EMOTRAK: BLOCKCHAIN-BASED AI-POWERED EMOTIONAL RECOGNITION AND NEURO-EMOTIONAL ANALYTICS TO IMPROVE FUTURE HR WELL-BEING

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Emotional well-being in the workplace is often overlooked, even though it plays an important role in employee performance and retention. Field observations at Sultan Event Organizer and Perhutani office in Purwodadi revealed symptoms of emotional fatigue, such as withdrawal and lack of enthusiasm. This finding was supported by an interview with the HRD of Mitra Swalayan, who reported that many employees tend to resign without proper explanation and often feel uncomfortable expressing their emotions directly. Based on this issue, a solution called EmoTrak was proposed—a website-based platform that utilizes Artificial Intelligence to detect facial and voice expressions regularly, and Blockchain technology to protect emotional data securely. EmoTrak aims not only to monitor employee mood but also to assist HR in analyzing resignation risks and designing personalized development programs. With this approach, companies are expected to create a more empathetic, sustainable, and human-centered work culture. This idea also supports the Sustainable Development Goals (SDGs), particularly Goal 3 (good health and well-being) and Goal 8 (decent work and economic growth), by promoting emotional support in the digital work environment.

Keywords: emotional well-being, digital HR, AI, blockchain, resignation