

## THE ROLE OF OFFICE ADMINISTRATION EDUCATION COMPETENCIES IN THE DIGITAL ERA

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### ABSTRACT

This study aims to provide knowledge and understanding of office administration education in the current digital era. Especially related to the influence of competence in the field of office administration in the information era characterized by digital technology. This study uses a qualitative approach using correlational analysis techniques through a literature review using papers, articles, and books. This study focuses on searching for theories online and drawing conclusions from various library sources with a publication period in the last five years. The findings show that there is an influence and importance of office administration education competence in the digital era, of course followed by several competency qualifications that must be met by an office administration professional, as well as the impacts and challenges that must be faced in the digital era. Office administration plays an active role in any organization because professional management of the office administration field allows organizational leaders to obtain accurate and fast data to be used as a basis for decision making. The importance of the role of information in this digital era makes the current situation called the information era. Seeing this reality, every organization needs to position office administration management proportionally.

**Keyword:** *Competense, Office Administration Education, Digital Era.*

### ABSTRAK

Penelitian ini bertujuan untuk memberikan pengetahuan dan pemahaman tentang pendidikan administrasi perkantoran di era digital saat ini. Terutama terkait dengan pengaruh kompetensi di bidang administrasi perkantoran di era informasi yang bercirikan teknologi digital. Penelitian ini menggunakan pendekatan kualitatif dengan menggunakan teknik analisis korelasional melalui tinjauan literatur menggunakan makalah, artikel, dan buku. Penelitian ini berfokus pada pencarian teori secara *online* dan mengambil kesimpulan dari berbagai sumber pustaka dengan kurun waktu publikasi dalam lima tahun terakhir. Temuan menunjukkan bahwa terdapat pengaruh dan pentingnya kompetensi pendidikan administrasi perkantoran di era digital, tentunya diikuti dengan beberapa kualifikasi kompetensi yang harus dipenuhi seorang profesional administrasi perkantoran, serta dampak dan tantangan yang harus dihadapi di era digital. Administrasi perkantoran berperan aktif dalam organisasi mana pun karena pengelolaan bidang administrasi perkantoran yang profesional memungkinkan para pemimpin organisasi mendapatkan data yang akurat dan cepat untuk dijadikan dasar pengambilan keputusan. Pentingnya peran informasi di era digital ini membuat keadaan saat ini disebut dengan era informasi. Melihat kenyataan tersebut, maka setiap organisasi perlu memposisikan pengelolaan administrasi perkantoran secara proporsional.

**Kata kunci:** *Kompetensi, Pendidikan Administrasi Perkantoran, Era Digital.*

### INTRODUCTION

The rapid development of technology will change people's lifestyles in the future. Technological developments also have an impact on work in the field of office administration. Office administration is part of people's lives. Technological advances have brought significant changes in the field of office management. Office operations have become more efficient due to the introduction of new business systems that utilize digital technology. However, the problems that arise are related to the same work patterns and competency requirements that office workers must have. Like it or not, change must be accepted and implemented. If this is not done, the organization will not be able to survive and at some point may fail to achieve its goals and objectives. Therefore, offices must continue to adapt and utilize technology that continues to develop and even evolve (Suraja, 2018).

As technology advances, it is no longer possible to advocate a philosophy that simplifies administrative issues, especially in offices. The management department in the office plays an important role, just like other departments, because its results become a reference for other departments in making reports. Therefore, administrative staff must have the skills and competencies needed to carry out their work. Of course, these abilities are closely related to the ability to use information technology commonly used in offices. In addition, administrative staff must have a positive attitude towards their duties and responsibilities and continue to strive to improve their performance (Lisa, 2023).

This study focuses on understanding the important role of office administration education competencies in the digital era. Researchers collect secondary data from various sources obtained from Research Gate and Google Scholar created over the past five years for papers, articles, and journals, as well as the past 10 years for books that will be used to search for literature sources. The selection of keywords used to explore information sources is office administration education competency and the role of office administration education in the digital era.

