

THE ROLE OF STUDENTS IN SUPPORTING INDONESIA BECOME QUALIFIED ECONOMIC ACTORS IN THE DIGITAL ERA

Yenni Sofiana Tambunan¹, Nelly Azwarni Sinaga², Sinta Veronika Hutabarat³

^{1,2,3} Company Management, Sekolah Tinggi Ilmu Ekonomi Alwashliyah Sibolga

ARTICLE INFO

Keywords:

Student Role,
Indonesian Economy,
Digital Era

E-mail:

yennisofiana@gmail.com,
nellysinaga1964@gmail.com,
sintaveronika77@gmail.com

ABSTRACT

The potential of the e-commerce industry in Indonesia cannot be underestimated. From Ernst & Young's analysis data, it can be seen that the growth in sales value of online businesses in Indonesia increases by 40 percent every year. There are around 93.4 million internet users and 71 million smartphone device users in Indonesia (<https://Kominfo.go.id>). As the highest point, students must have critical thinking and be sensitive to what problems are being faced and are happening in society, then express their opinions and participate or be directly involved in solving these problems. The presence of new technology in the future will also have many impacts on the people's economy, there will be many new job vacancies, but there will also be many workers who will lose their jobs because they are no longer related or competent in the future technological era, and some fields of work will be taken over by robots.

Copyright © 2022 Economic Journal. All rights reserved.

It is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

Indonesia in 2019 is experiencing the slowest economic growth in the last five years. However, the growth of the e-commerce industry is actually increasing rapidly in the midst of a slowdown in the country's economy. "It is not impossible that in the future the e-commerce industry can become one of the backbones of the national economy," hoped the Minister of Communication and Information Rudiantara. Moreover, most e-commerce businesses in Indonesia are small and medium scale (SMEs). As we know, the SME business is the most resilient business even in times of economic crisis. Through the e-commerce industry, Rudiantara hopes to continue to develop and support the Indonesian economy which is predicted to become a new world economic power in 2020 and beyond. The potential of the e-commerce industry in Indonesia cannot be underestimated. From Ernst & Young's analysis data, it can be seen that the growth in sales value of online businesses in Indonesia increases by 40 percent every year. There are around 93.4 million internet users and 71 million smartphone device users in Indonesia (6).

In line with this, the Ministry of Industry continues to strive to encourage the potential of the national digital economy. Some of the steps taken include expanding and increasing the capabilities of the domestic content software industry, accelerating the expansion of access and improving digital infrastructure, preparing a digital transformation roadmap in strategic sectors, accelerating the integration of national data centers, preparing for human resource (HR) needs. digital, as well as preparing regulations for schemes and funding and financing (5).

The digital economy development framework includes four pillars to pursue sustainable growth. First, human resource development, especially digital talent with skills in science and technology. Second, strong digital and physical infrastructure to increase economic flows and create job opportunities in both sectors. Third, simplification of bureaucracy through policies, rules and standards that support and reduce barriers to innovation. Furthermore, fourthly, digital research and innovation is needed to generate added value for the industry and reduce dependence on natural resource (5).

The current condition is that there are many beginner e-commerce businesses, both online trading and digital start-ups, with fresh and innovative ideas who lack access or funding to develop their business. For this reason, the government will encourage the growth of new technopreneurs, both by cooperating with leading technopreneurs mentors, data centers, technoparks, and providing funding. Meanwhile, SME business actors are expected to be able to level up to become large business actors, even expanding to international level. With the rapid growth of online business, the Indonesian people will get positive

The Role Of Students In Supporting Indonesia Become Qualified Economic Actors In The Digital Era. Yenni Sofiana Tambunan, et.al

benefits in the economy such as growth in welfare, growth in new jobs and so on. Thus, Indonesia is no longer just a target for the international business market, but on the contrary, it can become a qualified e-commerce entrepreneur to reach foreign markets. In 2020, Indonesia's online business revolution boosted Gross Domestic Product by 22 percent. Seeing the development of e-commerce in China, the possibility of the same thing happening in Indonesia is huge because Indonesia and China have the same characteristics. So what exactly is hindering the growth potential of e-commerce in Indonesia? Based on the analysis that has been done, there are six issues, namely funding, taxation, consumer protection, communication infrastructure, logistics, as well as education and human resources. These issues must be worked on together with related institutions in order to produce a comprehensive and synchronized policy (6).

