

YOUNG GENERATION AS A GAME CHANGER IN BUILDING A DIGITAL ECONOMY IN THE SOCIETY 5.0 ERA

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ABSTRACT

As time passed, the development of innovation and advances in the technology of information have resulted in a digital economy. In connection with the society 5.0 era, the role of the younger generation is very necessary and needed in the development of the digital economy. This research aims to find out what the younger generation should do in building a digital economy in the era of society 5.0. This research is a qualitative type with a descriptive method with a study of some literature. The results of this study are in building the economy in the era of society 5.0, the younger generation can make innovations creative that can hit the community. As the controller, the younger generation can take advantage of and always update on everything existing technology to continue to develop the digital economy to develop economy in the onslaught of this society 5.0 era.

Keywords: Digital economy, Society 5.0, Young generation

INTRODUCTION

It's undeniable that now various aspects of life in the world are being experienced a wave of massive changes due to the development of very fast technology. The result of mixing innovation developments and technological advances gives rise to a digital economy that contributes greatly to future economic growth. A digital economy is based on several characteristics, such as being completely virtual (virtualization), internet networking (integration), and as well as unifying (convergence). All countries in the world have great potential for a economy digital. It's because the number of internet users are continue to increase day by day. The composition of users is dominated by the younger generation who are responsive and adaptive to the changes in existing technology.

This development of digital technology also has a big impact on the economy in Indonesia. Digital development is one of the crucial factors to increase business scale and expand reach for a business agent. It makes the digital economy grow rapidly in Indonesia. It's also supported by the role of the government which transforms and expand the coverage area of affordable internet and makes it easier for peoples to grow the digital economy. As previously mentioned, the young generation is believed to play an important role in the digital economy of the future. The younger generation is referred to as digital-savvy or tech-savvy digital economy drivers. The younger generation is the support and mover of Indonesia's future economic growth through the digital economy.

After going through the era of the industrial revolution 4.0, now is the time for the world to continue to the new era named society 5.0 era which emphasizes more on humans as the center of technology-based. This is a new challenge for the young generation. This needs to be taken seriously by the younger generation who take a part as game changers.

LITERATURE REVIEW

Society 5.0 Era

Society 5.0 is a human-centered society that balances economic advancement with the resolution of social problems by a system that highly integrates cyberspace and physical space (CAO Japan, 2019). Society 5.0 was first initiated by Shinzo Abe, the prime minister of Japan in 2017, and was later legalized on January 21, 2019, by the Japanese government. Society 5.0 is created because Japan believed that its people were ready to enter this stage. Society 5.0 is the vision of the Japanese government in improving the welfare of society in the future. This welfare is achieved by using technology so that it can balance economic progress with solving social problems. Basically, the era of society 5.0 is a concept of a human-centered and technology-based society. The society 5.0 era is a substitute for the previous industrial era, such as (1) Hunting Society or Society 1.0, which is a group of people who gather and hunt and are accompanied in harmony with nature; (2) Agricultural Society or Society 2.0, is a grouped society based on agricultural cultivation, organizational improvement, and nation- building; (3) Industrial Society or Society 3.0, is a society that promotes industrialization through the industrial revolution 1.0; and (4) Industrial Revolution or Society 4.0, is an information society that is aware of increasing added value by connecting intangible assets as an information network. Society 5.0 comes after Industry 4.0. The presence of the industrial revolution The 4.0 era has provided many changes in the world, especially in technology. This era brought a very positive impact on the whole country in the world. If in the 4.0 era everyone could access and share information via the internet, then the 5.0 era will allow technology to be part of humanity itself (Yuko Harayama, 2019). These two eras have two different focuses. The industrial revolution tends to make human life easier with AI as the main component. Meanwhile, Society 5.0 use modern technology but still relies on humans as its main component. With humans as the main component, this concept will have the advantage of being able to minimize regional, age, gender, and language gaps (CAO Japan, 2019). Technology plays an important role in this era because technology will co-exist with society and become part of the lifestyle. In the era of society 5.0, AI (Artificial Intelligence), Internet of Things (IoT), technology will develop, robotics, and augmented reality. IoT will connect all people and things and AI will free humans from the burdensome work of analyzing massive amounts of data, and the possibilities open to humans will expand. Technology that was once only used in industry will be used in people's lives. For example, there will be smart homes, driverless cars, drone delivery of goods or food, and so on.

In this era of society 5.0 humans are required to be more responsive and produce solutions in meeting their daily needs. This causes humans to continue to explore information and create useful innovations to support their survival. Therefore, humans are required to behave and think ahead and follow the pattern of developments in the era of society 5.0.

