

EMBRACING DIGITAL TRANSFORMATION

AN OFFICIAL CLIENT UPDATE OF PT HEADHUNTER INDONESIA



Technology has become one of the most important and crucial things to the life of human kind. It always evolves and transforms our life to be more simple and effective. Due to technology, we began to understand about the importance of timing - the faster we can get information or doing something, the better our life is. Moreover, the use of technology has peaked around the globe due to Covid-19 pandemic which changes our work and study behavior - work from home and study from home.

As response of this pandemic, President Jokowi actually has already stated several times that Indonesia needs to pick up the pace for digital transformation. Before pandemic, Indonesian economy is doing well enough, but now, good enough is not enough. According to global rating companies, such as S&P, Moody and Fitch, Indonesia's grade has improved into investment grade, however the reports after the pandemic that the Indonesian economy shrank 5.8%. **(Bloomberg, Agustus 2020).**

Since the coronavirus pandemic hit hard on virtually almost every nation, President Jokowi would like to utilize the momentum to bounce back for Indonesia to become a developed country by focusing on digital transformation. Jokowi stated that in the next few years Indonesia will require 9 million programmers to support the digital transformation plan. **(Setkab, Agustus 2020)**

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The Challenges of Digital Transformation

In every major change way of life there will be disruption on how we live compared to previous generation. Every nation must adapt on this digital era, especially during this pandemic. The slower the nation adapt to the digitalization, the least advantage that nation will get. As a result, it will create huge disparities among nation and its communities. Take a look at African countries, most of them are pretty slow in embracing digitalization, that makes that majority of least developed nations are in Africa (citation). The situation has also been worsened by lack of funding and facilities.

The same thing happened in Indonesia. From the past experience, Indonesian Government has been giving lack of information regarding opportunities for its citizens. For example, ASEAN Economic Community (AEC) which formally established on 31 December 2015, **(ASEAN, May 2017)**, the government should have given explanation and opportunities on AEC, so Indonesian citizens and companies can seize the opportunities in the ASEAN market.

Hopefully this case should not happen in the era of Digital transformation, because it could change the whole economic field and effectiveness for state enterprises, companies, and Small Medium Enterprises (SME).

The Advantage of Digital Transformation

Technology delivers new perspective and changes into better things that we did not have in the past. Internet, Cloud Service, Programming are currently progressing and evolving at exponentially rate. Some countries and some companies has been very adaptable and they seize the opportunity and market that available because of digital transformation.

We can see how China, United States, United Kingdom and several other countries leading the way in digital transformation. They are willing to be the first that has the advantage of digital transformation. For instance, 5G network - small and medium enterprises can get huge benefit from its implementation, since it offers broader market and easier access to the company's products. That is the reason why those countries have been trying to implement 5G as one of the supporter of their economy.

Aside the challenges, digital transformation actually creates many kinds of jobs and markets. For example Programmer, Web and Mobile Developer, Digital marketing, SEO (Search Engine Optimization) and also Data Analyst. E-commerce has also been very popular during this digital era, since people do shopping through internet, especially during this pandemic.

The Necessary Step

Government should be no longer passive. This digital transformation is impacting virtually everyone from SME to big multinational companies to operate. If the government does not provide sufficient information and training to its citizen, the unemployment rate will be higher than before. Things will be different when government is proactive in giving necessary information and incentive for companies and communities to embrace digital transformation.

Companies should adapt and innovate. The opportunity resulted from digital transformation not only will deliver profit in the broader market of consumers but also in the operation where the process will be simpler and will benefit more to the consumers. One of the example of innovative and adaptive companies is Tesla - it has produced mass and affordable electric car with many features available. It makes Tesla one of the hot prospect with high valuation company in the stock market **(CNBC, January 2020)**.

Communities and individual should also actively seeks for new information especially related to technologies. Being open to new updates and technologies and learn about them will help individuals to catch up. Having growth mindset might help as well as it makes individual getting better every day.

Conclusion

Barry Ross, the CEO and Co-Founder of Ross & Ross International said that "You can not delegate digital transformation for your company. You and your executives have to own it! Executives need to engage, embrace and adopt new ways of working with the latest and emerging technologies."

Digital transformation no doubt will make huge change for our live now and in the future, and the biggest part of digital transformation is changing the way we think, so our life will be much more effective and efficient.

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