Of the issues that hinder the acceleration of economic growth in today's digital era, two of them are education and human resources. The younger generation as a real asset and as a driving force is expected to have their own innovations to support government and global steps. Human resources that have the potential to support the improvement of human resources who are increasingly qualified in the digital era are students. Students are the vanguard for sustainable development in the midst of today's digital economy mobilization.

As the highest point, students must have critical thinking and be sensitive to what problems are being faced and are happening in society, then express their opinions and participate or be directly involved in solving these problems. The presence of new technology in the future will also have many impacts on the people's economy, there will be many new job vacancies, but there will also be many workers who will lose their jobs because they are no longer related or competent in the future technological era, and some fields of work will be taken over by robots.

2. METHOD

Judging from the type of research, the type of research used in this research is library research or library research, namely research conducted by collecting data or scientific writings that aim to be research objects or library data collection, or studies carried out to solve a problem. problems that are basically based on critical and in-depth analysis of relevant library materials [2]

Before conducting a literature review, the researcher must know in advance exactly what source the scientific information will be obtained from. Some of the sources used include; text books, scientific journals, statistical references, research results in the form of theses, theses, dissertations, and the internet, as well as other relevant sources [1]

3. RESULT AND DISCUSSION

Education in Indonesia

Higher Education is a place of education and teaching which is a continuation of secondary education which is held to prepare students to become members of society who have academic and professional abilities who can apply, develop and create science, technology and the arts. Higher Education according to Law no. 20 of 2003 concerning the National Education System, Article 19 is: the level of education after secondary education which includes diploma programs, bachelor programs, master programs, doctoral programs, and professional programs, as well as specialist programs, which are organized by universities. Student is a term for people who are pursuing higher education in a tertiary institution which consists of high schools, academies, and the most common is the University. Students have academic/college, social and community obligations. This obligation is called the Tri Dharma of Higher Education. Tri Dharma comes from Sanskrit. "Tri" means three, while "Dharma" means obligation. So the Tri Dharma of Higher Education is the three obligations adopted by tertiary institutions, namely education and teaching, research and development, and community service [8].

Education and Teaching is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble character and the skills needed by themselves, society, nation and State. Have you ever known or heard of final year students doing Field Work Practices (PKL) or Real Work Lectures (KKN)? street vendors and KKN? This activity is one of the community service activities which is part of the Tri Dharma of Higher Education [8].

Student Agent of Change

It is hoped that students will be able to increase and dig more actively into knowledge that will later be useful for the homeland and the nation and will be useful for the development of the era which is

The Role Of Students In Supporting Indonesia Become Qualified Economic Actors In The Digital Era. Yenni Sofiana Tambunan, et.al

increasing every year. The role of students in society is known as an agent of change. Students are the driving force of change for the better. Through the knowledge, ideas, and skills they have, students can become a locomotive of progress [10].

The Role of Students in Regional Development

History says that big changes start from the youth. Therefore, students must provide concrete, applicable and quality answers and solutions. Students as part of the community members, have a strategic role in equitable regional development and community empowerment, in the era of regional autonomy and autonomy [8].

The World of Work in the Special Autonomy Era and the Digital Age

Percepatan pembangunan dan mendorong transformasi ekonomi dan sektor-sektor ekonomi unggulan dalam rangka keberpihakan dan pemberdayaan masyarakat Dunia semakin terbuka dengan adanya internet, semua serba digital dan persaingan semakin terbuka karena itu jika ingin sukses setelah selesai kuliah maka hal yang harus kamu dilakukan adalah mengembangkan potensi diri, kuasai salah satu bidang dan kembangkan hal itu [8].

How to be successful in the digital age?

1. If you want to be successful in the digital era, then there are a number of things you need to do or master, including:
2. a. Master Social Media. You should always be active on social media. Like Instagram, Facebook, Youtube, Twitter, to blogs. You have to master everything. But remember, social media doesn't rule you! Why is that? This aims to show your ability to process social media itself.
3. b. Master technology. As a millennial generation, you must be literate about technology. This is the initial key to success working in the digital industry. Focus on it until you are good at using it. If you have unique skills and can solve problems well, surely many people will be interested. From there you will get extraordinary results.
4. Technology is many things, from operating computers, understanding networks, understanding designs, applications, and more.
5. c. Master a foreign language. Language is important, if you are fluent in a foreign language, it will be easier for you to work in the digital world. Because the digital world is global, connected to various other countries. All digital tools use English.
6. d. Lots of reading and writing practice. This era is the internet era, we can get any information easily if our cell phones are connected to the internet. Therefore, use HP data to learn/read as much as you can about things that can make you grow [8].

