CUSTOMER RELATIONSHIP MANAGEMENT AND INFORMATION SECURITY IN THE DEVELOPMENT OF SMALL AND MEDIUM ENTERPRISES IN THE ERA OF DIGITALIZATION AS STRENGTHENING HUMAN RESOURCES

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Keywords	Abstract
Small And Medium Enterprises, Security Management, Customers, Government, Human Resources.	This study examines the relationship between information security and customer relationship management (CRM) in the digital age of small and medium-sized enterprises (SMEs). The rapid growth of information technology presents both challenges and opportunities for SMEs. The research aims to explore the impact of CRM techniques on human resources and information security in SMEs. The methodology involves a qualitative approach and literature review to analyze the correlation between CRM and information security in the digitalization era. The study highlights the importance of CRM in fostering confidence, enhancing productivity, and innovation by creating a secure environment for consumer data. A well-executed CRM system streamlines communication, enabling employees to understand and meet customer needs. The study advocates for a comprehensive approach that links CRM, information security, and digitalization to improve SMEs' human resources. This synthesis guides customer-focused initiatives and creates a secure and innovative environment for employees, presenting them as skilled contributors to the organization's success. Integrating CRM with information security is a strategic tool for maximizing SMEs' human resources potential in the digital era.

1. INTRODUCTION

Sustainable Changes have occurred since the pandemic, including changes faced by consumers

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(Sturgeon, 2021). Consumers tend to be hedonistic and put aside their egos when buying daily necessities. Consumers must be rational when considering their purchasing needs (Wu et al, 2018a). Although online shopping has become popular during the pandemic, people are more likely to make purchases in person, and people are more likely to shop for various goods online with a focus on health (Folstad et al, 2018). Less likely to purchase items on the sly, health claims made for the products they purchase, appear more concerned about their health and the environment (Shafiee & Bazargan, 2018a). In meeting consumer needs and desires, business owners continue to adapt consumer behavior by conducting market research and making changes to products or business practices, whether in the form of new designs or packaging.

Business owners must adapt consumer behavior by conducting market research and making changes to products or business practices, either in the form of new designs or packaging. Consumers have needs and desires that continue to change because consumers have needs and desires that continue to change. Consumer needs and expectations will have an impact when there is a change in how customers express their concerns about long-term business continuity (Wu et al, 2018b). Buying an item compared to the initial intention must provide the maximum benefit and be chosen based on the quality of the product and service the consumer purchases. Consumers will consistently choose existing products and services that suit their needs, especially from a financial perspective. The person in charge of the company must have the knowledge and capacity to understand changes in the market, environment, and consumer behavior.

This ability to understand will depend on consumers' willingness to pay for goods and services, ultimately directing the company's profitability (Folstad et al, 2019). Businesses fail because they need help to adapt to environmental changes. The best way to stay motivated is to understand that those in charge of the business must build relationships with the Community, leaders, and other stakeholders who can help the business they run. Note the need to maintain positive working relationships with other organizations after organizational failure. Realize that after this pandemic, micro, small, and medium businesses will be more successful and use the time they have to innovate in their field of work and build stronger relationships with their customers. Customer relationship management emerged from the realization that fostering and strengthening relationships between the business world and customers requires understanding and responding to customers' continually changing needs (Zablah et al, 2004).

This study examines the relationship between customer relationship management and information security in small and medium-sized enterprises in the digital era, focusing on its impact on human resource strengthening. The hypothesis suggests that customer relationship management significantly contributes to information security in these enterprises, which in turn has a significant link with human resource strengthening. The study tests the interconnections between these factors as key factors for supporting the growth and sustainability of small and medium-sized enterprises in the digital age. The research is limited to the context of small and medium enterprises, focusing on customer relations management and information security in the context of digitalization. Understanding these limitations will provide a deeper understanding of

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the dynamics of customer relationship management and information security in supporting human resource development in the digital age.