Several studies have discussed the role of office administration education competencies, such as research conducted by (Aulia, 2023) which states that office administration plays a very active role in each organization because professional management of the office administration sector will enable organizational leaders to obtain accurate, precise, and fast data as a basis for decision making. The research conducted by (Anam, 2020) states that the office administration study program is one of the scientific fields that has been greatly impacted by the industrial revolution 4.0, only it needs to be revitalized in order to face challenges and take advantage of opportunities properly so that graduates of this study program are in accordance with the needs of the world of work and the world of industry. In addition, research conducted by (Arwan & Muhyadi, 2020) explains that administration and employees in the field of office administration in Indonesia are required to master educational qualifications equivalent to bachelor's degrees, office administration competencies are obtained through formal and non-formal education, master the application of information and communication, technology that supports office administration work, have soft skill competencies as a supporter of the successful implementation of office administration principles, and continuous self-development behavior in accordance with technological developments and the expectations of users of office administrative services.

According to the research results, employees in the field of office administration in Indonesia are required to master educational qualifications equivalent to a bachelor's degree, office administration competencies are obtained through formal and non-formal education, master the application of information and communication, technology that supports office administration work, have soft skill competencies as a supporter of the successful implementation of office administration principles, and continuous self-development behavior in accordance with technological developments and the expectations of users of office administrative services.

Research is a scientific activity that aims to obtain correct knowledge about a problem. Knowledge produced through research can be in the form of facts, concepts, generalizations, and theories. To obtain accurate knowledge, research is conducted using scientific methods by researchers with scientific integrity. This means that research is conducted based on theories, principles, and basic assumptions of science. This study aims to provide knowledge and

understanding of office administration education in the current digital era. Especially related to the influence of competence in the field of office administration in the information era characterized by digital technology.

## LITERATURE REVIEW

### Competence

According to Sadirman (2001: 174), the term competence is used in two contexts. One is an indicator of observable skills and behavior, and the other is a concept that includes cognitive and emotional aspects at the implementation stage. According to the National Work Proficiency Standards for Office Management Services in Indonesia (SKKNI) (2007), work competence is the work ability of each individual, which includes aspects of knowledge, skills and work attitudes that meet established standards. The Indonesian National Workforce Competency Standards are a formulation of workforce competence that includes aspects of knowledge, skills, and/or work attitude knowledge related to the implementation of work and workforce requirements that are determined in accordance with applicable laws and regulations.

According to Robotham and Jubb (1996), competence can also be interpreted as an individual's actions and reactions to their work in an organization. Armstrong (1998) briefly argues that competence is a person's knowledge, skills, and qualities that enable them to succeed in their work (Suharti 2005). Furthermore, the Decree of the Minister of National Education Number 45/U/2002 states that competence is a set of intelligent and responsible behaviors possessed by a person as a prerequisite for society to consider him/her capable of carrying out tasks in a particular field of work. While the elements of competence consist of personality foundation, mastery of knowledge and skills, ability to create, attitude and behavior when creating based on specific knowledge based on the knowledge and skills learned, and understanding of the rules of social life depending on the choice of expertise in creating. There are seven factors that influence the formation of competence, namely values and beliefs, thinking skills, practical knowledge, emotional problems, skills or talents, abilities influenced by a person's personality traits, and motivation (Sudarmanto, 2015).

### Office Administration Education

Office administration education is a study program that studies corporate administration, communication management, and financial management (William, et al., 1950). Graduates of this study program will have the ability to understand the concept of learning systems, knowledge to prepare scientific research, the basics of management, communication, leadership and organization, office and information technology, resource management, entrepreneurial management, MICE (Conference, Incentive) have the ability to acquire knowledge such as conferences and exhibitions, and knowledge of English. The aim of this study program is to produce professional educational staff in the field of office administration education at the vocational school level and human resource development institutions, produce professional staff in the field of public relations and secretariat, and prepare ambitious prospective entrepreneurs with character and mastery of digital technology.

### Digital Era

According to the Communication Technology Timeline quoted by Dan Brown, in the early 1880s, various types of electronic media began to spread throughout the world, starting from telephone communication, tape recorders, and radio. Other electronic devices such as

television, cable TV, and mobile phones began to be used by many people in the 1940s to 1970s. Communication technology for electronic media initially used an analog system, but later switched to a digital system. This is marked by the transformation of media products such as e-books, the internet, digital newspapers, electronic libraries, and e-shops. This era is often referred to as the digital revolution. This digital revolution began worldwide in the early 1990s. Given the principles of the digital system, the digital era is an era where the flow of information through communication media is clear, accurate, and fast.

