

ABSTRACT

Human resources (HR) is an important asset in a company organization that needs to be managed effectively to ensure smooth productivity. Management and development are necessary for human resources. It can also be said that without human resources, an organization ceases to exist. This research aims to determine the scope and how to develop human resource management at Level Up Digital Amoeba Semarang. The research method used is observational research, which involves direct participation in human resource management activities at the startup Level Up Digital Amoeba Semarang. In carrying out human resource management activities, the process involves data collection/checking, data analysis, determining activities, and implementing them. This is done to determine what kind of management will be implemented. The digital tools used for this purpose are Google Form and Typeform. The research findings indicate that human resource management has a broad scope and can optimize employee potential, increase productivity, make employees feel valued by the company, and provide a healthy work environment.

Keywords: HR, management, digital