media Companies, 2) Hardware in Mass Media Companies, 3) Databases in Mass Media Companies.

**Keywords:** Human Resources, Hardware, Databases, Mass Media Company

### INTRODUCTION

The current management information system is essential to realize a company's success. It needs the influence of the management information system. Variables Human resources, hardware, and databases are essential for a successful and reliable company. Management Information System is the subject of an interconnected unit of collecting data or information, then processing the data, then producing information back that is used to support a company's decision-making. The information management system also aims to facilitate the management or company managers to overcome a problem and make decisions on the information obtained.

In this literature discusses about The Role of Human Resources, Hardware, and Databases in Mass Media Company.

Based on the background of the problem that has been described, the formulation can be a formulated as follows:

1. The Role of Human Resources in Mass Media Companies ?

2. The Role of Hardware in Mass Media Companies ?

3. The Role of Databases in Mass Media Companies ?

## **LITERATURE REVIEW**

### **Mass Media Company**

The development and growth of mass media today in Indonesia are pretty rapid. The emergence can see various creative industries that decorate everyone's timeline, whether on television, social media, or banners. Mass media industry where the creative industry will continue to grow along with the increasing need for every human being for knowledge, entertainment, information, and art. (Ri'aeni & Sulistiana, 2018)

There are various aspects called sub-sectors in the creative industry in mass media. Of course, in managing this industry, the need for skills cannot be equated to managing other creative businesses. Because the mass media contains content that can invite or influence someone's mind. Someone who manages a mass media company must be able to see exciting challenges and opportunities to grow the uniqueness of the company and the sustainability of the company. (Ri'aeni & Sulistiana, 2018)

Mass Media Company has been widely studied by previous researchers, including: (Ri'aeni & Sulistiana, 2018), (Permana & Suzan, 2018), (Pratiwi, 2014)

### **Human Resources**

Human resources are the use of skills and maintenance to achieve an organization's goals. Human resources are humans who work in an organization or company, where they plan, organize, implement, and evaluate the activities they carry out. Then an organization can be said to be an organization if it consists of several people. Based on this, human resources are indispensable in an organization and cannot be separated. (Aliefiani Mulya Putri et al., 2022)

Human resource management aims to increase the productivity of an organization or company in a responsible and orderly manner. By improving the quality of human resources and efficiency in order to achieve organizational goals and become a good company. (Aliefiani Mulya Putri et al., 2022)

Indicators of good human resources, namely: 1) Honest, 2) Extensive knowledge, 3) Time efficiency, 4) Morale, and 5) Education. With some of these indicators as a benchmark for practical human resources, it is hoped that the company will quickly achieve its goals if every employee has these indicators.

Human Resources has been widely studied by previous researchers, including: (Rachman & Ali, 2016), (Ansori & Ali, 2017), (Rachman & Ali, 2016), (Sulaeman et al., 2019), (No et al., 2017), (Agussalim et al., 2020), (Zahran, 2020), (Dadan, 2017), (Aliefiani Mulya Putri et al., 2022).

### **Hardware**

Hardware is a component in a computer system that can be seen and felt physically. Components consisting of hardware include input devices, processing devices, outputs, and storage components on hardware. In a company, the existence of hardware is fundamental because it is used as a tool to facilitate every human activity. (Nugroho & Ali, 2022),

The data that has been processed, then the data will be input by the person who operates the hardware or human resources, then the data is processed and produces an output called information. Inside a computer consists of a monitor, processor, hard disk, RAM, graphics card, motherboard, and power supply. All of them are interrelated and have their respective functions. (Nugroho & Ali, 2022),

Hard disk and Ram function as recipients of information or data, which are then processed or received by the Graphics Card and Processor, which then outputs to monitors, speakers, projectors, printers, and speakers. In mass media companies, hardware is needed to support all company activities and process data to produce information.

Hardware has been widely studied by previous researchers, including: (Nugroho & Ali, 2022).

### Databases

A database is a collection of information stored systematically on a computer and can be controlled through a program to obtain the information contained in the database. Data is one of the essential sources in almost any organization or company. With the abundance of data, an organization or company will be able to effectively develop a management information system. (Andaru, 2018)

Data in the form of facts recorded and then processed (processed) into a useful and functional form for the user is called information. The form of complex and integrated information in database processing, which will later be used for the decision-making process in management

Database has been widely studied by previous researchers, including: (Djojo & Ali, 2012), (Aswiputri, 2022).