Value Keeper Student

Noble and noble values need to be protected. Students are at the forefront of maintaining good values such as honesty, mutual cooperation, empathy, and fairness. When these noble values are shaken, students will move to protect them [10].

Nation's next generation

Students are the nation's hope generation. It is on the shoulders of future students that Indonesia's pride is determined. By having students who are of good quality, the nation's future will be more advanced. Where students are currently starting progress within themselves can be defined as people who are pursuing higher education at a college or university who have an important role. Students at this time must play an active role in many ways, technology that is always present all the time provides convenience in social interaction and adopting knowledge in real time. Virtual reality is a natural evolution of the way people use the internet as a medium of communication [10].

Indonesia's Current Economic Condition

Even in the midst of the Covid-19 pandemic, the digital economy in Indonesia in 2020 grew 11% compared to the previous year. This figure is the highest compared to Malaysia, the Philippines, Singapore, Thailand and Vietnam. This was driven by changes in people's behavior during the pandemic. People who do more activities at home prefer to do a less contact economy, such as shopping online, and carrying out work activities through virtual meetings. Covid-19 has also increased the consumption of health and

The Role Of Students In Supporting Indonesia Become Qualified Economic Actors In The Digital Era. Yenni Sofiana Tambunan, et.al

immune products. This shift in people's consumption patterns has also encouraged MSMEs, which previously carried out their business through conventional methods, to also adapt to using e-commerce. As many as 1 out of 5 business actors who actively sell on e-commerce are new users. However, when viewed from the value of the digital economy per capita. Sequentially, the largest value is still led by Singapore, Malaysia and Thailand. Thus Indonesia is still in fourth place compared to neighboring countries. To be the best, various challenges in the development of the digital economy in Indonesia need to be resolved, including infrastructure, digital human resources, regulations [7].

In addition, the potential of the digital economy in Indonesia can still be developed. From a demographic perspective, based on BPS data in 2020, out of a total of 270.2 million Indonesians, 163 million people are in the age range of 15-64 years. Where internet penetration is at 71%, and social media use is 59%.. [7].

Indonesia can be said to have good provisions to become a country with a leading e-commerce industry in the future. Apart from having equally good human resources, the local market is also a great potential for developing e-commerce. At the end of 2015, the value of the country's e-commerce business is predicted to be around USD 18 billion. In 2020, the volume of the e-commerce business in Indonesia will reach USD 130 billion with an annual growth rate of around 50 percent. Meanwhile, placing Indonesia as the largest Digital Economy Country in Southeast Asia in 2020. In addition to the E-commerce Roadmap, the government targets to create 1,000 new technopreneurs in 2020 with a business valuation of USD 10 billion. The current condition is that there are many beginner e-commerce businesses, both online trading and digital start-ups, with fresh and innovative ideas who lack access or funding to develop their business. For this reason, the government will encourage the growth of new technopreneurs, both by cooperating with leading technopreneurs mentors, data centers, technoparks, and providing funding. Meanwhile, SME business actors are expected to be able to level up to become large business actors, even expanding to international level. With the rapid growth of online business, the Indonesian people will get positive benefits in the economy such as growth in welfare, growth in new jobs and so on. Thus, Indonesia is no longer just a target for the international business market, but on the contrary, it can become a qualified e-commerce entrepreneur to reach foreign markets [6].

The Central Position of Students in Improving the Quality of Society

The central position of students in improving the quality of human resources can be seen in several main categories:

- a. First, the position of students as trend setters. The average student is a trend setter for youth in their environment, especially if the student comes from a certain area. There is a lot of new information, knowledge and experience, especially for those who leave to study outside their area, which can be informed to the community, or other youth groups. Because they are trend setters in their respective regions, their presence will become the center of attention, both for their peers and for the people in their own region.
- b. The position of students as agents of change. In general, it is agreed that students are agents of change or people who become pioneers of change. As previously explained, in every wave of Nationalism in Indonesia, students have always been the main pioneers of this change. If on a national scale students play an important role in this change, individually or in groups, students are expected to become agents of change in their own society. Personally, students can actively study, understand community conditions, and provide suggestions for change, or together with youth groups and village officials, formulate community problems, and provide solutions.
- c. The role of students as gate keepers for their groups. Every student who comes from a region (especially those from islands and remote areas), has the potential to become gate keepers or gatekeepers for the community. To become gate keepers, usually a person has more information than the people in that area. The role as gate keepers can be used by the students concerned to be able to incorporate new ideas that are considered beneficial when implemented in their community. These ideas came from his experiences while exploring a country that the people in his area had never seen, the knowledge he acquired while studying at university, and the skills he possessed. A gate keeper is basically a person who is considered to have "more" knowledge and information compared to the average other community [11].

