

## ABSTRACT

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*Human Resources in a company are very important in a company. Because human resources can encourage the productivity of company development by providing better quality employees. This research aims to understand the broader scope of developing human resources at Level Up Telkom Semarang. The research used is observational research by directly observing human resource management activities at Level Up. In carrying out activities, there are work processes such as collecting and checking data, implementing activities supported by the Level Up and Basecamp company websites to measure work results in a structured manner. The results of this research can be concluded that human resource management has a broad scope that can increase employee productivity and the potential to support the success of a company.*

*Keywords: management, human resource, digital*