2. LITERATURE REVIEW

2.1 Information Security

Every company Information security is a critical aspect of the digital world that protects data and systems from various Human Resources and risks. Information security includes encryption, access control, protection against malware, and developing strict policies and procedures to maintain data confidentiality, integrity, and availability (Schneier, 2015). Information security is increasingly important in the digital era, where cyberattacks and data breaches are becoming more frequent. Awareness and implementation of effective information security practices are vital in protecting information assets and maintaining customer trust and business integrity (Anderson, 2008). Information security also involves protecting data, information, and computer systems from various risks and Human Resourceseats that can disrupt that information's confidentiality, integrity, and availability. Information security is an essential topic in the digital era, where data has increasingly more excellent value and cyber attacks are increasingly complex (Bishop, 2003).

2.2 Information Security And Customer Management

Information Security and Customer Management are critical aspects of modern business that are interrelated and impact a company's success. Information security protects data and systems from Human Resourceseats and risks, while customer management focuses on understanding and meeting customer needs. Both are essential in maintaining integrity, trust, and business sustainability (Ryals & Payne, 2001). In the era of digitalization, information security helps protect customer data from cyber human resources, while customer management allows companies to provide better and more personalized service to customers. Good integration between the two can help companies build customer trust, increase loyalty, and maintain business sustainability. Therefore, companies must prioritize these two aspects in their business strategy to achieve long-term.

2.3 Human Resources

Employee engagement initiatives, such as wellness programs and recognition schemes, contribute to creating a positive workplace atmosphere, enhancing both morale and productivity. As stewards of the organizational culture, Human Resources professionals actively contribute to shaping a work environment that values diversity and inclusion. In the contemporary business landscape, Human Resources also assumes a critical role in compliance with labor laws and regulations (Bratton et al, 2021). Ensuring adherence to legal standards mitigates risks and contributes to the ethical and responsible conduct of the organization.

Human Resources strategic impact extends to talent retention strategies, where the development and implementation of policies that prioritize work-life balance, competitive benefits, and recognition of high performers foster employee satisfaction and loyalty (Brass, 2023). Ultimately, a robust Human Resources function is indispensable for creating a workplace where

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individuals feel valued, motivated, and aligned with the organization's objectives, thereby contributing to its overall success. In an era where human capital is recognized as a key differentiator, the strategic role of Human Resources in shaping a positive and productive workplace cannot be overstated (Kaufman, 2001).

3. RESEARCH METHODOLOGY

The research methodology for studying Customer Relationship Management and Information Security in the Development of Small and Medium-sized Enterprises in the Age of Digitalization as Human Resource Enhancement will involve conducting qualitative research using library studies. This approach will entail conducting an extensive analysis of relevant literature pertaining to the topic. Conducting research on customer relationship management and information security by gathering primary data from a variety of journals, books, and online news media in the Human Resources library. This strategy will utilize theoretical sources, prior research, and concepts pertaining to customer relationship management, information security, and small and medium-sized enterprise (SME) development. The study will employ extensive literature search methods to discover fundamental concepts, theories, and prior research that might offer understanding into the correlation between CRM, information security, and human resource enhancement in the context of small and medium-sized enterprises (SMEs) in the digital era.

4. RESULTS

4.1 Benefits Of Security Management

In the era of digitalization, information security has become an essential point in a company or business that involves digital platforms in its business development. However, in its implementation, entrepreneurs, especially Small and medium-sized enterprises in Indonesia, need to improve, including a complicated security system (Rabah et al, 2018). Online-based micro, small and medium businesses must monitor data security when making transactions (Shafiee & Bazargan, 2018b). The security factor is the main problem faced by e-commerce business players. It is essential to monitor e-commerce-related data whenever it is sent electronically to protect against the possibility of it being changed or deleted by other business owners.

The indicator consists of the following factors: 1) the nature of the transaction; 2) ease of completing transactions using cash on delivery or even transfer; 3) use of a registered delivery address; 4) online sales activities; and 5) product quality (Lee, 2020). Security significantly impacts people's feelings towards themselves (Rohmatin et al, 2019). The more consumers' online privacy and security are respected, the greater the impact consumers will feel (Kinasih et al, 2012). The concept of management Human Resources supervision is widely known. There are several theories about management in this period, several theories about management. Security management is a concept that fosters and strengthens relationships with external organizations, especially between the business world and its customers. Businesses must understand and

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respond to philosophies relating to the relationship between a business owner and its customers and specific investments. Businesses must understand and respond to changing customer needs (Zablah et al, 2004).