There are several factors that influence the digital era, namely technology, developments in the era, demands of the era, technological innovation, drivers of digital transformation, developments in communication, developments in business, developments in the internet, and the evolution of smartphones (Hadiono & Santi, 2020).

## METHOD

This study uses a qualitative approach using correlational analysis techniques through a literature review using papers, articles, and books. This study focuses on searching for theories online and drawing conclusions from various library sources with a publication period in the last five years. Data and information collection is based on the results of relevant previous studies. The researcher then evaluates and draws conclusions from the results of the study. The type of data used in this study is secondary data. Secondary data sources are books, articles, and journals related to the research conducted.

## RESULTS AND DISCUSSION

### **The Influence of Office Administration Education Competence in the Digital Era**

Significant changes have occurred recently, especially in relation to the application of information technology related to the Internet. These changes make today's offices look and feel very different from the past. For example, paper consumption, which used to dominate office work, has now been significantly reduced due to digitalization. In modern offices, there is almost no paper-based work (paperless). The work systems used also change depending on technical needs. As a result of these changes, employee skills and competencies as well as the equipment and infrastructure needed also change in response to demand. Administrative managers, from the executive level to the lowest operational staff, have an obligation to keep up with developments in accordance with the characteristics of the work they are responsible for (Arwan, et al., 2021).

With the development of information and communication technology, it is undeniable that office work will be increasingly dominated by computers and the internet. In a situation like this, human resources are needed who master digital technology. In addition, office managers need organizational skills and interact with others better. In employee recruitment, various competency tests are carried out, such as assessment tests, psychological tests, and aptitude tests (Yahya, Majid & Din, 2020). Therefore, the required competency qualifications can only be obtained through education and training in formal institutions so that the competency achievement standards can be measured. Universities certainly have curriculum standards that are in line with the competency requirements and qualifications based on the Indonesian National Work Competency Standards (SKKNI).

### **The Importance of Office Administration Education Competence in the Digital Era**

In the office sector, the use of digital technology has made work more efficient, increased productivity, and improved the quality of office products. Therefore, managers and administrative staff need to be aware of the importance of technological change, have the willingness to always prepare themselves for change, and develop skills and qualifications according to the needs of the community. The use of e-office and digitalization services can improve quality, fast and effective public services (Diana, 2019). This digitalization will create big data in the future. Therefore, mastery of information and communication technology is a must for office professionals. When data becomes so large (big data) that it can no longer be managed by the government or IT experts, then naturally a large amount of digital waste is produced.

### **Competency Qualifications Required in Office Administration in the Digital Era**

Competency qualifications are needed as a foundation of knowledge to carry out office tasks well and efficiently. HR professionals in the field of Office Administration must have qualifications of at least a Diploma 3 Professional Program in Office Administration. Many organizations now require their employees to have at least a Diploma 4 degree, an applied bachelor's degree, or a bachelor's degree in a field related to office administration. These qualification requirements are very reasonable because office work is a profession that requires special preparation in the form of long training. Every office manager must have adequate basic academic skills and in-depth specialized knowledge. Human resource managers in the field of office administration can develop their professional abilities optimally and provide better services to the community by obtaining educational qualifications equivalent to a bachelor's degree. In addition to formal training, office managers must also have special skills as evidenced by a certificate of special knowledge obtained through an office skills test at a related institution. In this context, the Office Administration Professional Certification Institute (LSP-AP) collaborates with professional associations (Association of Indonesian Office Administration Scholars and Practitioners/ASPAPI) and educational institutions in the field of office administration.

Efficient office administration activities require special skills called hard skills. Competencies that are classified as hard skills are mastery and mastery of office materials obtained through formal education (schools) and non-formal education (training, courses, workshops, etc.). Skills obtained in various educational institutions are only basic skills and need to be developed continuously and sustainably through various forums and existing media. In addition to learning hard skills, office administration managers must also learn soft skills related to the ability to manage themselves and interact with others. Acquiring soft skills is as important as hard skills, but is often overlooked by professionals. The determining indicators of the image of an employee or office worker are the competencies they have, the ability to apply knowledge and skills and solve problems (Gubachev, 2018).

