

# THE ROLE OF SOCIAL INTERACTION AND SECTORAL CROSS COOPERATION TO IMPROVING THE QUALITY HUMAN RESOURCES IN TULUNGAGUNG DISTRICT, EAST JAVA PROVINCE, INDONESIA

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## Abstract

The low quality of human resources (HR) causes it is unable to compete with resources that come from outside Tulungagung Regency, thus causing high unemployment and underemployment. This study aims to determine strategies for improving the quality of human resources through increased social interaction and cross-sectoral cooperation. The method used in this study is a mixed-method of surveying through the dissemination of instruments with in-depth interviews. The population is the entire community in Tulungagung District, meanwhile, the sample was selected proportionally as many as ten times the indicator that is as many as 480 people concerning gender, employment, economic level, and education level. Quantitative data analysis from surveys using the SPSS 19.0 multivariate analysis application. Qualitative data were analyzed using four stages: data collection, data classification, data reduction, and concluding. The results showed that social interaction and cross-sectoral collaboration simultaneously or partially had a significant effect on improving the quality of human resources. Cross-sectoral cooperation provides a greater contribution than social interaction. But to improve the quality of human resources, it is necessary to use these two strategies simultaneously rather than partially, because simultaneously they have a greater influence than partially.

**Index Terms:** Social Interaction, Cross-Sectoral Communication, HR Quality

## 1. Introduction

The low quality of human resources is something that must be overcome properly, because human resources as brain ware in the regional development process, must have good quality, highly qualified and competent. The low level of competence of the SMD will greatly affect their performance which ultimately will not be able to compete with human resources from outside the region who are ready to compete with existing human resources.

To develop high-competent human resources requires a long time and energy and a lot of costs, so it must be well prepared. Investment in human resources can only be done if the local government has good planning, both long term, medium-term and short term. The fields that

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must be prepared are not only in the aspects of engineering, technology, health but also in all fields needed in the future.

One way that has been done by the Tulungagung District Government is to conduct social interaction between agencies in the context of coordinating the process of human resource development. Besides that, it also conducts cross-sectoral and cross-agency cooperation so that the process of human resource development can be carried out in a directed, programmed, and integrated manner.

The education office as a leading sector in the process of improving the quality of human resources through formal education ranging from kindergarten (TK) to high school or vocational high school. In improving the quality of university-level resources, the education office collaborates with state universities in Tulungagung regency, as well as LL Dikti for private universities.

The regional government in improving the quality of human resources does not run alone but receives good support from the employment and transmigration agency, the regional education and training agency (Badiklatda), the tourism service, the social service, the population and civil registration service, and the health service, and other agencies in Tulungagung Regency. Regional governments in improving the quality of human resources in the regions are also greatly assisted by non-formal education institutions or course institutions. The labor department also has regional vocational training centers (BLK) that are tasked with organizing various training courses both for regional and overseas needs [1].

Regional governments in the context of increasing integration between the world of education and the business world are also greatly assisted by the industrial world as industrial work practice partners (Prakerin) so that there are a link and match between the world of education and the world of work. Without going through these activities, the world of education and the industrial world runs independently, so there is no compatibility between them.

Local governments are also assisted by many non-governmental organizations (NGOs) who care about improving the quality of local human resources. Several activities carried out by the local government together with NGOs in the process of preparing reliable personnel include, among others, conducting training on forest fire management, training on household and industrial waste management, disaster preparedness training, and various other trainings, all of which are in the context of improving the quality of human resources.

The entire description above if depicted in the diagram form looks as follows.