Management security is not only about the relationship between business owners and customers but is also a special investment. In this case, investment is expected to provide benefits for the company in the long term. The long-term relationships built are applied in every line. In order for a company to be able to satisfy every customer during its operations, technological progress is needed. Before carrying out organizational management training, the organization's goals must be clearly understood because each user will have different needs (Rahi et al, 2020). The main indicator of managerial effectiveness is the existence of individuals between employees, so it is necessary to identify differences in the needs of each employee. The main indicator of managerial effectiveness is the existence of individual differences between employees, thus requiring the identification of the various employee.

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2021). Business owners must ensure users know the technology used to increase customer involvement in security management (Libai et al, 2020).

New methods of interacting with customers and dealing with all the consequences of interactions to build existing relationships with customers. The implication is that the number of customers who can utilize technology is still limited, but currently, the economic system prioritizes customers. This must be done to realize that the main focus must be on the audience to recognize the services offered to customers. Customers will be more enthusiastic because they know about prices and service quality (Tabrizchi & Kuchaki Rafsanjani, 2020b). Customers are an essential factor for business owners, resulting in financial benefits. The reason is that several concerns must be addressed carefully by business owners who use managerial accounting software (Elkordy, 2014). The nature of this situation, small and medium businesses are very suitable for managing management processes because it is easier to get data related to customers, and the way it is managed will be very beneficial for micro, small, and businesses; it will be easier to establish.

Each customer is expected to need a particular good or service, depending on the future perception of the business owner concerned (Malik et al, 2013). Awareness is the only factor that influences buyer perception. The current situation is very worrying because it shows changes in consumer behavior during the pandemic, but it has not been entirely resolved regarding goods. Rational consumers are increasingly becoming more rational consumers who only make purchases when necessary. Changes in needs are the possibility of customers moving to competitors. In addition, customers are very likely to occur due to the inability of business people to understand customers' very complex needs and desires. Understanding customer needs and wants Human Resources effective resource management is critical for business owners. Customer needs and desires Human Resources effective resource management are essential for business owners.

Small and medium-sized enterprises that use raw materials from East Java show that good management practices positively impact customer service. Demonstrates concern among customers because the business can engage and maintain relationships with customers. Therefore, Business Owners must increase profits by interacting with customers to maximize customer satisfaction. Weak managerial practices weaken consumer loyalty and tenacity (Sharon et al, 2015). Business owners need to understand the conditions and situations where increasing management efficiency will impact increasing customer loyalty and sales. Robust systems must be developed for potential consumer dissatisfaction to maximize customer satisfaction. Management organizations must communicate with each employee regarding management strategies and goals.

Management security responsibilities must be clearly defined, reaffirmed, and understood Human Resources communication. Research conducted by automotive Small and medium-sized enterprises also shows that good management increases employee loyalty and helps management teams analyze data to provide better customer service than other business owners (Manurung et al, 2018). Demonstrates managerial accountability influencing business operations. Management

principles need to be improved in order to spur growth in areas related to SME performance. Management security has a positive and significant effect on improving SME marketing performance by improving cooperatives' quality and business-oriented principles (Farida et al, 2017). Research findings show that satisfaction increases when consumers receive certain benefits, such as existing benefits and focused attention Human Resources security management programs.

Integrity is also carried out towards Gojek, and managerial integrity significantly affects customer loyalty. Indonesia, with results showing that Gojek Indonesia management security has a long-term positive impact on customer loyalty thanks to customer input obtained Human Resources collaborative relationship between management, customers, and customer input (Talón-Ballestero et al, 2018). Managerial integrity can help increase productivity (Hijriani et al, 2019). Small and medium enterprises Family Catering also provides management. Managing team efficiency makes it easier for customers to obtain information, giving them confidence to do business online. Efficiency makes it easier for customers to obtain information. To provide confidence in doing business online, everything is expressed without hesitation, management strategies are used, and business people can provide easy access to information and customer visits (Sturgeon, 2021).

The information in the management information system provides access to all customer data to help professionals get to know customers better and emphasize strengthening customer relationships (Wu et al, 2018a). Going the extra mile by purchasing membership cards, individualized service, purchasing vouchers, and greeting customers on special occasions will create loyalty. Other professions emphasize long-term relationships, an essential factor in maintaining their performance during the pandemic (Folstad et al, 2018). One of the things that stands out is that SMEs that are able to combine in-depth understanding of customers with advanced information security technologies can create a more personal and secure customer experience. Integrating information security involves not only protecting customer data, but also operational sustainability and business reputation.