Students are an important element in society. His presence as an agent of change has been tested in history. However, what is certain is that students are agents of change, or gate keepers for the society where

they come from. To be realized, that the future of this nation, the pride of this nation, the progress and decline of this nation, is in the hands of the students [11].

Government Regulations

As for supporting the digital economy, the Government is currently preparing and developing human resources (digital talent), strengthening the start-up ecosystem to support digital entrepreneurs, and increasing connectivity as the backbone of the digital economy. Another step that is no less important is to make various development initiatives, policies and regulations [7].

In addition, the Ministry of Education and Culture's policy in creating superior Human Resources (HR) for students is through the Merdeka Learning Campus Merdeka program. The program aims to create a superior young generation with quality education towards an advanced Indonesia. "The phenomenon in the 21st century certainly provides its own challenges for students. Likewise with the skills that must be possessed. In this era, there is no time for graduating students to just become ordinary employees. The digital era gives students the freedom to achieve their dreams of becoming entrepreneurs, scientists, bureaucrats, researchers, bankers, and various other professions by utilizing technology and information." Universities also have an important role in preparing superior and progressive graduates. Strengthening the Merdeka Campus ecosystem is needed so that students are able to achieve their dreams. Leadership, policy, funding, career development, partnership networking, teaching & research factory, entrepreneurship and business incubation, as well as science & technopark are must-have campus ecosystems. "The Merdeka Campus Program is here to provide independence for students in achieving their dreams. It is time for students to achieve independence in learning. Various Merdeka Campus programs are designed to prepare superior human resources for advanced Indonesia. Through Merdeka Learning Merdeka Campus, students are ready to make Indonesia progress," said Prof. Aris [13].

Assistant Deputy for Digital Economy Rizal Edwin Manansang representing Deputy for Coordination of Digital Economy, Employment and Micro, Small and Medium Enterprises M. Rudy Salahuddin who was a guest speaker at the Yogyakarta State University (UNY) Student Virtual Visit to the Coordinating Ministry for Economic Affairs said that opportunities Another thing that can be optimized is the relatively large need for digital talent in Indonesia. "Indonesia needs 9 million digital talents for the next 15 years. The industrial revolution 4.0, marked by the development of the digital industry, artificial intelligence technology, and big data, has resulted in a change in the landscape of employment. This rapid change has resulted in the knowledge gained from universities sometimes being irrelevant to industry needs. Universities are currently facing unique challenges in preparing human resources for an uncertain future. Soft skills are becoming more relevant. The Economist explained that there are 10 main soft skills needed in today's world of work. However, there are 4 that can be prioritized as outputs in Education 4.0, namely: collaboration, communication, critical thinking, and creative. Thus, digital transformation needs to be focused on accommodating this educational transformation. Digital tools and applications are not simply placed on top of traditional education systems, but are used to help build new educational approaches [12].

The Ministry of Communication and Informatics HR Research and Development Agency also projects that there will be 430,000 ICT graduates in Indonesia in 2020, while the industry needs for ICT workers of 320,000 people. This figure suggests that Indonesia is experiencing an oversupply of ICT workers, but what needs to be considered is that the number of needs only considers quantity, while in terms of quality, there can be a gap (mismatch) between industry needs and resources from educational institutions. This gap can be caused by a quality mismatch gap or a field mismatch gap. Another study predicts that Indonesia will need 9 million skilled workers for digital transformation over the next 15 (fifteen) years. If this is not possible, the number of ICT graduates (universities and vocational schools) in 2020 of 431,899 people is fulfilled, there will be a shortage of experts from Indonesia (skills shortage) which will have an impact on the domestic economic situation 2020-2024 Strategic Plan of the Ministry of Communication and Informatics [9]

4. CONCLUSION

It is hoped that students will be able to increase and dig more actively into knowledge that will later be useful for the homeland and the nation and will be useful for the development of the era which is increasing every year. The government is preparing and developing human resources (digital talent), strengthening the start-up ecosystem to support digital entrepreneurs, and increasing connectivity as the backbone of the digital economy. Another step that is no less important is to make various development initiatives, policies and regulations.

