

ABSTRACT

Developing the quality of human resources (HR) for the millennial generation in facing the VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) era requires an effective strategic management approach. The aim of this research is to find out strategies for developing the quality of human resources for the millennial generation that can improve organizational performance in facing the VUCA era, knowing that organizations can improve the quality of human resources for the millennial generation through developing technological capabilities, critical thinking skills and adaptability, and understanding the important elements that influence in the VUCA era to improve human resources for two generations. The research method used in this research is a qualitative descriptive method. Data collection was carried out through interviews, observation and documentation. The results of this research show that the millennial generation can contribute to creating creative solutions in facing challenges in the VUCA era at PDAM Bangkalan companies through various ways of utilizing digital technology, data analysis, performance process innovation, collaboration with companies or universities, and improving customer service like that. So it can be concluded that an effective strategy for developing the quality of HR for the millennial generation can improve organizational performance in facing the VUCA era.

Keywords: Human Resources, VUCA, Generation

ABSTRAK

Pengembangan kualitas sumber daya manusia (SDM) generasi milenial dalam menghadapi era VUCA (*Volatility, Uncertainty, Complexity, and Ambiguity*) memerlukan pendekatan manajemen strategis yang efektif. Tujuan dari penelitian ini yaitu mengetahui strategi pengembangan kualitas SDM generasi milenial dapat meningkatkan kinerja organisasi dalam menghadapi era VUCA, mengetahui organisasi dapat meningkatkan kualitas SDM generasi milenial melalui pengembangan kemampuan teknologi, kemampuan berpikir kritis, dan kemampuan beradaptasi, serta memahami unsur-unsur penting yang berpengaruh dalam era VUCA untuk peningkatan sumber daya manusia dua generasi. Metode penelitian yang digunakan dalam penelitian ini yaitu metode deskriptif kualitatif. Pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Hasil penelitian ini menunjukkan bahwa generasi milenial dapat berkontribusi untuk menciptakan solusi kreatif dalam menghadapi tantangan di era VUCA pada perusahaan PDAM Bangkalan melalui berbagai cara pemanfaatan teknologi digital, analisis data, inovasi proses kinerja, kolaborasi dengan perusahaan atau universitas, dan peningkatan pelayanan pelanggan seperti itu. Maka dapat disimpulkan bahwa strategi pengembangan kualitas SDM generasi milenial yang efektif dapat meningkatkan kinerja organisasi dalam menghadapi era VUCA.

Kata kunci: *Sumber Daya Manusia, VUCA, Generasi*