

ABSTRACT

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DESCRIPTION OF HUMAN RESOURCES STAFF AT SPACE AND SHAPES DIGITAL AGENCY

Globalization, according to Tilaar (1997), is a process of rapid and radical change driven by technological advancements, making the world feel increasingly smaller. While technology facilitates communication without boundaries, these rapid changes can lead to cultural imbalances and competence gaps. Mubarok (2023) notes that the closure of several state-owned enterprises (SOEs) due to poor employee performance reflects the inability of human resources to adapt to technological developments. A similar situation is observed in the government sector, where a significant portion of Civil Servants (ASN) have low performance ratings (Karunia, 2022). This phenomenon highlights the importance of improving human resource quality to survive in the era of globalization. The intern participated in a Professional internship at Space & Shapes, a digital creative consulting company, for 70 days with a focus on human resource management. The intern was involved in various tasks, ranging from recruitment, counseling, to creating job descriptions and specifications for job postings. Additionally, the intern carried out psychoeducation to raise awareness among employees about burnout and work-life balance. In the selection process, the intern analyzed the assessment results of job candidates and reported them to the user. The intern also contributed to organizing Leader Huddle to improve interdepartmental collaboration and updated the company's code of conduct. The intern maintained employee confidentiality and actively participated in discussions with stakeholders and the Human Capital team.

Keywords: *Globalization, Human Resources (HR), Recruitment, Psychoeducation*