The Role Of Students In Supporting Indonesia Become Qualified Economic Actors In The Digital Era. Yenni Sofiana Tambunan, et.al

Indonesia can be said to have good provisions to become a country with a leading e-commerce industry in the future. Apart from having equally good human resources, the local market is also a great potential for developing e-commerce. At the end of 2015, the value of the country's e-commerce business is predicted to be around USD 18 billion. Students are an important element in society. His presence as an agent of change has been tested in history. However, what is certain is that students are agents of change, or gate keepers for the society where they come from. To be realized, that the future of this nation, the pride of this nation, the progress and decline of this nation, is in the hands of the students. Indonesia is no longer just a target for the international business market, but instead can become a qualified e-commerce entrepreneur to reach foreign markets.

REFERENCE

- [1] Anwar Sanusi, Metodologi Penelitian Bisnis, (Jakarta : Salemba Empat, 2016), h.32
- [2] Fithri Dzakiyyah, "Jenis Penelitian", (On-Line) ,tersedia di <https://hidrosita.wordpress.com> (5 Agustus 2017)
- [3] Kemdikbud RI. 2020. "Kementerian Pendidikan Dan Kebudayaan." [Http://Kemdikbud.Go.Id/\(Mei\). Http://Kemdikbud.Go.Id/Main/?Lang=Id](Http://Kemdikbud.Go.Id/(Mei).Http://Kemdikbud.Go.Id/Main/?Lang=Id).
- [4] Kemendikbud. (N.D.). Undang-Undang Republik Indonesia Nomor 20 Tahun 2003 Tentang Sistem Pendidikan Nasional. Retrieved October 12, 2020, From [Http://Luk.Staff. Ugm.Ac.Id/Atur/UU20-2003Sisdiknas.Pdf](Http://Luk.Staff.Ugm.Ac.Id/Atur/UU20-2003Sisdiknas.Pdf)
- [5] Kemenperin. 2022. Menperin Optimis Kembangkan Potensi Ekonomi Digital di Indonesia. Diakses pada tanggal 29 November 2022 dari, <https://kemenperin.go.id>
- [6] Kominfo. 2015. Indonesia Akan Jadi Pemain Ekonomi Digital Terbesar di Asia Tenggara. Diakses pada tanggal 29 November 2022 dari, <https://Kominfo11.go.id>
- [7] Kementerian Koordinator Bidang Perekonomian. 2021. Partisipasi Generasi Milenial dalam Era Digital untuk Menjawab Tantangan Ekonomi Masa Depan. Diakses pada tanggal 30 November 2022 dari, <https://www.ekon.go.id/publikasi/detail>
- [8] Magai, Mesak. 2022. Peran Mahasiswa Dalam Pembangunan Daerah Di Era Otsus Dan Era Digital. Diakses pada Tanggal 28 November 2022 dari, <https://Nabirekab.Go.Id/Portal>
- [9] Rencana Strategis 2020-2024 Kementerian Komunikasi Dan Informatika. LAMPIRAN Peraturan Menteri Komunikasi Dan Informatika Republik Indonesia Nomor Tahun 2020. Diakses pada tanggal 30 November 2022 dari, <https://Kominfo.go.id>
- [10] Saputra, Muhammad Kholik. 2022. Peran Mahasiswa Dunia Digital. Diakses pada tanggal 29 November 2022 dari, <https://Www.Sumsel24.Com/Opini>
- [11] Septiawan, Firmanda Dwi. 2020. Peran Mahasiswa dalam Peningkatan Sumber Daya Manusia di Daerah. Diakses pada tanggal 30 November 2022 dari, <https://medium.com/@lensasejarahunair>
- [12] Suteki Technology. 2020. Transformasi Digital Perguruan Tinggi Bukan Tren Sesaat. Diakses pada tanggal 30 November 2022 pada, <https://suteki.co.id/transformasi>
- [13] Universitas Ahmad Dahlan. 2021. Peningkatan SDM Unggul Mahasiswa Melalui Program MBKM. Diakses pada tanggal 30 November 2022 dari, <https://lldikti5.kemdikbud.go.id>