

Digitalization in Administration Business : Opportunities and Challenges in the Technology Era

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ABSTRACT

Digitalization has become factor key in transformation administration business in the technology era. Research This aiming For analyze opportunities and challenges faced by the company in adopt digitalization in the administrative process business. The research method used is approach qualitative with technique studies literature and analysis descriptive. Research results show that digitalization give various opportunities, such as improvement efficiency operational, better data and information management accurate, improve experience customers, improve transparency and accountability, and speed up the decision-making process. Decision.. However, the implementation digitalization also faces challenges, such as gap technology, data security, change behavior consumers, high cost implementation, and development skills employees. Therefore that's the right strategy required For optimize benefit digitalization while mitigate the risks. This study expected can give outlook for perpetrator business in developing an effective digitalization strategy use increase Power compete in the technological era.

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INTRODUCTION

Digital transformation has change almost every aspect life, including How individuals, businesses, and governments operate activity them. In the business world (Putri & Hariyanti, 2022), digitalization has become booster main efficiency operational, enabling company for automate various administrative processes, reducing reliance on manual systems, and increasing accuracy in data management. Usage technology like device soft management business, intelligence artificial intelligence (AI), and data analytics enable company for take more decisions fast and precise based on real-time information (Pratama et al., 2023). In addition, digitalization also helps increase flexibility work, where employees can access and manage data from various location, allows company for implementing a more work model dynamic and adaptive to change environment business (Aulia, 2023).

In the sector governance, implementation digital technology has give impact significant in increase quality service public. System previous administration relies on manual processes now has switch to digital platforms, enabling public for access service online with more fast and efficient (Yulanda & Adnan, 2023). Digitalization also plays a role in creating governance more government transparent, where data and information can accessed in a way open to the public, improving accountability government (Hamdillah, 2023). In addition, integration technology such as big data and the Internet of Things (IoT) in system administration public help in taking policy more data based accurate. With Thus, digitalization No only speed up

service government but also build a more ecosystem innovative and inclusive in connection between government and society (Setyasih, 2022).

Administration business is field of responsibility answer in management and regulation operational company, including various aspect like planning, organizing, monitoring and controlling source power (Rosalin et al., 2022). In the environment modern business is increasingly competitive, role administration business become the more complex and demanding efficiency tall in every the process. Therefore that, digitalization has become factor the main driving force transformation in management administration business (Harto et al., 2023). With existence technology, company can optimize use source power, reduce burden manual labor, and improve accuracy in data processing. The business process that was previously need time and energy more now can done with more fast and efficient through system automation, enabling company For more focus on development and innovation strategies (Alayda et al., 2023).

Development technology information has allow company For automate various task previous administrative done manually. For example, in data management, system cloud - based enables access information in real-time from various location, so that speed up the retrieval process decision. In recording finance, modern accounting software helps ensure accuracy report finance as well as compliance to applicable regulations. In addition, digitalization in management source Power man simplify the recruitment process, evaluation performance, up to management salary and benefits employees. In internal and external communications, the use of digital platforms such as email, applications collaboration, and systems management project increase coordination between department as well as speed up channel work. With Thus, digitalization No only give efficiency, but also improve Power competition company in face challenge growing business dynamic.

Technology such as Artificial Intelligence (AI), machine learning, cloud computing, and the Internet of Things (IoT) have become element key in digital transformation in the business world. The existence of technology This allow company for increase efficiency operational, optimizing management source power, and create experience more personal and responsive customers (Sulaksono & Nursyamsi, 2022). AI and machine learning, for example, have open opportunity for business for analyze data in amount big in real-time, allowing company For understand pattern behavior customer, predict market trends, and optimize marketing strategies. With system AI -based, company can give more services fast and accurate, like a chatbot that is capable of respond question customer in count second or system recommendations that can adapt product based on preference users (Amira & Nasution, 2023).

In addition, AI and machine learning also play a role in increase automation administration business, allows company for reduce error human beings and improve productivity (Azzahra, 2021). In the field of finance and accounting, AI can help in analysis report finance, detect potential for fraud, as well as automate audit and compliance processes to regulation. On the other hand, in management chain supply, technology This allow company for manage inventory in a way more efficient, optimize distribution goods, and reduce risk out of stock stock or overstocking (Zulfikar et al., 2023). With proper implementation of AI, companies No only can increase internal performance, but also accelerates taking more decisions strategic and data -driven. This is give superiority

significant competitiveness, especially in the era of increasingly digital and internet -based business. technology (Oscar, 2023).