Digital Economy

The digital economy is a term that describes the emergence of economic activity phenomena that occur due to digitalization. The digital economy is an integral part of the economy. Digitalization is the most important factor in the economic growth of national and global economies. Digitalization is based on the integration of physical and digital resources in the field of production and consumption, in the economy and society. It is characterized by new methods of generating, processing, storing, and transmitting information in all spheres of human activity (Dovgal, 2021). At the beginning of its emergence, the digital economy was called the internet economy, where the internet network was a container for new economic activities. With the increasing complexity of economic activities that occur through cyber-space, it has been renamed the digital economy. The digital economy has now utilized all forms of technology, from IoT, big data, and wireless networks, to social media. Some of the characteristics of the digital economy are as follows digitalization, virtualization, molecularization, integration/ internetworking, disintermediation, convergence, innovation, presumption, immediacy, globalization, and discordance (Gamedia, 2022). Indonesia has experienced an increase in the digital economy as a whole which then affects increasing the national economy. The digital economy is believed to be able to answer the challenges of unstable economic development.

The number of entrepreneurs will grow in driving the economy and creating new jobs. The use of digital technology is expected to increase the competitiveness of the Indonesian economy. Digital adoption is important and necessary for national development, especially for the economy (Nasution, 2017). In the field of transportation, an example of the digital economy is motorcycle taxi services. In the past, if people were going to use a taxi or ojek service, they had to come to the base and wait for the driver who was not picking up passengers. But now, people only have to wait at home and people also can still use motorcycle taxi services and be picked up where- ever they want. In the health sector, an example of the digital economy is health service applications, one of them is Halodoc. With this application, patients no longer need to queue at health facilities if they experience pain complaints. They can open the app on their smartphone everywhere and anytime without limitation.

METHOD

The quantitative method is used by the writer to make this scientific article. Quantitative research is the methodology that researchers use to test theories about people's attitudes and behaviors based on numerical and statistical evidence (IDF, 2022). The subject investigated in this case is the young generation in building a digital economy in the society 5.0 era. The data source comes from secondary data, which means the data is obtained from another source that is not the main source. The source comes from written documents such as scientific papers, research reports, statistical data, archives, personal documents, official documents, and all written notes that are relevant to the object of the research. The techniques used by the writer is document study, where the data is collected from various kinds of documents that are useful and have relevance for analysis, not intended directly for the research subject.

RESULTS AND DISCUSSION

In ASEAN, it's recorded that at least 350 million people have used digital economy services, of which around 17 % are new users since the Covid-19 pandemic. In Indonesia, the results of the population census in 2020 state that Indonesia is in the demographic bonus period. This census shows the composition of 27,94% of a total of approximately around 250 million people in Indonesia's population is Generation Z, the generation who was born between 1997 to 2012 (BPS, 2021). This means that the existence of Gen Z plays a role important and has an impact on the development of Indonesia today and later time. Generation Z or the digital generation grew up with a dependency on technology. There are significant differences in the characteristics of the young generation with the other generations. One of the main factors for the difference is the mastery of information and technology. For the young generation itself, information and technology have become a part of their life because the young generation was born when access to information, especially the internet was become commonplace. One thing that stands out from this generation can take advantage of technological changes in various aspects of life.

Society 5.0 creates a human-centered society and technology-based with one goal of reducing the gap. Community existence on social media can be utilized to collaborate this concept as a goal to improve the economy in Indonesia. Based on data from the Central Bureau of Statistics Indonesia, in 2019 the percentage of the population using cellular telephone reached 63,53% followed by computer ownership and internet access (BPS, 2019). This has given birth to innovation and creativity in society in the economic field. Creative industry establishments in society can now take advantage of existing technology to develop businesses. The younger generation as a technology-savvy generation can voice the use of technology in developing economic business. The developing concept of society 5.0 will make things easier for the community to work together in carrying out economic activities. One of the things that can be done by the younger generation in welcoming the digital economy in the 5.0 era is to equip themselves with an abundance of technology knowledge. Because that way they can implement it in real life, especially in aspects economy. The role of the younger generation is as a game changer, turning a bad economy into a better one. Besides that, the younger generation also needs to be equipped with soft skills such as skills think critically, collaborating, communicating, innovating, and being creative. Soft skills will make them a superior generation that is always relevant to current development. Ownership of soft skills has an important role important in running a creative industry because every job requires the involvement of others.

CONCLUSION AND SUGGESTION

The digital era must be taken seriously and precisely. By mastering and controlling technology well, the younger generation will bring benefits for life in the future, especially in the economic field. The digital economy must be utilized effectively and efficiently. The role of young generational people is the remote holders of Indonesia's economy in the future. Therefore, it is fitting for the younger generation to do things that can improve the quality of Indonesia's economy in facing 5.0, such as developing innovations and technology as well as sharpening creativity and being able to apply it in people's daily lives. Also, the young generation can support micro, small, and medium entrepreneurs or be part of entrepreneurs themselves. From there it is expected to be able to improve the Indonesian economy in the future will come. Apart from the younger generation, we also need to embrace and cooperate with the community and the government so that together we can fight and able to face this era.

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