

Revitalizing Educations to Realize a New Business Platform in Indonesia

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Abstract—Companies must build new business models and platforms to survive in an uncertain business climate, economic disruption wave, and the COVID-19 pandemic. As the anticipation of all ecosystems changes, companies need superior human resources, actively carry out corporate transformation programs, and implement good corporate governance values to avoid moral hazards and a greater risk of failure. Revitalization of education, supported by corporate universities, workshops, internships, and comparative studies, can produce superior human resources and realize new business platforms in Indonesia. This qualitative research relies on data triangulation to interpret the phenomenon of link and match.

Keywords: revitalization, business platform, education, transformation, human resources

Abstrak—Kebutuhan membangun model dan platform bisnis baru perusahaan bertahan dalam iklim bisnis yang tidak menentu, gelombang gangguan ekonomi, dan pandemi COVID-19. Sebagai antisipasi segala perubahan ekosistem, perusahaan membutuhkan sumber daya manusia yang unggul, aktif melaksanakan program transformasi perusahaan, dan menerapkan nilai-nilai tata kelola perusahaan yang baik untuk menghindari moral hazard dan risiko kegagalan yang lebih besar. Revitalisasi pendidikan yang didukung oleh corporate university, workshop, magang, dan studi banding, dapat menghasilkan sumber daya manusia yang unggul dan mewujudkan platform bisnis baru di Indonesia. Penelitian kualitatif ini bertumpu pada triangulasi data untuk menginterpretasikan fenomena link and match.

Kata kunci: revitalisasi, platform bisnis, pendidikan, transformasi, sumber daya manusia

INTRODUCTION

Indonesia's population is projected to be 319 million by 2045, and 210 million are in the productive age category. A large productive age population is both an opportunity and a challenge, given that the employment challenges of the next 25 years will be far different from today due to the involvement of robots and artificial intelligence. In addition, intense competition in the digital age also presents challenges for the world of education to produce graduates who have competencies following the needs of the workforce.

The use of digital technology in the learning process at this time is still limited to moving text from books to the internet only and has not reached the level to develop reasoning, creativity, and innovation. This means that the use of gadgets has not touched the development of critical and analytical thinking so that it is not following the needs of the workforce. At present and in the future, adequate learning is needed so that the workforce can work in a more technologically driven and knowledge-based economy by always maintaining the integrity of humanism aspects, such as ethics, manners, morality, and common sense.

The ability to think critically should also be decisive in providing scientific arguments. This can be realized when students are accustomed to reading from a variety of perspectives by deepening their knowledge from various sources, such as books, journals, and articles without hesitation in cross-disciplines, given that data processing and utilization cannot depend on one type of knowledge. The trend of higher education in Indonesia today is more inclined to collaboration between disciplines. Meanwhile, the Government of Indonesia has opened opportunities through an independent campus program to provide flexibility for universities to develop themselves according to the demands of the times.

Revitalizing education, especially vocational training, is very urgent to do, and the role of companies is increasingly needed to create synergy or realize link and match. Many companies, such as PT Djarum, PT Astra Honda Motor, PT Astra Daihatsu Motor, PT Sidomuncul, and others appear to be increasingly involved in the link and match chain through

practical activities, provision of practical equipment, provision of infrastructure, and provision of facilities. Thus, with the demographic bonus that will peak in 2030, where almost 70% of Indonesia's population is in the productive age if all are skilled and meet competency standards, they will be extraordinary capital for business and economic growth. Likewise, if the strengthening of the platform is carried out by innovating technology-based businesses and increasing competitiveness through building networks in the ecosystem, it will make business and education growth sustainable.

Theoretically, unemployment can be overcome by opening up employment opportunities by loosening the bureaucracy to attract investment. But in reality, it is not easy for companies to get prospective employees needed to fill vacancies in production, marketing, finance, and others due to broken links and matches, or they do not meet the qualifications determined by the employer (Zafrullah, Wuryaningsih, & Gora, 2018). Meanwhile, in an era of uncertainty, companies are encouraged to keep on innovating, in terms of products, services, and processes. In addition, companies are also pursued by performance targets that must be achieved, such as production, quality, and cost targets. The companies also need talent management that is carried out in an integrated manner, starting from the recruitment process to efforts to keep them working in the company, including evaluating performance to increase employee engagement (Chariri, 2019).

The need for superior human resources in companies is inevitable because technology is increasingly advanced and without limits. Moreover, with the power of artificial intelligence, workers from various countries have turned out to be waiting on the doorstep with certain skills and exceptional technological mastery. It should be noted that in an era of uncertainty and disruption today, companies must be able to transform themselves and try to knit a business platform that can benefit all parties (Zafrullah et al., 2018).