4.2 Success Factors For Information Security Management

In The Digital Era Security Management provides various benefits because in dealing with the company, whenever, wherever, and in whatever way you want, Human Resources Customer Security Management, it is hoped that it will be made more accessible. Security Management allows businesses to obtain detailed information about individual customers. The business world will better understand what bothers job seekers by studying worker behavior in pre-demographic and post-demographic times. Search for work by studying worker behavior in pre-demographic and post-demographic times (Shafiee & Bazargan, 2018a). There is a risk of failure in its implementation because many business owners only focus on technology and software and technology, so it requires several adjustments (Folstad et al, 2019). This causes problems because it is a complex problem.

Organizational management will only run smoothly if a cohesive relationship exists between the above mentioned four elements. The four elements above will not run smoothly (Yusuf et al,

2022a). Focuses on internalizing how people talk to each other about how to treat customers. Security management is built on relationships or connections between people. Therefore, building a culture of digging deeper and getting to know customers is necessary to satisfy them more. Factors that weaken the relationship between management technology and business workflow (Kumar et al, 2018).

Being customer-oriented is a cultural ideal that applies to all aspects of an organization's business management implementation by carefully considering the characteristics of the organization itself, including management, level of education, leadership, and involvement of business owners, which includes innovation and technology (Nguyen et al, 2014). Employers can implement their human resource management plans. However, they must also be aware of the relationship between organizational characteristics and the ability of human resources to adopt and utilize technology, whether derived from infrastructure or human rights law. The most critical aspect of security management is learning how to use security software management systems, how to use them, and what happens when they are used. Additionally, professional personnel may be able to address security issues, but several factors can undermine this.

As a result, there is a greater need for people to understand the importance of developing strong working relationships with employers, whether they do so in person or virtually, and to use technology responsibly, keeping time and money pressures in mind. Some challenges managers face in implementing organizational management include the need for a better understanding of managerial marketing and the challenges in using information technology managerial marketing strategies (Rahi et al, 2020). Micro, small, and medium businesses need leaders who clearly and accurately state the importance of loyalty to superiors as a fundamental principle for managing business transactions.

Usually, the business owner or person trusted by the party to carry out transactions, the organizational structure becomes more expansive, and the leader becomes the primary key. Organization management This commitment is outlined in the vision and mission, which is then realized in strategy and supported by appropriate information technology infrastructure as measured by technological readiness. All employees are educated on managing employee energy and how to do it clearly and precisely. All employee business owner members must be provided with clear information about strategy, management objectives, and responsibilities and have the skills and commitment necessary to implement management reforms (Sharon et al, 2015).

One aspect that must be considered is the ability to communicate effectively with each member of the key stakeholder group digitally, which helps in effective business communication (Cheatham et al, 2019). Because every employee is an internal customer, leaders must also ensure that all employees exercise essential considerations when implementing management Human Resources supervision in weakening employee loyalty (Ardito et al, 2019). Commitment to the implementation of security management procedures will be quickly strengthened. It can be implemented successfully if a dedicated workforce is quickly strengthened and successfully if using a dedicated workforce. Legal procedures and requirements enable the Community to develop interpersonal relationships that align with ethical principles, namely how ethics are

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reflected in the organizational structure and procedural rules and reward-punishment mechanisms for employees that will be applied consistently and professionally.

Businesses must set more precise goals and create appropriate standard policies and procedures to communicate with customers while identifying them based on available data. As well as developing specific customer service strategies based on the characteristics of each group at that time from the customer's perspective, they may become loyal customers because they are eager to take advantage of the information already available (Wirtz et al, 2018). Systems and technology are needed to help accelerate the role of technology in managing an organization. To manage an organization is to help create a user database that covers everything from operating systems to transactions. To understand the layout of the database market for micro, small, and medium businesses to improve and improve user satisfaction, retention, and ultimately business productivity (Tabrizchi & Kuchaki Rafsanjani, 2020a).