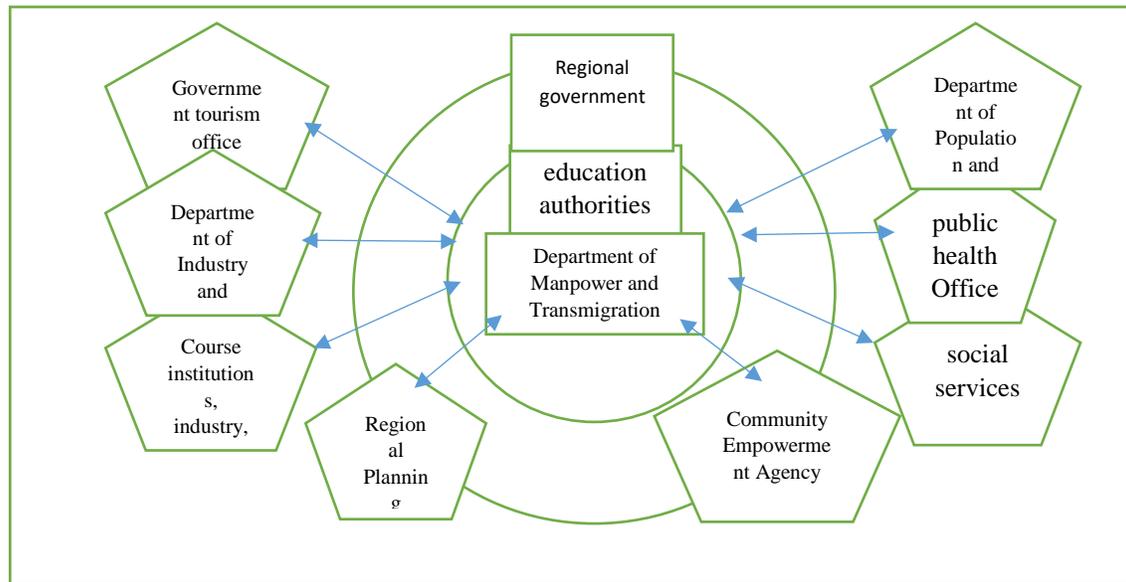


Diagram 1 shows that the government together with the education and cultural offices in the regions improve the quality of human resources by cooperating with other agencies, such as the manpower and transmigration department, the tourism office, the industry, and trade service, the social service, the health service, the regional planning agency. Community Empowerment Agency, and Population and Civil Registry Agency. By their respective roles, all agencies make a significant contribution to local governments in the context of improving the quality of existing human resources.

## 2. Theory

### 2.1. Social Interaction

Social conversations made based on culture and interpretation are offered and built with a version of world culture [2] "In general what can be done is a process of personal displacement or a process of reciprocity that can make relationships with each other that create actions that influence one another because they communicate [3] [4] [5]. This means that individuals/groups who carry out social interactions are interconnected with each other [6] [7]. But in its development, social interaction consists of a virtual environment or called social interaction [8]. These interactions more often harm self-control, social interaction, and sharing attitudes [9]. This happens because it occurs, virtual interaction does not bring together individuals who are physically vulnerable to direct disability.

Between individuals have the same mind that is not determined by physical relationships or by a certain physical distance because the orientation is a reciprocal relationship rather than interdependent relationships. Goffman [10] explains that everyone in social encounters will try

to check their face 'lines' or views about interactions, attitudes towards other individuals and prioritize attitudes towards themselves.

There are two conditions for social interaction, namely, "1) The existence of social contact based on relationships, form, nature, and certain ways; and 2) communicating when interacting. Interaction can not guarantee that individuals can understand the message conveyed. What is clear is that communication occurs between two or more parties. The intended communication has six elements consisting of the sender, recipient, message or information conveyed, the media used as a means or tool, and feedback as a form of reaction to the message received." [11]

Social interaction has two types. "First, associative social interaction is the result of a positive relationship and results in an engagement relationship consisting of cooperation (joint efforts with shared goals), accommodation (the community adheres to the norms prevailing in the community), assimilation (fusion of cultures that gave rise to new cultures), and acculturation (fusion of culture while maintaining original culture). And secondly, social interactions are dissociative forms that can lead to negative interactions even divisions. This second interaction consists of opposition (groups who oppose something that has been around for a long time), competition (efforts to achieve achievement), and controversy (making individuals feel in uncertainty)." [12]

The basic process of social interaction occurs because of the social system, information obtained, and spatial planning. This relationship becomes a single entity that can influence social interaction amid uncertainty in the transition from individual actions [13]. From this process, indicators in social interaction are formed consisting of the following factors, 1) Imitation. Encourage individuals/groups to carry out positive actions; 2) suggestion. Give a view; 3) identification. The drive to be identical with others; 4) sympathy. Involves individual interest in other individuals; 5) empathy. Putting oneself as if in the position of certain people/groups who experience a certain feeling or situation; 6) motivation. The encouragement is given to individuals [11].