Research purposes This is for analyze role digitalization in administration business, identify opportunities offered by technology such as Artificial Intelligence (AI), machine learning, cloud computing, and Internet of Things (IoT), as well as explore challenges faced in its implementation. Research This aiming for give outlook about How digitalization can increase efficiency operational, speed up taking decisions, and create experience more customers good. Benefits of research This is give better understanding deep for perpetrator business, academics, and makers policy regarding the optimal strategy in adopt digital technology, so that can increase Power competition company as well as create system administration more business innovative, efficient and sustainable.

METHOD

In research this, researcher use method qualitative for understand in a way deep How digitalization in administration business create opportunity at a time present challenges in the technological era. Qualitative methods chosen Because allow researcher For dig perspective deep from various parties involved in the digitalization process, such as perpetrator business, manager administration, as well as expert technology (Sugiyono, 2019). Research This aiming for investigate and understand the meaning of digital transformation in administration business, especially in increase efficiency operational, speed up taking decisions, and face challenge implementation technology. In the process, research This involving a series step important, such as submit question relevant research, collecting data through various technique, analyzing information obtained, as well as interpret results findings with approach descriptive. Focus main study This is describe phenomenon digitalization in administration business through understanding gained from various relevant data sources.

Data used in study This consists of from primary data and secondary data. Primary data is collected directly by researchers through observation on the digitalization process in the company, interview with party related like manager administration and experts technology, as well as documentation from implementation digital system in administration business (Fiantika et al., 2022f. While that, secondary data originate from various sources that have been There is previously, such as books, journals scientific, report industry, as well as studies case in point development digitalization in the business world. Combination from second this type of data allow study For serve a better picture comprehensive about How technology such as Artificial Intelligence (AI), machine learning, cloud computing, and Internet of Things (IoT) are applied in administration business, as well as possible challenges faced in its implementation. With approach descriptive qualitative, research This expected can give more insight deep about impact digitalization to management business in the era of continuous technology develop.

RESULT AND DISCUSSION

Opportunity Digitalization In Administration Business

Digitalization has become factor main in transformation administration business in the era of modern technology. Development digital technology makes it possible company For automate various administrative processes, starting from from management finance,

management source Power human, until internal and external communication (Zebua) et al., 2023). With adoption system cloud and device based soft management, company can increase efficiency operational as well as reduce previous costs required for manual process (. In specific writer explain a number of opportunity digitalization in administration business.

Increase Efficiency Operational

Digitalization in administration business has become factor main in increase efficiency operational company. With existence technology, many task previous administrative done manually now can automated use device software and systems cloud -based. For example, in management finance, Enterprise Resource Planning (ERP) systems enable company for take notes transaction in a way automatic, reduce risk error humans, and speed up the accounting process. The same thing also applies in management inventory, where technology such as the Internet of Things (IoT) enables monitoring stock goods in real-time. With adoption technology this, company No only can save time but also reduces previous costs issued for repetitive manual processes.

In addition, digitalization also plays a role in increase productivity power work. With existence device Workflow Automation software, company can eliminate work administrative in nature repetitive, so that employee can more focus on the task at hand mark plus more high, such as business strategy development and innovation product. Technology such as Artificial Intelligence (AI) and Robotic Process Automation (RPA) are also increasingly Lots used in administration business for handle tasks like data processing, creation reports, as well as analysis trend business. With utilization of AI and RPA, companies can speed up settlement work as well as increase accuracy in data management.

More Far again, digitalization help increase coordination and communication within organization. With system management project digital -based, such as Trello, Asana, or Microsoft Teams, teams in A company can Work more organized and efficient, although are in different locations. Technology This allow more collaboration Good through feature share documents, scheduling tasks, and communication instant that replaces method conventional like missing email efficient. With digitalization applied optimally, the company No only capable increase efficiency operational, but also creates environment more work productive and responsive to dynamics business that continues changed.

