

Important Soft skills For Successful Z Generation in Industrial Revolution 4.0

Anggia Sari Lubis SE, M.Si^{1*}, Prof. Dr. Ritha F Dalimunthe SE, M.Si²

¹University of Muslim Nusantara Al Washliyah

²University of North Sumatera

*Corresponding author: Anggia Sari Lubis

| Received: 15.03.2019 | Accepted: 26.03.2019 | Published: 31.03.2019

DOI: [10.36348/sjbms.2019.v04i03.005](https://doi.org/10.36348/sjbms.2019.v04i03.005)

Abstract

Soft skills have a very important role to improve individual capabilities and also to improve company capabilities. Soft skills attributes, including values, motivation, behavior, habits, character and attitude. The main objective of this study is to broaden understanding regarding the concept of soft skills for Z generation in the Industrial Revolution 4.0 era. If we take a look at the concept of baby boomers generation, X generation, Y generation and Z generation, we can conclude that the generation with the most potential in facing changes in the industrial revolution era 4.0 is Z generation. Z generation was a generation who has born above 1995. Companies and human resource managers must give more attention to Z generation. The main reason is, this generation will soon enter the workforce. With all the conditions and characteristics possessed by Z generation, this generation needs to be equipped with good soft skills. The types of soft skills that must be provided and owned by Z generation include interpersonal skills, communication skills, work ethics and leadership skills. Artikel ini juga merumuskan empat strategi bagi perusahaan untuk persiapannya dalam menerima generasi z untuk memasuki perusahaan.

Keywords: Z Generation, Industrial Revolution 4.0, softskills, interpersonal skills, communication skills, work ethics, leadership skills.

Copyright © 2019: This is an open-access article distributed under the terms of the Creative Commons Attribution license which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use (Non-Commercial, or CC-BY-NC) provided the original author and source are credited.

INTRODUCTION

The change is absolutely going on in the world of business, so companies are expected to be able to understand the changes, accept changes and adapt to the changes to be able to survive in the conditions of the hyper competitive. Changes in this study is associated with the concept of the industrial revolution. The latest issue in the industrial revolution was the industrial revolution 4.0 in conceptualization by Japan, which is not only a development of the concept of the industrial revolution 4.0, but is the penetration of artificial intelligence in human life, so the good cooperation between human, robot and machine is happened. The next concept is named after the Society 5.0 (Super Smart Society). Society 5.0 is a concept where advanced technologies, information technology, internet of things (IoT), robots and artificial intelligence (artificial intelligence), augmented reality is actively used on ordinary people's lives. Mass production has been superseded by mass personalization, where production results can be customized, tailored to the needs and desires of consumers. Society 5.0 sooner or later will be implemented across the country in the world, if this concept was successfully developed by Japan.

Currently, the world is still faced with the industrial revolution 4.0. The industrial revolution i.e. 4.0 fourth industrial revolution, characterized by the concept of machine to machine, man to machine interactions, the use of robots, and the implementation of the smart factory customized to the characteristics of the company [1]. As it known that, the industrial revolution starting from the first industrial revolution with the discovery of the steam engine in 1784, which was the beginning of the use of machines to replace human labor. At the end of the 19th century the industrial revolution started which is characterized by the use of machinery for the production of electrically-powered bulk production. The year of 1970, it is the third industrial revolution with use of computer technology for manufacturing automation. 4.0 industry offers potential and highly diverse challenges for the company. The realization of an efficient manufacturing process upholding product development and product customization, as well as improving the services which are more optimal for consumers by exploiting information technology became part of the small chance of 4.0 industry. The challenges are no less great will also be faced by the company, the more the work of the man who replaced by robots or machines, the

occurrence of economic inequality (platform effect) as to where the market in various sectors in the era of the revolution 4.0 industry will lead to a market structure that is his monopolistic which produced increasing return to scale for producers where the rate increases as a result of the increased economies of scale.

The company should be able to adjust to the many opportunities and challenges that will be faced in the era of the industrial revolution 4.0 in order to be sustainable and able to continue to achieve the goals of the company. The company can be sustainable and achieve her goals with major endorsement that came from human resources. Human resources is the key to success is that the company in a competitive environment. Human resources which in this case is employee-an employee who works in the company must have the required competence for the job and was also to support the successful achievement of good performance, which certainly will impact on the improved performance of the company. If researchers are looking at the concept of a generation of baby boomers, generation X, generation Y and generation z, then the generation Group fills the current company is employees who come from generation X and generation Y. And shortly, the company would receive generation Z to join into the company. Corporate leaders must be ready to accept any good personality characteristics that are positive or negative generation of Z that is surely going to give consequences for companies [2].