Offering online services requires providing automated services with the primary goal of collecting data from users automatically to make it easier for users to form connections and provide users with valuable suggestions. This goal is achieved by having no other option to gain a competitive advantage than having and using a good approach when communicating specifically with customers (Rabah et al, 2018). For a company to satisfy every customer during its operations, technological advances are needed to facilitate the integration of all information, including customer data and other helpful information, in a peer-to-peer network (Shafiee & Bazargan, 2018b).

Security management can be done quickly using spreadsheet applications such as Microsoft Excel, OpenOffice Calc, cell phone notes, or even notebook notes. Dbe is recorded in great detail and accurately so that when using a product or service, the recorded transaction needs can be handled as in the previous example. For micro companies that produce sponge cheese and have diabetic customers, appropriate products must be provided. Then, tell the customer that they must always be up to date so that when repeat purchases are made, the product produced can meet the customer's needs without needing to be asked again every time the transaction is completed; it can be done manually and independently. As business continues to develop and the number of customers increases, it cannot be denied that customer data will also increase.

If the company already has a management application, customer data can be used as an opportunity to disseminate product-related information to increase sales. The service can be continued by launching it via short message service, WhatsApp, and email so that it is more efficient because more user data will have to be collected and processed according to the needs and capabilities of micro, small, and medium businesses. In addition, business owners can communicate intensely with their customers Human Resources various promotional and e-commerce channels, such as asking for customer input or monitoring customer responses to get positive feedback (Lee & Lee, 2020). The use of media to improve communication and relationships between users and business owners by advertising goods or services produced by commercial companies has exceeded approximately 60.2 percent (Tabrizchi & Kuchaki Rafsanjani, 2020b).

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However, due to inconsistent information updates and a lack of customer trust when buying online, micro, small, and medium businesses often experience problems in using social media to update information and a lack of trust from customers when buying products online; Micro, small and medium businesses often encounter problems in using social media. Creating products that meet the needs of the general public and applying micro, small, and medium enterprise principles based on digital transformation and effective management can help entrepreneurs achieve maximum profit potential. The concept of micro, small, and medium businesses based on going digital and security management provides benefits for both producers and consumers so that online marketing carried out by business owners can run more effectively and efficiently (Sturgeon, 2021).

Less important is that people using technology must understand the consequences of their choices. The procedures must be based on the available systems and technology as well as the characteristics of the stock market. The presentation's focus must include new methods (Libai et al, 2020). By interacting with consumers and the various consequences of this consumer interaction center, the implication is that even though the economy currently prioritizes consumers, there are still a small number of consumers who can use technology. All businesses, regardless of how big or small and for what period, have goals and objectives in implementing management practices. Regardless of how big, small, or old, all businesses have goals and objectives to implement sound management practices. Although large companies can adjust the management of an organization, small or new companies can still manage the organization in a way that suits their needs and capabilities.

This is due to differences in the needs for implementing security management for large and small businesses. If technology is not used ethically and without regard for user rights (Wu et al, 2018a). To ensure proper management, micro, small, and medium businesses must pay attention to what has been obtained and what is not yet available and have a system to implement to obtain the best results. Leaders must understand the capabilities outside operations and ensure that the necessary infrastructure and resources are available and appropriate for carrying out risk management activities and implementing management changes that are more appropriate to the situation faced from time to time (Shafiee & Bazargan, 2018a).

5. DISCUSSION

5.1 Options For Micro, Small, And Medium Enterprises And Policy Advice

The largest companies still need to realize that the use of information technology is the most critical factor in the success of a business unit. This is because information technology is the single most effective tool to ensure that business people still have goals in running their business. Even in the most challenging business situations that lack modern technology, it is essential to maintain continuous communication with customers and business partners, and retaining customers will be accompanied by environmental changes that require them to transform by opening online services, which will, of course, be very burdensome. In addition, the percentage of people who can declare business continuity is 85% of all constituents (Jaswadi et al, 2022).

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The business world must survive the current pandemic by implementing strategies to protect old customers and understand the needs of new customers. Every Micro, Small, and Medium Business actor can access it smoothly. Today, business needs are still closely linked to many perfect worlds. In this era of chaos, micro, small, and medium businesses will carry out all their operations online, both for transactions and time management programs, so that micro, small, and medium businesses stay connected and reassure customers that the company will always be available if it needs it (Wu et al, 2018b). Problems in implementing security management occur when micro, small, and medium businesses collect data to create customer databases and when micro, small, and medium businesses deal with internal or external customers.