**Table 1: Previous Research**

No	Author (year)	Previous Research Results	Similarities to this article	Difference with this article
1	(Aliefiani Mulya Putri et al., 2022)	Organizational Literature Review: Human Resources, Organizational Objectives, and Organizational Structure	Human Resources	Organizational Objectives, and Organizational Structure
2	(Zahran, 2020)	Factors Affecting Information Systems: Human Resources, Business, Technology and Methods (Marketing Management Literature Review)	Human Resources	Business, Technology, and Methods
3	(Saputra & Ali, 2022)	Implementation of POAC Management: Economic Recovery and National Resilience During the Covid-19 Pandemic (Literature Review of POAC Management)	Planning, dan Organizations	Economic Recovery and National Resilience During the Covid-19 Pandemic
4	(Ri'aeni & Sulistiana, 2018)	Local Mass Media Industry in Ideal Media Management Review	Mass Media	Ideal Media Management Review

5	(Maharani, 2015)	Sustainability Reporting as a Company Media in Developing and Reporting Sustainable Business Policy	Media Company and Business Policy	Sustainability Reporting
6	(Pratiwi, 2014)	The Role of ICT for Mass Media Organizations and Community Culture	Mass Media Organizations	The Role of ICT for Community Culture
7	(Permana & Suzan, 2018)	Examining the Industry and Market Structure of Mass Media in Indonesia	Mass Media	Market Structure and Industry of Mass Media in Indonesia
8	(Irawan, 2019)	Implementation of Data Mining for Data Evaluation Sales Using Clustering Method and Divise Hierarchic Algorithm	Database	Data Mining for Data Evaluation Sales

## RESEARCH METHODS

This study uses descriptive qualitative methods and examines previous articles related to the discussion variables. This research aims to solve the problem under study by describing the role of the management information system components. The data taken in this article is from a trusted source responsible for not forgetting the rules.

## FINDINGS AND DISCUSSION

### 1. The Role of Human Resources in Mass Media Companies.

Human resources are indispensable for their existence in an organization or company. This is where human resources plan, organize, actuate, and control. All activities within an organization or company cannot be separated from the influence of human resources. Human resources are also expected to make decisions from any data and information received for a company's sustainability.

Then in mass media companies, where each of its activities is related to collecting data, facts, and information, a human resource must do this. To improve the mass media company that excels, the company must present information that is interesting and in the form of facts. However, it is not easy. The need for quality human resources that support achieving these goals.

Human Resources have an effect on Mass Media Companies, this is in line with previous articles including: (Zahran, 2020), (Aliefiani Mulya Putri et al., 2022), (Dadan, 2017).

### 2. The Role of Hardware in Mass Media Companies

Hardware as a data processing device makes its existence very important. Apart from being a data processor, Hardware can also determine the quality of a company or organization. Hardware can facilitate human activities in a mass media company.

Mass Media Companies also cannot be separated from the existence of Hardware, which is an essential component in a company. Hardware supports activities in mass media companies such as computers, cameras, sound systems, microphones, and others. Hardware is also continuously updated in its development to improve the development of the current era.

Maybe ten years from now, the Hardware we use today will look outdated and wrong and need to be replaced with new and capable Hardware.

Hardware has an effect on Mass Media Companies, this is in line with the previous article including: (Nugroho & Ali, 2022).

### 3. The Role of Databases in Mass Media Companies.

The database contained in the company or organization is significant in order to support business activities to be more effective and efficient. With the formation of a database, companies will find it easy to find information on a user, especially mass media companies.