Closer To The Generation Z

Generation Z into a warm discussion among business practitioners as well as academics. Soon they will follow the recruitment, selection and entry into the company as an employee. Generation Z is regarded as a problem for a large part of the group. This generation of evolved in an environment that is increasingly infused by the information and communication technology (ICT) and can be defined as the generation of hyperconnected [3]. Hyperconnected generation is the generation that relies heavily on the use of supported devices with an internet connection, so that all parties, and all types of activities can be completed quickly because it can be connected anywhere and anytime. Generation Z is very independent and tend to have a high level of ambitious. Because it has been provided with a good education. This generation will be more selective in choosing work and will work in accordance with the passion and their educational background. Generation Z also had a sense of the immense curiosity, bold face the opportunities and challenges that can create innovations for the company. As a novice worker later after joining in the company, the generation Z has a more open personal, and not ashamed to ask and learn

new things, and very capable in utilizing information technology developments. Generation Z tends to be more practical and closed to criticism [2]. Offing the generation Z will enter the workforce, and company leaders must be ready to accept them, with all the characteristics of a personality, their advantages and disadvantages.

Generation Z who since birth has been spoiled by development of technology makes them as a generation that is very dependent on the use of information technology, especially the internet. Generation Z has the characteristic of independent pribadai and very optimistic, it has creativity and spirit of entrepreneurship, is very flexible and a good self-efficacy, can accept cultural differences, and relies heavily on the use of technology [4]. In other studies, the generation Z into the stereotype as a private type less individualist, impatient, instant-thinking, communication skills between humans which is less good, and have less ambition [5]. From all kind of stereotype personality types addressed on Generation Z, it can be concluded that it was to have an important role in the success of generation Z in a career. With all the conditions and characteristics belonging to generation Z, then this generation needs to be provided with was good. If it is associated with the development of the industrial revolution, certainly we need not be concerned with the generation Z, because they will be able to survive with the challenge that arose because one of the competencies of human resources required for the competency resources human resources in the face of the industrial revolution 4.0 is the ability to adapt to new technology. However, the generation Z must also be provided with a good was earning a good balance between hardskill also had was good.

Softskill For Generation Z

Soft skills are the skills a person in touch with other people (including himself). Attributes of soft skills, thus encompassing the values embraced, motivation, character, habits, behavior and attitude. Attributes of soft skills is owned by everyone with different levels, influenced by habitual thinking, say, Act and behave. However, these attributes can be changed if the concerned want to change this way of practicing familiarize yourself with things that are new. Companies thus pay more attention to prospective employees who have the candidates was good compared to academic ability. These kinds of important of whom was leadership, time management, presentation skills, communication skills, interpersonal skills, etiquette [6]. Factors determining a person has is good was described in Figure-1 below:

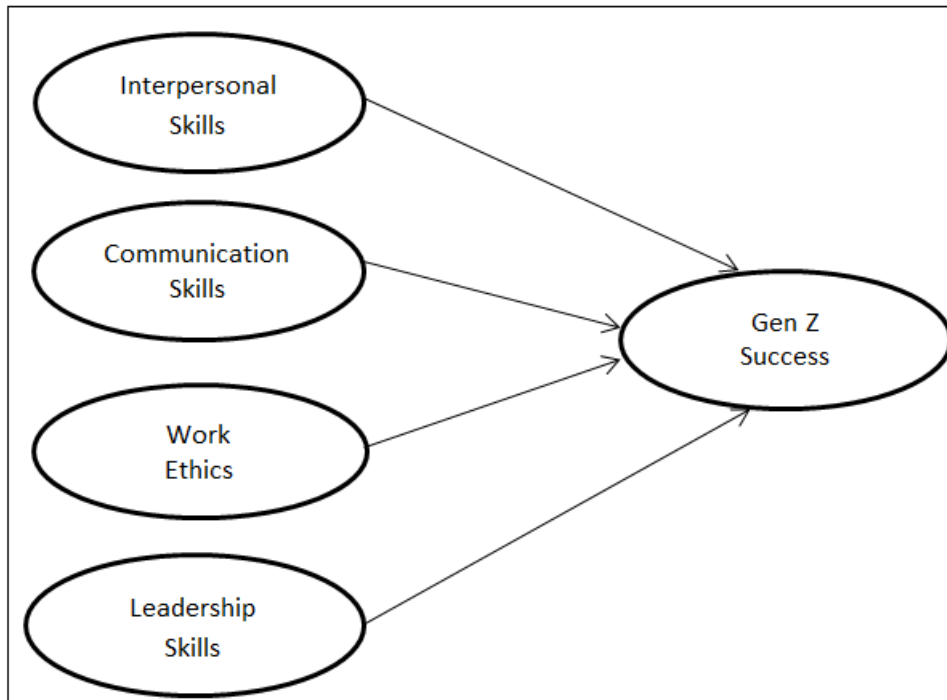


Fig-1: Four causal agent of successful gen Z

Interpersonal Skill

Interpersonal skill is the ability or skills belonging to a person where he is able to establish a good relationship with other people and understand what the other person wants from him, and can be mastered with a State capable of taking the fast actions of value right and not detrimental to either party. A leader who has good interpersonal skills can have a success rate indicated by the management of the organization is more effective than any leader who does not have good interpersonal skills [7]. Man is a being who cannot live on their own and in other words is a social creature. Interpersonal skills are also part of the emotional intelligence by Daniel Goleman in the conceptualization. According to Goleman, the term interpersonal skills are also included in soft skills, i.e. the ability of overcoming conflict, negotiation, and cooperation are important is owned by every profession and position in [8]. This very important skill when interacting with others at the level of individuals or groups. Develop interpersonal skills will increase your success both personally as well as professionally. Because the company understand the importance of these skills in team work, they keep looking for employees with the right ability interpersonal. With these skills, an employee would be in a position to effectively communicate with colleagues, clients, and customers in the workplace.

Strategy 1: for companies to hire prospective employees from generation Z, the company must have interpersonal skills qualification in recruitment of prospective employees as evidenced by possession of a certificate of training or seminars on interpersonal skill, or with psychological tests that

aim to find out the level of interpersonal skill that candidate.

Communication Skill

Communication skill is one of the most important skills and have a major impact on the success of the work of employees. so that became the basis of the success of the company. Communication skill is the ability to communicate effectively and efficiently with others [9]. Communication as a process of individual/someone who sends a stimulus (usually in the form of verbal/words) to exert influence or modify the behavior of others. The communication process is in fact the process of submission of thought or feeling by a Communicator to others (komunikasikan). The mind can be in the form of ideas, information, opinions, and other emerging from her mind. Feelings can be either the conviction of certainty, doubt, worry, anger, courage, excitement, etc. arising from the bottom of my heart. Every communication process aims to deliver a message or information to the message may be received by the recipient as precisely as possible;- any form and way of delivery. Communication skills are very important to our lives, in addition to interacting with the surrounding environment, communication skills can be useful to know the broader life. Organizational skills in communicating useful to streamline each management function. With the stereotype which assumes that generation Z is very individualist because it relies heavily on the use of technology and gadgets, thus reducing their intensity in the interact and communicate with other individuals. It is feared to affect companies as they enter the workforce, due to the skill of communicating can affect the productivity of a company. If a company has employees who are skilled

in communicating to the supervisor or other employee or customer then these companies will increase productivity and improve.

2nd strategy for companies to recruit employees: from generation Z with good Interpersonal skill, then the company should formulate policies and selection methods that can produce decisions employees who have interpersonal qualifications a good skill.

Work Ethics

Work ethics is a work ethic as a productive orientation which refers to assessing the job as a liability and a valuable life interest to achieve a particular goal, while humans generally do not enjoy the job, and should be forced to do or achieve anything. Literally the ethos of Greece (ethos) meaning the attitude, personality, character, and confidence over something that can be owned by individuals and groups. This attitude is formed by the influence of the culture, customs, as well as the value system. From the words of this ethos, also known the words ethics, etiquette which almost approached on the sense of morals or values related to good bad (morally). So in the ethos spirit to perfect something containing optimally, better, and even strive to achieve quality work as perfect as possible. Work ethic is beneficial for the company because when employees have a high work ethic, it will be able to improve competencies. This means that work ethic into capital basis for someone to be able to increase your knowledge and skills. Not only competent, but the work ethic is clearly superior character to grow for employees. Companies in recruiting prospective employees definitely choose prospective employees who have a work ethic. The company stressed that they consider the work ethics as the most important quality in making the decision to recruit prospective employees. A good work ethic also serves as a benefit for employees to retain their jobs. Some important values and behavior that must be observed by the generation Z in entering the world of work is the responsibility, honesty, good appearance, has initiative and able to work in teams.