### **The Impact of the Digital Era on Office Administration Education**

One of the consequences of technological developments is that more and more jobs are changing or even “disappearing” and being replaced by technology. Many jobs are now being replaced by machines that no longer depend on humans. There are nine jobs that are predicted to disappear in the future, such as drivers, farmers, publishers/printers, travel agents, cashiers, bank tellers, telemarketers, accountants, and stock traders (Kamaria, 2019). In the future, more and more jobs will be lost and replaced by technology. Office administration and public service jobs are also very likely to be replaced by computer machines. Digital-based public services

that adapt to changes in the use of information technology have resulted in improvements in services (Wardani, 2019).

E-office/digitalization services will have a major impact on both the bureaucracy itself and society, such as the effectiveness and efficiency of budgets and services, openness of information, participating in eradicating corruption, collusion and nepotism, increasing efficiency of work time, and faster storage and retrieval of required data (Diana, 2019). As technology advances, the function of mobile phones has also changed to smartphones. The use of smartphones has become very important as a medium for information, communication and work support (Selfiana, 2017). Office administration today is also faced with phenomena such as the Internet of Things, artificial intelligence, big data, and terms related to the word "smart" such as "smart city", "smart transportation", and "smart office". These developments will completely eliminate the activities of office workers. An example is an archivist. With the availability of electronic input, the process of creating archives, recording and arranging them, and destroying them no longer requires very large labor costs. However, it should be remembered that there are still principles in managing archives, both traditional and electronic archives.

### **Challenges to be Faced by Office Administration Education in the Digital Era**

According to Wolter (2018), the challenges that will be faced by office administration education are as follows:

1. Information technology security. Although information technology security continues to be improved, there are still cases of leaks of confidential company data and loss of digital numbers, so that the security of important data remains a concern for DUDI stakeholders.
2. Reliability and stability of production machines. Production machines that are operated digitally can experience disruptions that can disrupt DUDI activities. Moreover, if the power source goes out, DUDI activities can be completely paralyzed.
3. Inadequate skills. Workers with inadequate skills can pose the biggest challenge because of their position as the main force in the production machine.
4. Reluctance of stakeholders to change. Lack of HR skills becomes an even greater challenge when stakeholders are unwilling to change. This is a serious problem and can even have an impact at the national level. There are many people who, in many cases, actually have the potential to be signs of change for the better, but are hampered by a handful of people who have power in the name of certain positions. The impact is that not all elements of the company change and develop.
5. Many jobs will be lost due to automation. Repetitive and physically demanding jobs are easily replaced by machines. In fact, this phenomenon has been happening since the last industrial revolution, when humans began to minimize the use of physical energy.

These diverse challenges should not lead to the elimination of the office administration education study program. Because the possibility of further development of this study program is still wide open, both now and in the future. The main reason is that machines will never be able to replace the human brain. To be competitive in the digital era, it is basically necessary to develop a creative and innovative attitude. Therefore, students must be able to prepare to face the challenges of Industrial Automation 4.0 by teaching them 21st century skills (Fadel, 2010). In the field of office administration education, the skills taught in it are applied skills whose implementation can be reflected in critical thinking and problem solving, sector-level collaboration, adaptation, initiative, effective oral and written communication, access and analysis of information, and high curiosity and imagination.

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the discussion in this study, it can be concluded that the office administration education study program is one of the scientific fields that has a major impact on the digital era. At least this can be seen from the substitution of human labor with technology. This raises fear and concern among the academic community. Based on these conditions, it can be concluded that the study program is still relevant to the digital era, only revitalization is needed in order to face challenges and take advantage of opportunities for the needs of the world of work and industry wisely. Seeing this reality, every organization needs to position the field of office administration management proportionally. In addition to office management skills, managers in the field of office management also need digital skills and a desire to develop sustainably. In addition, all parties involved in the field of office administration must also have soft skill competencies, such as the ability to collaborate, be creative, and innovative in carrying out their duties.

### Recommendation

Office administration education study programs need to make intensive efforts to develop skills and competencies in the digital era. In the future, it is hoped that more specific research can be carried out on the needs of work competencies and professionalism of administrative staff to adapt to office developments in the digital era.

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