From these formed factors, social interaction can shape individual personalities collectively. This affects the quality of human resources themselves. The better the ability to adapt to humans in social interaction, the personality depicts positive behavior [14]. This means that individuals/groups in effective social interaction must be able to show the positive side and involve support from their environment.

## 2.2. Cross-Sectoral Approach

The cross-sectoral approach is a concept of how to see the promising developments that exist in various sectors that can create socioeconomic value. Why cross-cutting is importantly related to contributions to interesting insights that can trigger innovation from rigid environmental conditions. There has been renewal and change in the lagging sector is one of the impacts of cross-sectoral cooperation.

Creating cross-sectoral cooperation can increase individual/organizational resilience and overcome various obstacles. Rarely interactions can make public affairs become often rigid.

Therefore, cross-sectoral cooperation is needed to increase the active participation of human resources through competitive advantage from strategic fit and social environmental effects as a development goal [15] [16]. So far it seems, developing across sectors is also used as a smart and resilient region strategy in dealing with various government problems. For example, dealing with climate change [17], utilizing agriculture to improve health and nutrition [18], creating community business partnerships [19] [20], marine protection [21], disaster resilience solutions, and the government's strategy towards global economic sustainability. [22]

The cross-sectoral forum is no less important for actors from various social sectors such as government, private interests, or science. "The forum contributes to building cooperation, learning processes, and distribution of resources [23]." That way, the forum can create better conditions through the learning process so that individuals can be more productive.

Effective cross-sector leaders must be able to think creatively and understand approaches that are centered on human resources and involve stakeholders with empathy with commitment, critical, and overcome the dynamics that occur and provide the best solutions [24]. For this reason, in carrying out cross-sectoral collaboration it is necessary to build trust and help members overcome violations.

Organizations involved in cross-sectoral collaboration can generally deal with problems in a more complex manner and have a greater positive impact through such collaborative efforts. What is clear, to overcome problems or obstacles that occur, then the preparation of strategies and active participation can be done after understanding the challenges and opportunities of each desired sector. Of course, this is done by obtaining encouragement from additional resources, investment and venture capital, and support for building cross-sector partnerships [20].

### **2.3. Quality of Human Resources (Human Resources)**

Human resources are an important component in achieving success in government programs. Strategic human resource management turns out to be able to create a competent workforce and restructure a human resource management system that is equivalent to market demands [25]. Improving the quality of human resources can be done by enriching executive development through partnerships or cooperative relationships, professional and executive training [26]. Partnership relations can occur through cross-sectoral cooperation and social interaction where the policy implications must be able to adapt and public services are expected to be maximized. An integrated framework described by Polesi et al. [1] describes human resources that can be built with the general system of government.

In general, it can be explained that by improving the quality of human resources is expected to encourage the fulfillment of human resources needs both in quantity and proportionate quality to meet real needs and ensure sectoral quality, encourage the development of activities that can improve the quality of intellectual human resources both in the academic field and the characteristics of individual behavior, and promoting the HR code of ethics [27].

HR quality policy requires certain standards consisting of as follows; First, planning standards, namely the HR planning system, has the number of HR with qualifications that are

adjusted to the legislation, has a code of ethics and has a competent certified workforce. While the standard of implementation consists of the adequacy of HR qualifications, the ratio between the community and employment, following educational qualifications, and the availability of superior human resources. The third is the standard of monitoring and evaluation by conducting satisfaction surveys and having a work-based reward system for productive people. And the last is the importance of a mechanism that can meet the standards, namely by providing written documents both in HR planning and recruitment and dismissal, setting ratios that enable the learning process or training of qualified workforce and providing a code of ethics to deed and socialize it so able to compete in uncertainty [28].

Kawabata [29] offers a management strategy in the HR quality component, namely by building a system operation by promoting regional competitive industries through cross-cutting as experienced in Germany. This system is based on social interaction by building regional innovation systems and was quite successfully implemented there.