3rd strategy for companies: still on the practice of settlement of prospective employees, companies should focus on extracting characters prospective employees

Leadership skill

Leadership skill is the ability to inspire others to act according to plan for the sake of achieving the objectives that have been set. Leadership Skills are tools, behaviors, and skills needed by someone to successfully motivating and directing others. But true leadership skills involve something more, the ability to help people grow in their own abilities. It can be said that the most successful leaders are those who can encourage others to achieve their own success. Ladkin

[10], found a good concept that can be applied by the prospective leader which in this case is generation z "leading beautifully", the concept of ' beautiful ' lead by bringing our attention to the aspects that are often not articulated, however remained strong about how leaders realize their role. Lead with beautiful can be realized with the support of the components was another. For generation Z who will enter the workforce and would later become the absolute leader already should be able to hone leadership skills to actively follow the activities of the Association or seminar and training regarding leadership.

4th strategy for the company: qualifying prospective employees should be the requirement of leadership skill that owned the applicants so that the leaders can design advanced training for increasingly honed leadership skills of employees who have passed the selection.

CONCLUSION

Generation Z are fond of working with information technology, make the candidate expects the leaders to listen to his ideas, and will easily decide to quit from his place of work if rated less fun [11] became its own challenges and opportunities for the company. This article produces four strategies intended for companies who will receive the employees come from the generation Z, where these strategies are focused on the practice of recruitment and selection of prospective employees. For prospective employees from generation Z, academic skills are not enough to guarantee success in the world of work. Research at Harvard University United States found that it turns one's success is not determined solely by the knowledge and technical ability (hard skill) course, but more by the ability to manage self and others (soft skills). This study reveals, success is only determined approximately 20% by hard skill and the remaining 80% by soft skill. Soft skill a must-have among them interpersonal skill generation Z, communication skills, work ethics and leadership skills.

REFERENCES

1. Agolla, J. E. (2018). Human capital in the smart manufacturing and industry 4.0 revolution. In *Digital Transformation in Smart Manufacturing*. InTech.
2. Lanier, K. (2017). 5 things HR professionals need to know about Generation Z: Thought leaders share their views on the HR profession and its direction for the future. *Strategic HR Review*, 16(6), 288-290.
3. Haddouche, H., & Salomone, C. (2018). Generation Z and the tourist experience: tourist stories and use of social networks. *Journal of Tourism Futures*, 4(1), 69-79.
4. Chillakuri, B., & Mahanandia, R. (2018). Generation Z entering the workforce: the need for sustainable strategies in maximizing their

- talent. *Human Resource Management International Digest*, 26(4), 34-38.
5. Singh, A. P., & Dangmei, J. (2016). Understanding the generation Z: the future workforce. *South-Asian Journal of Multidisciplinary Studies*, 3(3), 1-5.
 6. Bhanot, S. (2009). Importance of Soft Skills for an Employee and for the Organization. *SIES Journal of Management*, 6(1), 18-22.
 7. Laurentius, L. Y. (2013). Pentingnya Aktualisasi Keterampilan Interpersonal Eksekutif Demi Menciptakan Organisasi yang Efektif. *Humaniora*, 4(2), 835-844.
 8. Wahyuni, A. (2011). Mengasah Interpersonal Skills Mahasiswa Calon Pendidik. *PEDAGOGIA: Jurnal Pendidikan*, 1(1), 1-10.
 9. Alireza-Dehghan, A. R. M. T. (2016). The Relationship between Communication Skills and Organizational Commitment to Employees' Job Performance: Evidence from Iran. *International Research Journal of Management Sciences*, 4(2), 102-115.
 10. Ladkin, D. (2008). Leading beautifully: How mastery, congruence and purpose create the aesthetic of embodied leadership practice. *The Leadership Quarterly*, 19(1), 31-41.
 11. Ozkan, M., & Solmaz, B. (2015). The changing face of the employees—generation Z and their perceptions of work (a study applied to university students). *Procedia Economics and Finance*, 26, 476-483.