
THE ROLE OF DIGITAL SECRETARY INNOVATION IN COMPLETING TASKS EFFICIENTLY IN COMPANIES

Nadila Oktavianti*, Heppy Mutammimah

Banjarmasin State Polytechnic, Banjarmasin, Indonesia

*Corresponding author: oktaviantinadila6@gmail.com, heppy@poliban.ac.id

Abstract

The rapid advancement of digital technology has significantly changed various sectors, including the administrative sector. One of the innovations that has emerged is the digital secretary. This scientific paper aims to examine the role of digital secretaries in increasing efficiency in completing tasks, such as meeting scheduling, document management, and internal and external communications. This research was conducted using a literature review and analysis of various relevant sources regarding the application of digital secretaries in companies. Research findings show that the implementation of digital secretaries also has a positive impact in increasing productivity within the company. Therefore, companies wishing to implement this technology must carefully consider these aspects to maximize the benefits it can offer.

Keywords: Abstract, Digital secretaries, Sectors

INTRODUCTION

Secretaries no longer only have to master administrative skills, but also have to be able to operate information technology, with the separation of data between personal computers (PCs) leading to the fact that every employee needs media. (Reggy, 2017 in Lisy Tantowi, *et. al.*, 2023).

A secretary has the ability to act quickly and flexibly in carrying out tasks within his area of responsibility. The secretary is now expected to have advantages. Currently, multitasking skills are expected to be possessed by a secretary. Multitasking ability is the ability to do work simultaneously at the same time. (Edi Junaedi, SE, MM. & Ika Apriliyanti, 2016)

The ability to multitask is part of job performance. However, remember that excessive multitasking can reduce efficiency if not done wisely. Job performance refers to the ability to perform tasks optimally using available resources. This includes time management, project management, and identifying ways to complete work more quickly and efficiently. (Diana Putri Arini, 2020)

Now various applications and even features used by companies, such as new technologies such as artificial intelligence (AI), big data, and the internet (IoT) and others are more integrated and have additional features that make it easier for secretaries to collaborate with colleagues. (Afrizal Zein, 2021)

Based on the description above, the author is interested in knowing the role of the secretary in completing his duties using information technology systems. In this paper, the author chose the title "The Role of Digital Secretary Innovation in Efficient Completion of Tasks in Companies".

The aim of this paper is to analyze how digital innovation can increase the efficiency of completing secretarial tasks in the Company. In accordance with the problem identification above, it is known that there are many problems that are discussed in this writing, so the author limits these problems to focus on discussing the role of digital secretarial innovation in completing tasks efficiently in companies.

LITERATURE REVIEW

The data obtained was analyzed descriptively, by linking findings from various literature relevant to the topic of the written work. Next, the results of collecting and comparing various literatures are correlated to assess the extent to which the implementation of digital secretaries affects efficiency and productivity in companies.

Data collection was carried out through literature study, by collecting information from written sources that discussed digital innovation and the role of secretaries in companies. This literature study includes books, scientific articles and journals related to discussing digital secretarial innovation. Apart from that, this research was conducted by collecting and comparing information from several sources to collect qualitative data regarding the role of digital secretaries in completing tasks efficiently in the company.

RESEARCH METHOD

The writing method used in this scientific paper is the literature study method by making comparisons to create relevance between the results obtained from the writing topic so that it is able to achieve the objectives achieved and provide final conclusions and analytical suggestions.

Data analysis was carried out by combining and comparing existing theories with the application of digital secretary innovation in companies. This literature study is used to gain in-depth theoretical insight regarding the application of the role of digital secretaries in companies, and how the application of digital secretaries can increase efficiency in completing tasks in the Company.

RESULTS AND DISCUSSION

Previous research results show that companies are successful in implementing innovation strategies in the digital era which tend to create significant added value. This confirms that innovation cannot be separated from business strategy. Alignment between goals and innovative steps is the key to creating significant added value and achieving competitive advantage in the digital era, and highlights the role of technology as the main driver of innovation. (Charlotte Corinthea *et al.*, 2022)

The results of research conducted by (Arantika R, 2018) consistent with related literature which emphasizes the importance of integrating strategy, innovation and technology in increasing company competitiveness in the digital era. Companies can consider specific steps to develop and implement innovation strategies that are more efficient, effective, improve management, help company work productivity, and bring long-term success in the increasingly developing digital era.

The secretary's role now includes managing more complex data and information. Having a sophisticated data management system, the secretary is responsible for ensuring that company data remains safe and easy to access when needed. Like using software like Microsoft Office 365, Google Workspace. (Universitas Syiah Kuala, 2024).

Secretaries in this era also need to have digital communication skills. As more and more meetings and communications are conducted virtually, secretaries must organize and conduct online meetings using platforms such as Zoom, Microsoft Teams, atau Google Meet. These skills are critical to maintaining productivity and smooth communication within an organization, especially when working remotely. (Universitas Syiah Kuala, 2024).

CONCLUSION

Digital secretaries have emerged as an innovative solution to perform various administrative tasks that were previously done manually by a secretary. The use of artificial intelligence (AI) and automation-based technology not only speeds up processes, but increases accuracy and reduces the risk of human error. In a corporate context, digital secretaries help in many ways, such as automatic meeting scheduling, document management, important task reminders, and internal communications. This results in significant time efficiencies and allows executives and management staff to focus on more strategic work. In this ever-growing digital era, implementing a digital secretary is an important strategic step in carrying out more efficient company operations.

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