### 3. Method

This research is a combination of survey and interview approaches. This research method was chosen because the researcher wanted to know the views of Tulungagung Regency through a survey, and wanted to understand the community's understanding of the importance of social interaction in the form of coordination between one department and another, and wanted to know the role of cross-sectoral cooperation to improve the quality of human resources in the area. The population is the whole community of Tulungagung Regency, East Java, Indonesia, while the sample is taken ten times the number of research indicators. In this case, the sample size is 480 people. Questionnaires are distributed using on-line facilities, namely the Google form, which is distributed through the WhatsApp group and filled by all levels of society, but at the time of analysis, selected and classified by taking into account gender, age, marital status, education level, and social-economic status.

The next stage is to conduct semi-structured interviews with respondents who are willing to be interviewed to get an overview of their understanding in understanding the role of social interaction and cross-sectoral cooperation in improving the competence and quality of human resources in Tulungagung Regency, East Java. It is hoped that with interviews the data obtained will be more regular so that they can provide answers that cannot be obtained through surveys. Interviews are more emphasized on efforts to get verbal answers directly from people who care about the development of human resources in the area, which has been seen by many people as a less serious effort so that the quality of regional human resources is far behind compared to the quality of human resources in urban areas.

Quantitative data from the survey were analyzed using partial and multiple linear regression with the help of SPSS 19.0 series software to see the value of t, R coefficient, r squared, and the regression coefficient F. The significance level used was 95% (0.05) [30]. Interview data were analyzed using qualitative analysis which included four stages: data collection, data classification, data reduction, and concluding [31].

## 4. Result and Discussion

### 4.1. Effect Social Interaction on Improving the Quality HR

Based on the results of the first hypothesis test, it was found that the t value was 21.805 with a significance level of 0.00 (smaller than 0.05) so that social interaction significantly affected the quality improvement of human resources. R<sup>2</sup> was obtained 0.499 thus, social interaction in the form of coordination between related institutions contributed 49.9% to the improvement of the quality of human resources.

As expressed by Goffman [10] and Netto, Meirelles, and Ribeiro [13] about social encounters and the positive role of existing social systems, information obtained, and spatial play that play an important role in individual attitudes toward uncertain surroundings. This study shows that social interaction in the form of coordination between one service with another service is very important as an important role of a social meeting to improve the quality of existing resources in the area. The better the level of interaction or coordination between agencies, the better the results will be obtained in the process of improving the quality of human resources. Conversely, the lower the quality of coordination between agencies, the lower the results obtained in improving the quality of human resources in Tulungagung Regency, East Java.

From the results of data analysis, it was also found that good coordination is coordination that involves all elements in the process of improving the quality of human resources. The presence of local governments represented by the existing offices contributes to the success and failure of the process of improving the quality of human resources in the area. The results of an interview with (M) stated that "Social interaction between the local government and various offices in the district is very important to build synergy and coordinate the process of improving the quality of human resources. The social interaction is like a mutually reinforcing rope between one service program and another. "

A similar opinion was also expressed by (M), "Coordination between local governments and various existing service offices must always be carried out in the framework of program coordination so that there are no overlapping programs between one service with another. The overlapping program besides causing waste also causes a slowdown in the process of improving the quality of human resources in the region."

### 4.2. Effect Cross-Sectoral Cooperation on the Improvement HR Quality

Based on the results of data analysis, the calculated value of t is 25.062, with a significance level of 0.00 less than 0.05. This means that cross-sectoral cooperation significantly influences the quality improvement of human resources in Tulungagung Regency. The R<sup>2</sup> is equal to 0.568. Thus, cross-sectoral cooperation contributed 56.8% to the improvement of human resource competencies in Tulungagung Regency, and the remaining 43.2% was contributed by other variables not examined.

The results of the above study provide findings, when the quality or intensity of cross-secondary cooperation increases, the quality of improving the quality of human resources will also increase, conversely if the intensity of cross-sectoral cooperation in Tulungagung Regency decreases, the process of improving the quality of human resources also decreases. Therefore, to improve the quality of human resources, it needs to be done continuously on cross-sectoral cooperation not only involving government offices, but also to the campus, the industrial world, and NGOs. As revealed by Sorge [15] and Crichton, Ramsay, and Kelly [16], the importance of creating cross-sectoral cooperation that can increase individual/organizational resilience and be able to overcome various obstacles that exist. This is because, if social interaction is rarely used or even does not occur at all then public affairs can become rigid. Certainly not the same between virtual social interaction with direct social interaction. Individuals can learn to control their self-control abilities better when doing direct interactions [8].