The government is increasingly showing a strong drive to develop vocational education programs in line with its vision to develop superior human resources. If the revitalization of vocational education can work well, these skilled workers will become the motor for the advancement of the Indonesian nation when the era of a demographic bonus arrives. Vocational education which is implemented with a link and match pattern is expected to support entrepreneurs who will build new business platforms and adhere to the principles of Good Corporate Governance (GCG) which are now a necessity rather than just an obligation. (Tayibnapi & Lucia, 2019)

Platform, according to Phil Simon (2011), is not something new in the business world (Tayibnapi & Lucia, 2019). Consumer technology users have also used the platform services, or the services provided by technology champions, thus allowing people to reach out and connect to obtain information and conduct interactions which in turn consumers can buy goods and services. The new business platform is no longer based on physical assets and natural resources, but rather on collaborative functions that can be assisted by technology. (Zafrullah et al., 2018). So from here, the research aims to find out how companies build new business models and platforms to survive in an uncertain business climate.

METHODS

The approach used in this research is the qualitative method with a case study. A case study aims to provide an in-depth overview of the background and the characteristics of the cases studied. The most important stage in a case study is to choose a case to be examined because it is related to the nature of its uniqueness. The cases studied are dynamic and fluctuating. The interrelationship of the dynamic characteristics of this research is also seen from how the development of the case or problem under study is related to time. (Chariri, 2019)

This qualitative research is carried out inductively and exploratively by looking at what, why, and how there is a mismatch between prospective workers and companies that build new business platforms that adhere to the principles of GCG. Companies are badly in need of superior human resources characterized by high skills, creativity, innovation, empathy, and

talent for the success of the new business platform. This study seeks to interpret the phenomenon of the prospective workers' educational background which does not link and match with the needs of the field of work that already uses technological devices (Denzin & Lincoln, 2009).

This qualitative research is not "value-free". Not all values, behaviors, and interactions between social actors and the environment can be qualified. This research is based on the concept of "going exploring" with the aim that the facts are easily understood (Denzin & Lincoln, 2009). This qualitative research rests on the triangulation of data generated from interviews, participant observation, and document records.

The objects studied are business informants who are particularly in multi-sector. Then the actors in the education sector, especially vocational education, as well as observing how the actors of vocational education fulfill the educational curriculum per the needs of the industry including entrepreneurship. For the number of informants taking snowball sampling to find a saturated sample.

RESULTS

The research direction is aimed at finding the formation of new business models during the pandemic and also finding out how the role of education in providing strategic learning for the development of structured business models is.

Consumer behavior and market conditions in industry 4.0 are easy to change and sometimes difficult for business people to understand. Facts have proven that market leader brands are not a guarantee that they will continue to dominate the market. If they cannot anticipate the changes that occur at this time, they may be disrupted by newcomer brands, considering that consumers always try to maximize the value of a brand. Meanwhile, human resources in marketing still have limited abilities so that they are unable to read insights related to consumer desires.

Revitalization of vocational education is urgently needed to support corporate transformation. One example of the weaknesses of human resources in marketing is the lack of vocational and non-vocational education content. When a company uses an online marketing strategy, there is a tendency to post only promotional material. Meanwhile, there are no customers who are willing to follow a company that cannot stop talking about itself for long enough. Customers want something of real value. If the company has employees who are creative, innovative, and empathetic, the company will certainly try to complement marketing and advertising activities with other marketing communication campaigns by utilizing brand awareness that has been developed.

Current and future superior human resources are the backbone for realizing new business platforms that adhere to the principles of transparency, accountability, responsibility, independence, and fairness to help companies avoid moral hazards and a greater risk of failure. On the one hand, the transformation of business and human resources in companies is a smart step in a dynamic business era. But on the other hand, building the character and sensitivity of the millennial generation is not easy, because the digital era makes all events come to the present style which causes the generation to be homo digitalis. Their existence lies in smartphones, so they have difficulty thinking, feel, and act. Meanwhile, companies are badly in need of employees who can innovate and develop talent.

It is important to understand that excellent employees are needed to assist employers in facing increasingly fierce and uncertain business competition. The outbreak of COVID-19 in many countries has encouraged business actors to review existing policies. The marketing department must think hard to present the right content, both on the internet and print platforms. The content presented amid a COVID-19 pandemic must remain relevant to the company and brand values. Under these conditions, innovation, creativity, empathy, and talent are relied upon to create quality content that exceeds the works in normal conditions, considering that the brand owners are having a hard time navigating and surfing in the middle of a pandemic. Brand owners seem not to give up on the situation. They continue to run their

businesses by selling their products and maintaining their employees.