Sources with similar findings assert that managerial accountability covers large-scale operations and is recommended for small-scale businesses. Even though the business still uses a conventional system, it will be easier to manage customer data if it is smaller. Small businesses are still limited in the number of sales and customers, so customer data can still be stored in the minds of business owners or employees, and business actors will quickly get close to customers. Collection is done by asking questions slowly and deliberately to customers who come or when a transaction occurs. This can still be done by providing a form that customers can fill out and submit when they arrive. Indeed, it has been recorded in books (Islam et al, 2023).

However, for user-to-user communication, open communication channels and advanced technology such as WhatsApp/Short Message Service are still used for home-scale grocery traders, where the initial purchase is complicated if done physically. Advertise international trade services and provide information about their products in their stores. Order products in the store for sale, This application simplifies the process of creating a database for information management, which is very beneficial because readers can understand what is needed and what needs to be delivered, which is an expensive pile and can be paid for in full. However, there needs to be more human resources and funding for micro, small, and medium enterprises at the start of their establishment. A more practical option is for consumers to buy applications available on the market if they suit their needs and capabilities.

Application Service Provider technology is available to businesses, or if Application Service Provider want to be more practical, they can use the other Human Resource organizations. Today, only some organizations offer assistance in conducting customer surveys and must do it themselves to obtain customer information. Based on the data obtained, the company then communicates with customers more effectively by using WhatsApp/Short Message Service, email, and social media such as Facebook and Instagram to share information about new products or programs. Social media as a promotional tool is one strategy business owners use to stay focused and productive. Promotional tools are strategies that business owners use to stay focused and productive. Various social media will be able to increase consumer trust. Social media as a promotional tool is one strategy business owners use to stay focused and productive.

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that business owners use to stay focused and productive. Various social media will be able to increase consumer trust (Folstad et al, 2019). Due to the lack of consumers consistently annoyed with the product in times of turmoil, this evidence helps predict that an existing brand will return. Brand awareness is a significant asset because it is the single factor influencing buyer perceptions (Malik et al, 2013).

Brand awareness is an important asset and the only factor influencing buyers' perceptions when building brand awareness (Yusuf et al, 2022a). Micro, small, and medium enterprises invest in human resource management to establish cooperation between relevant stakeholders in the industry to achieve customer satisfaction and loyalty, which can be done Human Resources communication via WhatsApp/Short Message Service or email, as well as visiting the website by providing personal contact information.

The next step is to analyze customer data and identify target customers for analysis. What has been gathered at the first meeting is analyzed and converted into information that can help develop and implement programs to increase customer loyalty. Its database is based on information about customer needs and desires obtained from testimonials (Kumar et al, 2018). In the database, it is possible to segment the user base and identify related programs to launch so that evaluations can be completed monthly. Examples of programs that can be implemented include giving discounts to customer groups based on transaction volume, socializing products or services, or holding meetings for customers that have reached a certain growth point. Information on differences in needs and wants, sales channels, methods, business interactions with customers, and other factors will harm the business owner's profitability (Rahi et al, 2020).

The following steps related to implementing the personnel management program are implementing the personnel management program. Customers will only convey security management values if these behaviors are reflected in the evaluation of the management process from start to finish, considering every achievement or failure of the program implemented. Evaluation is needed to understand the information from the data collected. Micro, small, and medium businesses can use the existing marketplace to start a business; Owners only need to utilize the available market to carry out managerial duties. The database is already available, as is the market, which is more practical and potentially more affordable in understanding the database of consumers and business owners in carrying out online transactions, which is mandatory for all business owners. Management plans should be determined according to individual conditions (Elyta & Sahide, 2021).

Because, at the start of its establishment, the business world, small businesses, often experienced operational problems and needed government assistance, such as technological infrastructure support and application implementation training. For business owners, the ability to innovate creates new standards to increase competitiveness against the latest technological developments (Yusuf et al, 2022b). Technology is the most significant factor in managers difficulty implementing security management. However, digitalization is needed to communicate with internal and external audiences, and improving the quality of human resources can be done Human Resources education and training, conferences and workshops, job training, mentoring,

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and collaboration with other companies (Cheatham et al, 2019).