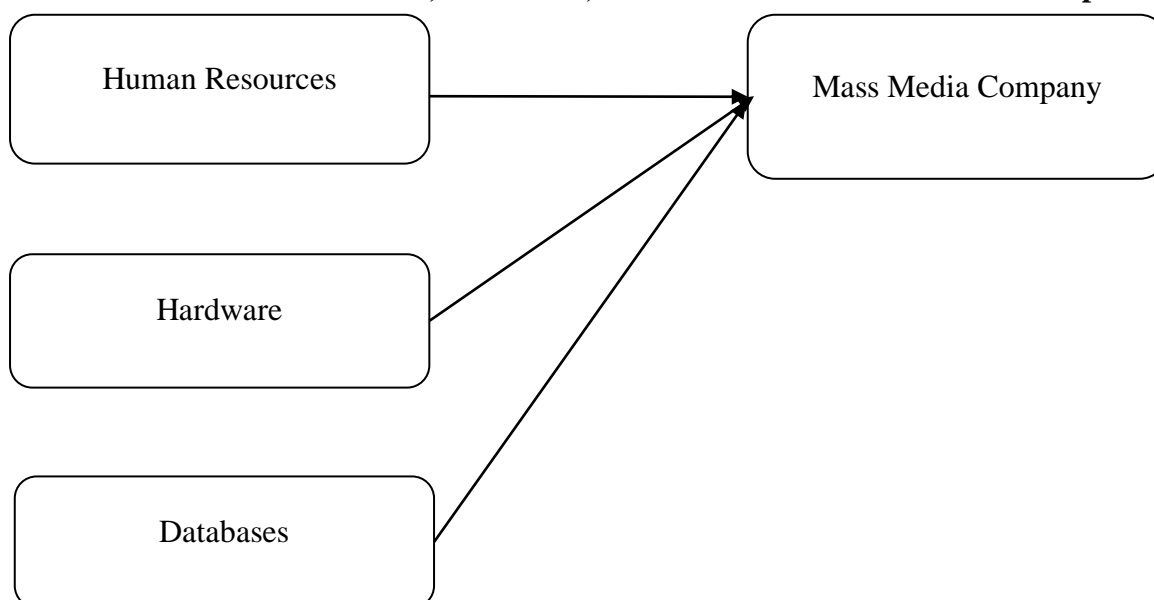
Information and data that have been collected will usually be stored in a database which can be opened at any time when needed. In mass media companies, the role of the database becomes essential. With the existence of a database, the information obtained can be collected easily.

Databases has an effect on Mass Media Companies, this is in line with the previous article including: (Irawan, 2019), (Tatiwakeng et al., 2021), (Aswiputri, 2022).

### Conceptual Framework

Based on the formulation of the problem described above, and discussion that has been described above, then the framework of this article as follows:

#### The Role of Human Resources, Hardware, and Databases in Mass Media Companies



**Figure 1: Conceptual Framework**

This article discusses The Role of Human Resources, Hardware, and Databases In Mass Media Companies. There are several other roles that affect Human Resources, Hardware, Databases in Mass Media Companies, namely:

1. System: (Shobirin & Hapzi Ali, 2019), (Ashshidiqy & Ali, 2019), (Sari & Ali, 2019), (Djojo & Ali, 2012), (Darwisyah et al., 2021), (Somad, A., Imron Rosadi, K., & Ali, 2021), (Erlina Gusnita, Hapzi Ali, 2021)

2. Software: (Indarsin & Ali, 2017), (Indarsin & Ali, 2017),
3. Organization: (Sari & Ali, 2019), (Brata, Husani, Hapzi, 2017), (Limakrisna et al., 2016), (Desfiandi et al., 2017), (Harini et al., 2020), (Riyanto et al., 2017), (Sulaeman et al., 2019), (Ali, 1926), (Masydzulhak et al., 2016), (Widodo et al., 2017), (Silitonga et al., 2017), (Rivai et al., 2017), (Prayetno & Ali, 2017)
4. Knowledge: (Desfiandi et al., 2017), (Prayetno & Ali, 2020), (Mukhtar et al., 2016), (Brata, Husani, Hapzi, Baruna Hadi Shilvana AliBrata, Husani, Hapzi, 2017), and (Toto Handiman & Ali, 2019).
5. Management: (Sutiksno et al., 2017), (Agussalim et al., 2017), (Sutiksno et al., 2017), (No et al., 2017), (Gupron, 2019), (Aima et al., 2017).

## CONCLUSION AND SUGGESTION

### Conclusion

Based on the literature review and discussion that has been discussed above, the conclusion from this variable are:

- 1) Human Resources, plays a very important role in mass media companies because it determines the direction and goals of a company.
- 2) Hardware, plays a very important role in mass media companies because it supports human activities in mass media companies.
- 3) Databases, plays a very important role in mass media companies in order to collect and store information to be more effective and efficient.
- 4) Mass Media Company, Currently, the existence of mass media companies is growing rapidly in Indonesia, this is an indicator of technological development in Indonesia.

### Suggestion

Based on the conclusions described above, suggestions are needed to develop reasons related to the scarcity of cooking oil variables.

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