Better Data and Information Management Accurate

One of benefit main digitalization in administration business is his ability in manage data and information in a way more accurate and efficient. With cloud computing technology, company can save data in system cloud -based, enabling real-time access from various location and device. This is very useful for company with Lots branch or team working remotely, because every information can updated and accessible in a way direct without delays. In addition, storage cloud -based also improves data security with feature encryption and backup automatically, so that risk lost or data corruption due to factor technical can minimized. With system this, company can manage and share information in a way more effective, ensuring that all over team own access to the data they need When anywhere and anytime.

In addition to more storage flexible, digitalization also allows integration system through Enterprise Resource Planning (ERP), which helps company in to coordinate various department in a way more efficient. With ERP, data from various function business like

finance, resources Power people, inventory, and marketing can collected in one centralized platform. This is reduce error consequence duplication or data inconsistency, because every changes made in One department will direct reflected throughout system. For example, when team sale take notes order customer, team finance can direct view transaction data said, while team logistics can adapt delivery in accordance request. With good integration, company can increase productivity and accelerate business processes, creating more operational effective and responsive to market needs.

In addition to improving coordination, digitalization also allows more data analysis fast and accurate for support taking decision strategic. With Big Data Analytics technology, company can process data in amount big and find pattern as well as trends that can used For formulate a better business strategy right. For example, analysis behavior customer based on transaction data and online interactions can help company in to design campaign more personal and effective marketing. In addition, the use of Artificial Intelligence (AI) in data analysis allows company for make more predictions accurate about market trends and needs future customers. With more information accurate and data -driven, company can take more decisions fast, reduce risk, and increase Power competitive in an increasingly competitive industry competitive.

Increase Experience Customer

In the digital era, experience customer be one of factor main in success business. Digitalization allow company for more understand need customers and provide more services responsive through use of Customer Relationship Management (CRM). CRM allows company for collect, manage, and analyze customer data in a way systematic, including history transactions, preferences products, as well as interaction previously with company. With information this, company can give more personal service, offering suitable product with need customers, as well as develop a better marketing strategy effective. In addition, CRM also allows team sales and service customer For Work more efficient, because they own access to all over information customer in one integrated platform.

In addition to CRM, digitalization also enables company for increase service customer through implementation of Artificial Intelligence (AI) and chatbots. With AI technology, company can provide service 24/7 customer service without need depends completely on power humans. AI- powered chatbots are capable of answer question general, handling complaint customers, and provide recommendation product in a way automatic. Technology This No only speed up response services, but also improve efficiency operational Because reduce burden Work customer service team. In addition, chatbots can Keep going Study from interaction customers, so that the longer, the ability in give relevant solutions will the more increased. With existence AI support, customer can to obtain information and assistance When just with more experience comfortable and fast.

More Furthermore, digitalization also allows personalization service data -based, which plays a role important in increase loyalty customers. With utilizing Big Data Analytics, companies can identify pattern behavior customers and customize offer as well as service they in a way more specific. For example, e-commerce can give recommendation product based on history search and purchase customers, while company streaming services can adapt displayed content in accordance with preference users. Personalization strategies This No only increase satisfaction customers, but also strengthen connection term long between

customers and companies. With more experience relevant and tailored with need they, customers will more tend still loyal and do purchase repeatedly, which in the end contribute to growth sustainable business.

Increase Transparency and Accountability

Digitalization in administration business play role important in increase transparency and accountability company. With use system digital- based, data recording becomes more accurate, documented with good, and can accessed in real-time. For example, in management finance, Enterprise Resource Planning (ERP) technology enables company for take notes transaction in a way automatic and reduce possibility data manipulation or error recording. In addition, the use of blockchain technology in recording transaction can increase security and data integrity because every data changes can be tracked with clear. With transparent system this, company can more easy conduct audits and evaluations to performance operational, so that risk abuse or data mismatch can minimized.

In addition, digitalization allow company for more accountable to stakeholders interests, including investors, customers, and partners business. Through technology such as Business Intelligence (BI) and Big Data Analytics, companies can serve more reports detailed and data -based, so that taking decision become more objective and able accountable. Within sectors public and also private sector, more transparency good also has an impact on increasing trust from various party to company. For example, the system reporting digital tax makes it easier company in comply regulation and avoidance sanctions consequence delay or error in reporting. With implementation proper digitalization, company No only increase efficiency in administration business, but also build more reputation Good through more system transparent and can trusted.