The Government must implement technology education and training for business owners because short-term assistance is needed so that business owners can use online markets to sell their goods and services. The business world needs to adapt to technological advances in manufacturing processes, using digital media to promote and identify potential markets for their products. In this context, the Ministry of Cooperatives and Small and medium-sized enterprises, the Ministry of Industry, the Ministry of Health, BSN, and BPOM actively help ensure that micro, small, and medium enterprise products are high-quality and meet health requirements. Standard. Apart from having competitive prices and meeting quality standards, the Government must ensure that the distribution of raw materials and certain goods runs smoothly and does not harm any party.

Being represented by neighboring Malaysia, capable of handling ASEAN products and having the vision to increase competitiveness, is one component of the political process. The Government's approach to developing the micro, small, and medium enterprise market is rigorous. Strong support from the Government is also visible in Singapore, with plans to increase travel times to overseas markets. The Government encourages multinational companies to disseminate technical knowledge Human Resource sough improved skills and ethical behavior (Ardito et al, 2019). The Government launched a digital market, a digital economy with a platform to facilitate business transactions between BUMN, provide space and time for business actors to make transactions, and is ready to handle BUMN buybacks.

In this program, namely, the Ministry of State-owned enterprise, Small and medium-sized enterprises, and the SME Institute. The Government's procurement policies for goods and services are collaborated (Wirtz et al, 2018). Partnerships between State-owned enterprise and micro, small and medium enterprises will also be adjusted to the BUMN business model or level. Based on the business model or State-owned enterprise level, the types of business products needed in the production process and work processes and these products must have financial benefits and sustainable profits over time (Rabah et al, 2018). As a result, the pandemic did not give birth to someone who innovates, transforms, exploits personal potential, and develops new business directions.

5.2 Customer Relationship Management And Information Security And Human Resources

In the contemporary business landscape, the triad of Customer Relationship Management, Information Security, and Human Resources forms a dynamic synergy that shapes the success and resilience of organizations. This interplay is particularly crucial in the era of digitalization, where the seamless integration of technology, customer-centric strategies, and safeguarding sensitive data are paramount for sustained growth and competitiveness. Customer Relationship Management is the linchpin in an organization's quest for customer-centricity. It encompasses a range of strategies and technologies aimed at managing and optimizing interactions with current and potential customers. In the digital era, where customers demand personalized and seamless experiences, Customer Relationship Management systems become indispensable tools.

These systems not only facilitate efficient communication and collaboration within the organization but also enable the tailoring of products and services to meet individual customer

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needs. The insights gained from Customer Relationship Management data contribute to informed decision-making, allowing organizations to adapt and innovate in response to market dynamics (Chalmeta, 2006). However, the benefits of Customer Relationship Management come with a concomitant responsibility to safeguard the information it manages. This is where Information Security enters the stage. With the increasing digitization of customer data, organizations face unprecedented challenges in protecting sensitive information from cyber Human Resource seats and unauthorized access (Elyta et al, 2023).

Robust information security measures not only preserve the integrity of customer data but also instill confidence in customers, fostering trust and loyalty (Stewart et al, 2017). As organizations harness the power of Customer Relationship Management to forge lasting connections, the parallel focus on information security becomes imperative for ethical and legal considerations, ensuring the privacy and confidentiality of customer information. In this intricate dance between Customer Relationship Management and information security, the role of Human Resources emerges as a critical factor. Human Resources is the custodian of the workforce, and in the context of Customer Relationship Management and information security, it assumes a multifaceted responsibility.

Recruitment and training become pivotal elements as organizations seek individuals with the expertise to manage Customer Relationship Management systems and implement information security protocols. Human Resources also plays a crucial role in cultivating a culture of data security awareness among employees, reducing the risk of internal Human Resource seats and ensuring compliance with privacy regulations. Moreover, Human Resources is instrumental in aligning the organizational culture with customer-centric values (Ferris et al, 1999). By fostering a work environment that recognizes the importance of customer relationships, Human Resources contributes to the seamless integration of Customer Relationship Management into the organizational fabric. Training programs that emphasize customer service and communication skills empower employees to leverage Customer Relationship Management tools effectively, enhancing their ability to customer needs. The symbiotic relationship between Customer Relationship Management, information security, and Human Resources extends further into talent management.

