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# Empowerment of Islamic-Based Human Resources in Increasing Organizational Competitive Advantage; A Strategic Management Approach

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The aim to be achieved in this research is to find out what is related to empowering human resources to increase competitive advantage in an organization. The method used in this research is qualitative by conducting various interviews with several informants. The results of this research show that the human resource management cycle with the PDCA (Plan-Do-Check-Act) cycle contains four parts, including planning, implementation, evaluation and follow-up. According to past views, HR empowerment aimed at competitive advantage is something valid where in the modern era humans are required to be able to think and develop in a better direction.

# 1. Introduction

Organizations with various available human resources become a strength which in this case leads to competitive advantage (Sudiantini et al., 2023). Human resources in this mechanism are required to be able to adapt to various developments that are happening or will occur (Destiana, 2023). This must be balanced with the creation of potential advantages that exist in them to be able to align themselves to increase their competitiveness.

Competitive advantage in terms of human resources has also been commanded in the Qur'an where it is contained in Surah Al-Jasiah verse 13 which reads:

وَسَخَّرَ لَكُمْ مَّا فِي السَّمٰوٰتِ وَمَا فِي الْاَرْضِ جَمِيعًا مِنْهُ ۗ اِنَّ فِيْ ذٰلِكَ لَاٰيٰتٍ لِّقَوْمٍ يَّتَفَكَّرُوْنَ

Means:

"And He subdued what is in heaven and what is on earth for you all (as a mercy) from Him. Indeed, in such cases there really are signs (of the greatness of God) for thinking people."

Based on the above verse can be represented where humans must be responsible for the development and potential that exists in them. This leads to human responsibility to be able to prepare themselves to become reliable resources to face the challenges of the times.

Human resource management becomes a manifestation in which there is knowledge that represents human management in an organization to achieve a goal (Khumaini et al., 2023). This is an anticipation and forward movement in an increasingly modern era (Wahjono, 2022).

Research related to human resource management has been researched by various academics. First, research conducted by Suhatma in which his research emphasizes the development of human resources in achieving competitive advantage (Suhatma, 2020). The scientific contribution of this article is a systematic approach in achieving superior resources. The second research that became a reference was a research conducted by Rosdiana which emphasized the orientation of Islamic entrepreneurship to increase competitive advantage (Nila Rosdiana & Zuhri M Nawawi, 2022). The scientific contribution of this article is that competitive advantage is realized by innovation made by a company.

Based on the presentation of the phenomenon that has been proposed, researchers are interested in focusing on empowering Islamic-based human resources to increase competitiveness.

## 2. Research Method

The method used in this study is qualitative where the data obtained is in the form of interviews and documentation. Interviews were conducted with several key informants who mastered the topics and problems in this study.

## 3. Result and Discussion

Human resource management in increasing competitive advantage requires several indicators in its implementation. This mechanism is reinforced by Edward Deming's theory which explains the human resource management cycle with the PDCA (Plan-Do-Check-Act) cycle, which is a recurring management cycle used to overcome problems, improve processes, and achieve company goals. in which there are four parts including planning, implementing evaluation and follow-up (Hadi, 2020).

Planning in this mechanism emphasizes planning that emphasizes the quality of human resources in order to manage the organization well (Nurnaningsih et al., 2023). This leads to meeting the needs of an organization in achieving a goal. Without careful planning related to HR, the organization will find it difficult to get quality human resources. The end result of this impact is the organization's weakness in achieving maximum levels of operation (Laila Yuliani & Lestari, 2022).

Some ways that can be done in the planning mechanism intended for human resources are scientific and non-scientific (Suyanto & Andri, 2020). The scientific method emphasizes the development of human resources based on data where in this mechanism the risks experienced will tend to be small (Hidayat et al., 2023). While the development of human resources in a non-scientific manner is based on experience, imagination and estimates alone so that the risks faced will be even greater.

In terms of implementation, it can be realized by various steps, including recruitment to prospective workers, training for workers to develop their potential and promoting to the workforce. Some of these steps must be fulfilled in a balanced manner to meet the needs of quality human resources.

Furthermore, in terms of evaluation, where there are activities that are arranged systematically related to the measurement of program objectives, it can be carried out

properly. In this mechanism, there is a good assessment of employee attitudes, employee performance where it is associated with the ability to carry out all its tupoksinya.

Furthermore, follow-up is needed where it becomes a check on planning, implementation and evaluation. In this mechanism intended in carrying it out are heads of fields or divisions where they are able to systematically determine the direction of steps of an organization able to run well. When there are things that become notes, improvements are needed in the future. This mechanism needs to be done so that human resources have an advantage in competing.

The preparation of all the steps that have been put forward ultimately leads to their readiness to compete. Strategies in conducting competition in today's modern era can be measured by various concepts including: first, the existence of innovation that is always born. This is what can distinguish a person from others. Innovation that is always formed and carried out can be one of the indicators that can measure the competence and mindset of human resources to face the times. Second, compete in terms of quality improvement. This leads to the development of the quality of the products produced where it can become a different characteristic compared to others.

The development of human resources when related to competition and competitive advantage can be studied in the Qur'an Surat Al Baqarah verse 148 as follows:

وَلِكُلِّ وُجْهَةٌ هُوَ مُوَلِّئُهَا فَاسْتَغْنُوا الْخَيْرَاتِ أَيْنَ مَا تَكُونُوا يَأْتِ بِكُمْ اللَّهُ جَمِيعًا ۗ إِنَّ اللَّهَ عَلَىٰ كُلِّ شَيْءٍ قَدِيرٌ

Means:

For every devotee there is a Qibla that he faces towards him so, vying you in various virtues. Wherever you are, surely God will gather you all. Indeed, God is almighty over all things.

Based on the quotation of the above verse states that there is a necessity in vying for virtue. If it is associated with increasing human resources to conduct competition and competitive advantage is a must.

An organization that provides opportunities for human resources to continue to grow emphasizes the attitude that everything must be based on excellence that can be created. This mechanism will certainly provide maximum final results in achieving a goal. Moreover, in the Islamic view the race to goodness is an action that can make humans in a good attitude so that humans are intended to continue to compete and think about the times.

## 4. Conclusion

Human resources empowered by an organization to achieve goals require various actions where the first is planning where this mechanism emphasizes this leads to meeting the needs of an organization in achieving a goal. Without careful planning related to HR, the organization will find it difficult to get quality human resources. Furthermore, in terms of implementation, it can be realized by various steps, including recruitment to prospective workers, training for workers to develop their potential and promoting to the workforce. In terms of evaluation, where there are activities that are arranged systematically related to the measurement of program objectives, it can be carried out properly. In this mechanism, there is a good assessment of employee attitudes, employee performance where it is associated with the ability to carry out all its tupoksinya. Furthermore, follow-up is needed where it becomes a check on planning, implementation and evaluation.

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