Speed up Decision -making

In an increasingly competitive business world competitive and dynamic, taking fast and correct decisions become factor key in success company. Digitalization allow use of deep machine learning data analysis for predict market trends with more accurate. Technology This capable process data in amount big and identify pattern that is not easy visible to humans. With Thus, the company can anticipate market changes, identifying opportunity business new, and respond challenge with more strategy right. For example, the company retail can use analysis predictive for determine most wanted products customers in season certain, so that can adapt inventory and marketing strategy in a way more effective.

In addition to analysis predictive, digitalization also allows monitoring performance business in real-time via use of digital dashboard. This dashboard integrate various data source in One easy view accessed by managers and leaders company. With feature interactive data visualization, such as charts and indicators performance Key Performance Indicators (KPI), company can with fast evaluate performance operational, trends sales, as well as condition finance them. For example, in industry manufacturing, digital dashboards enable manager For monitor efficiency production and detecting problem operational since early, so that action corrective can quick taken before problem the more grow bigger.

With existence digital technology, managers and leaders business can make more decisions fast and precise based on accurate data. Different with method conventional which relies on intuition or manual reports that are often eat time, digitalization allow access instant to information latest. This is very important in situation that requires response fast, like face

change market trends, crisis economy, or competition tight business. With support technology such as AI, machine learning, and digital dashboards, companies can take decision strategic with more believe self, reduce risk errors, and improve Power competition they are in the global market

Challenge Digitization in Administration Business

Beside opportunity digitalization in administration business also in front of with a number of challenge, challenge the among others:

1. The Gap access technology

Digitalization in administration business present various profit, but one challenge main issues faced is gap access technology. In many areas, especially in remote areas or rural areas, digital infrastructure is still Not yet evenly distributed. Limitations access to fast internet and devices adequate technology become inhibitor for business for adopt digital systems optimally. Companies operating in areas with internet connection is not stable or limited will experience difficulty in access service cloud -based, managing data in real-time, or operate system administration digital based.

Apart from the limitations infrastructure, high costs For access internet services and devices technology also becomes constraint for Lots business, especially business small and medium enterprises (SMEs). Businesses located in the area with access limited technology often have to emit cost more for get reliable internet connection or buy the necessary digital devices. This is cause gap between company big one who has source Power For invest in technology sophisticated and experienced SMEs limitations financial. As a result, digitalization in administration business No can implemented in a way evenly, creating inequality in efficiency and power competition business.

Apart from the factors technical and cost gaps access technology also has an influence to skills power Work in operate digital systems. In areas with access technology limited, training and education about use digital technology is often difficult obtained. Lack of source Power human beings who have digital skills can slow down adoption technology in administration business, because employee need time longer for adapt with system new. Therefore that, is needed support from government and sector private for expand digital infrastructure, providing training, as well as give incentive for business in the area isolated so that it can participate in digital transformation in more effective.

2. Data security

In the digital era, data security is one of the challenge the main challenges faced by businesses in adopt technology. Along with increasing use of Artificial Intelligence (AI), Internet of Things (IoT), and machine learning, threats attack cyber is also increasingly developing. Company data, including information customer, transaction finance, as well as document secret, become the main target for hacker who wants exploit weakness in system security. If the system administration business No own adequate protection, then the stored data in digital network at risk hacked, stolen, or misused by unauthorized parties responsible answer.

Attack cyber such as ransomware, phishing, and malware become threat serious that can damage operational business in in an instant. Ransomware, for example, can encrypt important data and hold it access until company pay ransom to the perpetrator. While that, phishing is done with method cheat employees to provide information sensitive, such as

passwords or access to system company. If the attack This successful, then the company data Can stolen and used for action crime others. As a result, the company Can experience loss financial, loss trust customers, and even caught sanctions law consequence negligence in protect data.

For overcome challenge this, company need invest in system strong security, such as data encryption, firewalls, and systems detection threat sophisticated cyber. In addition, training for employee about security cyber is also very important for reduce risk attack based on engineering social (social engineering). Policy tight security, such as use two- factor authentication (2FA) and updates system in a way periodic, can help protect data from threat external. With steps this, business can utilise digitalization with more safe, ensure continuity operational, and maintain trust customer in term long.