This research is following the opinion (C) that, "Cooperation between agencies in Tulungagung Regency is the keyword to create competent quality human resources. Good cooperation has been marked since the program planning, they have been sitting together for various tasks, following their respective main tasks." This is also consistent with the opinion (D) that, "With cross-sectoral cooperation, heavy work becomes light, difficult is easy, expensive is cheap, and old is fast."

#### **4.3. The Influence Social Interaction and Cross Social Cooperation on the Improvement of HR Quality**

Based on the results of data analysis, the coefficient of F is 354,924 with a significance level of 0.00 (smaller than 0.05). Thus, it can be concluded that there is a significant influence between simultaneous social interaction and cross-sectoral cooperation on improving the quality of human resources in the Regency Tulungagung, East Java Province. R<sup>2</sup> was obtained at 0.682 thus the variable of social interaction and cross-sectoral cooperation contributed 68.2% to efforts to improve the quality of human resources.

When seen the magnitude of R<sup>2</sup> between the effect of social interaction on improving the quality of HR by 49.9% while R<sup>2</sup> of cross-sectoral cooperation on improving the quality of HR by 56.8%, it can be concluded that, cross-sectoral cooperation has a greater influence compared to social interaction. In other words, if you want to improve the quality of human resources, the preferred variable is cross-sectoral cooperation rather than social interaction.

The effect of interaction on improving the quality of HR by 49.9% while the effect of collaboration on improving the quality of HR by 56.8%, both of them are still inferior compared to the simultaneous effect of 59.8% so that when improving the quality of HR the best step is to include the second these variables together rather than partially (individually).

The results of the interview with (F) showed that "In the process of improving the quality of human resources it cannot be done unilaterally either by the government alone or by the private sector only, but it requires the cooperation of all parties together with full coordination from planning, implementation, to evaluation of results." The results of the interview with (Z)

also explained that, "The success of the process of improving the quality of human resources cannot be obtained quickly, but it requires a lot of time, cost, and energy, besides that it is also necessary to conduct cross-sectoral cooperation and coordination both from government elements. and the private sector. All of its contributions, no matter how small, cannot be ignored, considering that efforts to improve the quality of human resources are not simple. " The following is a summary table of multiples regression analysis (multiple);

Table 1. Results of Multiple Linear Regression

Variable	Koefisien Regresi	T <sub>count</sub>	Sig.
Konstanta	6,512		
Social_Interaction (X1)	0,200	5,991	0,00
Cross_Sectoral (X2)	0,488	10,863	0,00
F <sub>count</sub> = 354,924			0,000
R Square = 0,598			

Source: Data processed, SPSS 19.0

The results of the analysis above can be understood because in the process of improving the quality of human resources is very difficult, therefore social interaction is needed in the form of coordination between institutions, and cooperation of all parties both from the government and from the private sector including NGOs, so the process of improving the quality of human resources can be done well. Good cooperation from all parties will make a large contribution when followed by good coordination by the parties that carry out the cooperation.

As explained earlier, "Cross-sectoral programs from the point of view of supervision are defined as a set of work plans involving two or more state ministries or regional government institutions that cannot be supervised by an inspectorate other than the BPKP (Financial and Development Supervisory Agency) due to limited authority." [32]

Therefore, to increase cooperation, "According to BPKP [32], ways that can be done include implementing supervision of cross-sectoral programs in several strategies, namely 1) supervision by BPKP; 2) prioritizing cross-sectoral supervision of national priority programs which are an issue in the community; 3) establish good communication and coordination with the relevant regional inspectorate/government; 4) realize good coordination between deputies and program representatives across sectors; 5) develop human resources to measure macro performance; and 6) pay attention to critical points and risks that would prevent the achievement of cross-sectoral program targets."

## Conclusion

The results of the analysis above, provide confidence in the process of concluding that social interaction between institutions in the form of coordination provides a major contribution to the process of improving the quality of human resources. Likewise, cross-sectoral cooperation provides a significant contribution to efforts to increase cross-sectoral cooperation. If in the process of improving the quality of human resources using the two variables of social interaction and cross-sectoral collaboration together, the results are more significant than partially. Therefore, social interaction in the form of inter-sectoral coordination and cross-sectoral collaboration together provides a greater contribution than only partially.

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