

DISRUPTION CREATE OPPORTUNITIES AND CHALLENGES INTO SUSTAINABLE BY CSR LAW APPROACHMENT IN INDONESIA

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ABSTRACT

The disruption era occurs when a new innovation enters the market and creates a strong disruption effect that changes the previous market structure. The market has conditions that continue to change with the times, the era of disruption continues to change and is very fast. "We did not make any mistakes, we suddenly became extinct," said the CEO of Nokia. Garuda Indonesia, which has more than 1500 aircraft fleets and management around the world, is valued at 17 trillion rupiah. Go-Jek, which does not have one arm of its own, has a valuation of 51 trillion, imagine! Go-Jek, which only has an Application, is capable of having such a large valuation. This is the digital era or better known as Era Disruption. Technological developments, especially those related to disruptive innovation are considered to have an impact on the reduction of workforce in various companies. That is, the types of old jobs will remain relevant with the new expertise that can be obtained through training. So, those who will lose their jobs are those who are unable to adjust. This paper will show the view of "Disruption create opportunities and challenges into sustainable by CSR law approachment in Indonesia."

Key words: Disruption, mindset, culture, law enforcement, equilibrium

INTRODUCTION

What was put forward by the world economic forum in 2016 as the fourth industrial revolution is now in the middle of us: a period of economic dislocation, in which ways of using production provide a way for new ways, and those who are well versed in using this new machine can harvest profit from economic expansion.

Disruptive innovation is innovation that helps create new markets, disrupts or destroys existing markets, and ultimately replaces these previous technologies. Disruptive innovation develops a product or service in an unexpected manner in the market, generally by creating different types of consumers on new markets and lowering prices on the old market. The term disruptive innovation was first coined by Clayton M. Christensen and Joseph Bower in the article "Disruptive Technologies: Catching the Wave" in the journal Harvard Business Review (1995). One example of disruptive innovation is Wikipedia (the dead of encyclopedia) and Digital Cameras (Film Cameras die).

Indonesia is a country that is rich in natural resources & human resources. Lack of awareness, with this lack of concern, makes it easier for our people to be trapped in negative actions such as corruption, collusion, nepotism, not on time, undisciplined, damaging the environment and so on, causing damage to the order of life in the nation. With such conditions, the condition of the people will remain poor. In the midst of increasingly high levels of poverty and ignorance, the crime rate also continues to increase, such as anarchist demos, drug abuse, legal mafia, terrorism, corruption and others.

Indonesia is indeed rich in natural resources, but poor in Human Resources, the education level of most Indonesian people is still below the average. Many of Indonesia's natural resources are controlled by foreign companies, which collude with officials so that the contribution from the mining of natural resources is far below what they should be. Moreover, the government does not dare to nationalize foreign companies, especially in the mining sector. It is time for the Government to require large companies to carry out appropriate and targeted CSR in order to develop the nation's generation in the future in accordance with the law.

Without the right mindset education, Indonesia is in danger. Understanding mindset, not only can change the mindset of the nation, but it will be able to deliver Indonesian people and nations into a nation that is intelligent, independent, prosperous, and virtuous. Increased productivity of Indonesian human resources can be done through improving the quality of education, health, communication and mastery of science and technology, so that in the period 2020-2030, around 70% of Indonesia's productive age population become healthy, knowledgeable, educated and skilled human beings. Productive Indonesians will be part of a very large workforce. This disruption period is the most beautiful period and opportunity also as challenge.

FINDINGS

- Indonesian diversity is one of the unique and interesting things from Indonesia. Bhineka Tunggal Ika (even though it is different but still one) becomes a symbol of the Indonesian nation's wealth of customs, culture, ethnicity and various other differences, which although different, can still coexist and harmonious under the name of the Unitary Republic of Indonesia.
- Indonesia's diversity is seen in 300 ethnic groups, 1340 tribes, 6 major religions, dozens of faiths, all of which spread to 17,000 islands throughout the region and this is the strength and weakness of the Indonesian people if the mindset of living together in multiethnic does not work.
- The political system that took place in Indonesia made people enslaved by the lust of power, which led to lawfulness in all ways to realize their ambitions. the moral and ethical crisis experienced by the Indonesian people is still difficult to control.

- A bonus for Indonesia because of its abundant productive human resources and its demographic support. The potential of a large Indonesian workforce with high productivity is expected to bring progress to the economy and welfare of the Indonesian people in the future.
- Disruption initiates the birth of new business models with more innovative and disruptive strategies. The scope of change is broad ranging from the world of business, banking, transportation, social society, to education. This era will require people in the world, especially Indonesia, to change or become extinct.
- Timely and targeted programs. The Nawacita program is Jokowi-JK's nine priority programs delivered during the 2014 Presidential Election.
- Back to the Pancasila democratic culture where the mindset, attitude of the people based on the values of independence, equality and brotherhood between humans with cooperation, mutual trust, tolerance, and compromise.
- Equitable / populist economic development is Indonesia's strength to move forward to become the fourth largest country in the world.

CONCLUSION

- Indonesia must return to the principle of kinship, togetherness and mutual cooperation in developing Indonesia as a whole. Return to the preamble paragraph 4, regarding the purpose of the existence of the Indonesian state.
- The Nawacita program is a solution in facing the era of disruption in Indonesia: (1) the state protects all nations; (2) building clean, effective and democratic governance; (3) building from the periphery; (4) corruption-free law enforcement reform; (5) improving the quality of the Indonesian people; (6) increasing people's productivity and international competitiveness; (7) creating independence; (8) national character revolution; and (9) strengthen diversity.
- The Nawacita program requires help and hard work and awareness from the community, awareness of the government not to sell the country, and with the entrepreneurs in realizing it. Conversely, entrepreneurs can develop with the implementation of the nawacita program, so that it is a collaboration of government, society and entrepreneurs that are mutually beneficial, as stated in 3P sustainable development (People, Profit, Planet).
- One way to destroy corruption, collusion and nepotism is this disruption era, where everyone has the same right to develop and succeed without too much interference from other parties through Artificial Intelligence (AI), Internet of Things (IoT), Big Data, opening up vast opportunities for anyone to advance. Information technology that is increasingly accessible to all corners causes everyone to be able to connect within a social network. Flooding of information as predicted by Futurolog Alvin Tofler (1970) becomes a reality found in the era of industrial revolution today. This abundant information provides great benefits for the development of science and the economy.
- Various Laws with Corporate Entities have guided CSR, so that with appropriate law enforcement and governance and targets will have a major impact on the development of a prosperous Indonesia.

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