3. Change behavior consumer

Development digital technology has change method consumer interact with business, start from the search process information until decision purchase. Consumer now more tend using online platforms, such as e-commerce, social media, and applications mobile, for look for products and services they provide need. They are also more depend on review customers, ratings, and recommendation based on algorithm before do transactions. Changes This require business for adjust marketing and administration strategies them to stay relevant with preference increasingly consumers dynamic.

Apart from the changes pattern consumption, expectations customer to experience services also increased. Consumers moment This want more services fast, personal and efficient. They expect response instant through various channel communication, such as Artificial Intelligence (AI) based chatbots or service 24/7 customers. If the business No capable fulfil expectation this, customer can with easy switch to competitors who offer more services good. Therefore that, company must Keep going innovate with utilise digital technology for increase experience customers, such as use Customer Relationship Management (CRM) to understand needs and behavior customer in a way more deep.

In facing the challenge this, business must have an effective strategy for stand out in the middle increasingly fierce competition tight. Digitalization administration business allow company optimize operational and marketing processes to be more responsive to change behavior consumers. Leveraging big data and analytics can help company recognize market trends, segmentation customers, as well as design more marketing strategies appropriate target. With an adaptive and based approach technology, business No only can maintain old customers but also reach more markets wide in a way more efficient.

4. The height Cost Implementation

Digital transformation in administration business need a large investment, especially in procurement device software, infrastructure technology, as well as integration sophisticated system. The company must emit significant costs for adopt technology such as Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), and solutions cloud - based. In addition, investment in security cyber also becomes priority use protect company data from potential digital threats. Cost high start This often become constraint for company small and medium enterprises (SMEs) that have limitations budget in apply digitalization in a way comprehensive.

In addition to procurement device software and infrastructure technology, companies also need allocate funds for training employees so that they capable adapt with new digital system. Digital transformation does not only related with use technology, but also about How employee can operate and utilize technology the in a way effective. Training intensive required for ensure that power Work own adequate skills in manage digital systems, analyzing data, and optimizing business processes. Without proper training, implementation technology precisely can hinder productivity company Because existence resistance from employees who have not Ready to change.

Although cost implementation digitalization classified as high, company can overcome it with do planning a mature budget and adopt approach gradually in digital transformation. Instead direct implement technology in all over aspect business, company can prioritize areas of greatest need digitalization moreover before, like data management or service customers. In addition, there is various assistance programs from government and also Work The same with provider technology can help lighten up burden cost investment. With the right strategy, investment in digitalization administration business will bring benefit term long, like improvement efficiency operational, power competition, and satisfaction customer.

5. Development skills employee

Along with digital transformation in administration business, development skills employee become aspect important thing to do noticed by the company. Changes from manual system to digital technology demands power work that has understanding deep about use device software, data analysis, and security cyber. Employees need equipped with skills new, like management system cloud -based, the use of Artificial Intelligence (AI) in taking decisions, and understanding to technology automation business. Without adequate training, employees will experience difficulty in adapt with system new, which in the end can hinder effectiveness operational company.

In addition to training technically, the company must also push soft skills development, such as ability think critical, adaptation to change, and collaboration in environment digital work. Digitalization No only change method work, but also requires employee for more flexible in face challenge new. Therefore that, training program sustainable, certification technology, and related seminars digital innovation must become part from development strategy source Power human. With investment in improvement skills employees, companies can ensure that power Work they still competitive, productive and ready face development technology that continues changed.

CONCLUSION

Digitalization in administration business has bring change significant in method company manage operational them. With utilization technology such as Artificial Intelligence (AI), cloud computing, and Enterprise Resource Planning (ERP) systems, business can increase efficiency, data accuracy, and experience customers. In addition, digitalization also speeds up the process of taking decision with more data analysis fast and accurate. However, in its implementation, business face various challenges, such as gap access technology, threats data security, changes behavior consumers, high cost implementation, and needs development skills employees. Although there is various challenges, opportunities offered by digitalization Far more big If managed with the right strategy. Companies need to invest in

infrastructure technology, improve security cyber, and give training to employees so that they can adapt with digital development. In addition, innovation and flexibility in face change will become key success business in the era of modern technology. With a mature and comprehensive approach, digitalization can become powerful tool in increase Power competitiveness, efficiency, and growth business in the future.

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