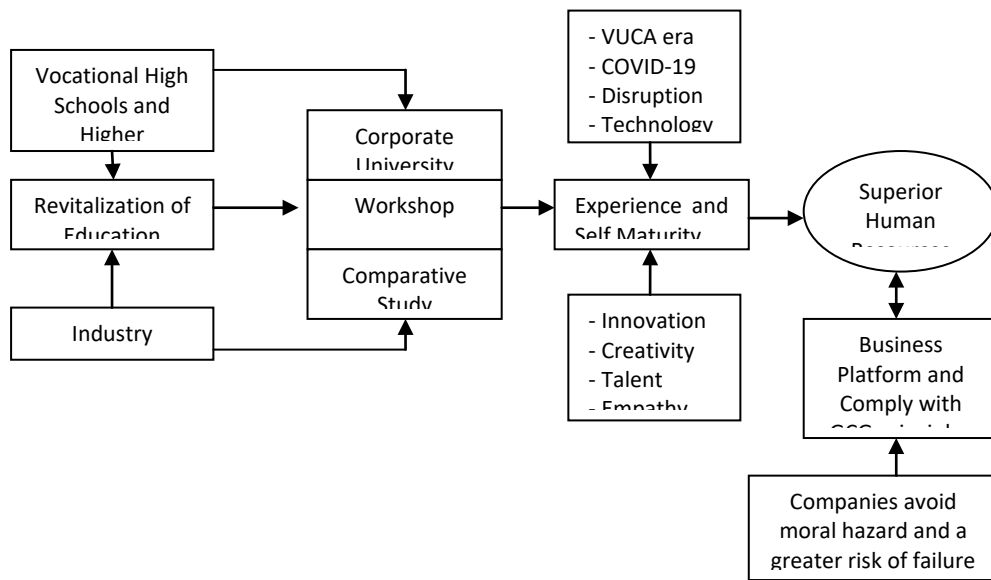


Figure 1. Revitalization of education.

Source: Researchers, 2020

Based on observations, it seems that the revitalization of education, both in Vocational High Schools (SMK) and in Higher Education, actually only contributes 10% to the formation of superior human resources. Corporate University programs run by large companies, both State-Owned Enterprises and Private-Owned Enterprises, can contribute 20% because the material is specific to the needs of the factory. And 70% is gained from experience and maturity while working in the company, especially when facing a decreased sales turnover or when trying to complete the debt restructuring process and pay off all debt.

Table 1
The Need for Superior Human Resources in Indonesia

Banking & Insurance	Energy & Mining
1. Personal Finance Advisors	1. Management Analysis
2. Business Operation Specialists	2. Accountants and Auditors
3. Loan Officers	3. Computer Systems Analysis
4. Human Resources Managers	4. Customer Service Representative
5. Financial Analysis	5. Electrical Engineers
6. Computer Systems Analysis	6. Sales Representative
7. Software Developers	7. Software Developers
8. Etc.	8. Etc.
Health Care	Manufacturing
1. Home Health Aides	1. Accountant and Auditors
2. Childcare Workers	2. Sales Managers
3. Dental Hygienists	3. Computer Systems Analysis
4. Physical Therapists	4. Business Operations Specialist
5. Registered Nurses	5. Customer Service Representative
6. Personal Care Aides	6. General and Operations Managers
7. Software Developers	7. Software Developers
8. Etc.	8. Etc.
Retail	
1. Pharmacists	
2. Market Research and Marketing Specialist	
3. Customer Service Representative	
4. Sales Representative	
5. Computer and Information Systems Managers	
6. General and Operation Manager	
7. Software Developers	
8. Etc.	

Source: Yanuar Nugroho, (Sugiarsono, Joko, n.d.)

DISCUSSION

Bank Rakyat Indonesia (BRI), supported by superior human resources, can develop a new business platform, namely developing BRI Link to serve loans with a mobile app format called “*Pinjaman Tenang*” (PINANG) to compete with Financial Technology. BRI Link is also able to touch previously unbankable communities in remote areas by utilizing communication access from BRI's satellites. Another example is the multinational company L'Oreal Indonesia. This company has a Vocational Education program “*Hairduction*” with the main material in hairdressing to prepare skilled workers for beauty salons throughout Indonesia which tend to increase every year. The same thing is also done by PT PLN (Persero), PT PAL INDONESIA (Persero), PT INKA (Persero), and others.

The Minister of Finance Regulation No. 128 of 2019 concerning the Provision of Gross Income Reduction or the Implementation of Field Work Practices, Internships, and/or Learning Activities in Fostering and Building Competency-Based Human Resources is positive support for the Vocational Education program in Indonesia. With the existence of super deductible incentives, taxpayers are given a maximum gross income reduction of 200% of the total costs incurred for fieldwork practices, internships, and/or learning activities to realize superior human resources.

Concluding Remarks

Digitalization, uncertain business climate, economic disruption wave, and the outbreak of COVID-19 have changed the character of society, industry, companies, and workers. Employees are required to be innovative and creative and have talents and empathy to be able to understand the customers' desires and needs that tend to change easily. In addition,

demands for customization and personalization are also inevitable, so companies must look for new patterns and new marketing strategies that are most appropriate for the survival of the companies. Therefore, companies need superior human resources or graduates who can meet the needs of the industrial world. One alternative that can be done to revitalize education is to build collaboration or synergy, both with corporations and educational institutions, given the limitations in terms of facilities/places, learning equipment, teaching staff/instructors, and their competencies. Companies can become places for internships for students to prepare themselves to become competent and certified human resources.

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