As organizations invest in Customer Relationship Management technologies and fortify information security, Human Resources becomes the architect of strategies to attract, retain, and develop talent capable of navigating this digital landscape (Chuler et al, 1990). The ability to manage customer relationships and ensure information security is contingent on having a skilled and motivated workforce. Human Resources practices, such as performance evaluations, career development programs, and employee engagement initiatives, become instrumental in building a workforce that not only embraces the principles of Customer Relationship Management and information security but also Human Resources in the dynamic digital era. The convergence of Customer Relationship Management, Information Security, and Human Resources represents a strategic imperative for organizations in the digital age. Thus we can see that strengthening human resources within SMEs involves sustained efforts in training and development of digital

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skills. Employees with good digital literacy have proven to be more adaptable to change, accelerate the implementation of new technologies, and overall increase productivity and innovation in the workplace (Stewart et al, 2017).

The seamless integration of Customer Relationship Management not only enhances customer relationships but also necessitates a robust approach to information security. This delicate equilibrium is maintained and strengthened by the strategic involvement of Human Resources, which oversees the recruitment, training, and development of a workforce capable of driving Customer Relationship Management strategies and safeguarding sensitive information. As organizations navigate the complexities of the digital era, recognizing and optimizing the synergy between Customer Relationship Management, information security, and Human Resources becomes not only a competitive advantage but a fundamental pillar for sustained success and resilience (Yohanes et al, 2023).

6. CONCLUSION

In the dynamic landscape of small and medium enterprises the intersection of Customer Relationship Management and Information Security emerges as a linchpin for development in the era of digitalization. This synergy not only propels SMEs toward enhanced customer engagement and loyalty but also fortifies the organization's human resources Human Resource sough strategic integration. As SMEs navigate the challenges and opportunities of the digital age, the symbiotic relationship between Customer Relationship Management and Information Security serves as a powerful catalyst for strengthening human resources. Customer Relationship Management , as a cornerstone of customer-centric strategies, empowers SMEs to forge meaningful connections with their clientele. The adoption of Customer Relationship Management technologies allows for personalized interactions, streamlined communication, and informed decision-making. In the context of SMEs, where every customer relationship holds significant value, the ability to tailor products and services to individual needs becomes a competitive advantage.

As these enterprises harness the potential of Customer Relationship Management to cultivate lasting customer relationships, the subsequent impact on human resources is profound. The integration of Customer Relationship Management aligns the workforce with customer-centric values, fostering a culture where employees understand the importance of each customer interaction. Human Resources, in this scenario, plays a strategic role in recruiting, training, and developing a workforce equipped to leverage Customer Relationship Management tools effectively. Training programs that emphasize customer service skills, communication, and adaptability empower employees to contribute meaningfully to the organization's growth. Moreover, Human Resources practices such as performance evaluations and career development initiatives become instrumental in cultivating a workforce that not only embraces Customer Relationship Management principles but also Human Resources in a digitally-driven business environment.

However, the benefits derived from Customer Relationship Management necessitate a parallel commitment to Information Security. In the era of digitalization, where cyber human resources

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loom large, safeguarding customer data is not just a legal requirement but a trust-building necessity. Information Security measures become integral to preserving the integrity of Customer Relationship Management systems and ensuring the confidentiality of sensitive information. In this context, Human Resources assumes a pivotal role in establishing a culture of data security awareness. Recruitment and training programs must emphasize the importance of information security, making employees aware of their role in protecting customer data. Human Resources becomes the driving force behind compliance with privacy regulations, reducing the risk of internal human resources, and maintaining the organization's ethical standing. In conclusion, the nexus of Customer Relationship Management, Information Security, and Human Resources represents a strategic trifecta for SMEs seeking growth and sustainability in the digital era.

The successful integration of Customer Relationship Management not only propels customer engagement but also transforms human resources into a strategic asset. The symbiotic relationship between Customer Relationship Management and Information Security, under the watchful eye of Human Resources, creates a resilient framework where customer-centricity, data security, and workforce development converge. As SMEs navigate the complexities of the digital landscape, recognizing and optimizing this triad becomes imperative for not only survival but for Human Resourcefulness in an environment where the strength of human resources is intricately tied to the effective management of customer relationships and information security.

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