

# YOUTH AND CREATIVE INDUSTRIES: TECHNOLOGY-BASED ENTREPRENEURSHIP DEVELOPMENT 4.0

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**Abstract.** The background is based on seeing the economy which is a very important thing in life, especially in the current era, namely integrating real life and cyberspace. In this case, of course, is closely related to the use of technology in every activity carried out, including in entrepreneurial development. However, what can maximize technology for the creative industry is a society that is categorized as youth. Youth is a very productive and fast age and is even required to be able to understand technological developments in order to be able to follow the existence of the 4.0 era. In this case, it proves that youth have a very important role in economic success in the creative industry sector for entrepreneurship, especially in Indonesia by developing or as existing business actors in order to be able to compete or collaborate with other countries. To maximize the role of youth and the creative industry in entrepreneurship through technology, of course, it must be supported by government policies and NGO as a facilitator for the development of youth capacity in technology in order to be able to achieve success in the economic field for the welfare of society, especially Indonesia.

Keywords: Creative Industry, Entrepreneurship, Technology, Youth

## I. INTRODUCTION

Economy is very important in life because it is one of the driving forces for the progress of a country. However, as we know in the current era, almost all activities, especially in the field of entrepreneurship, are integrating real life and cyberspace. This means that it is closely related to technology, in this case young people are able to maximize the use of the creative industry, namely the culinary sector in technology-based entrepreneurship 4.0. Indonesian processed food and beverage products with the highest export value in 2019 were coffee-based processed food and beverages amounting to USD429.45 million (10.35 percent); processed fish amounting to USD411.05 million (9.91 percent); various types of processed food amounting to USD390.09 million (9.40 percent); wafer snacks and waffles containing cocoa amounting to USD322.88 million (7.78 percent); and processed shrimp amounting to USD309.72 million (7.47 percent)<sup>1</sup>.

In this processed food and beverage culinary sector, Indonesia is sufficient to get a large income in Asia, especially Southeast Asia. However, the average income is obtained by companies that are already categorized as large, such as PT Mayora Indah, while many Indonesian people who are entrepreneurs are categorized as small and medium enterprises (SMEs), especially in the culinary sector, have not been able to process food and drinks so that they can become export goods and compete with other countries. This is due to the lack of education or training in the community in the field of technology-based food processing. As we know, the business model revolution in the Industrial Age 4.0, namely:

1. Providing solutions to problems faced by society
2. In this era, they are never satisfied with the results achieved, so they try to continuously innovate.
3. The new monopolistic model of capitalism, in which the business model of companies in this era

adopts a sharing economy so that it is perceived as a solution to economic inequality.

4. Marketing model 3.0, if marketing in the 1.0 era focused on products while in the 2.0 era, marketing focused on consumers, then marketing 3.0 is more than that where the company sees consumers as not only product users but seeing consumers from their multi-dimensionality as humans so that consumers will choose products that satisfy their desire to participate, create, community and idealism

Based on the existing reality, of course there are opportunities as well as its own challenges, especially for developing Indonesian entrepreneurship. Some of the challenges faced in the industrial era 4.0 include information technology security issues, reliability of production machine stability, lack of adequate skills, inability to change by stakeholders, and the loss of many jobs due to turning into automation. With the loss of many jobs due to automation, unemployment becomes a threat that will occur, where the unemployment rate in February 2017 was 5.33% or 7.01 people out of a total of 131.55 million people in the workforce (Source: BPPS 2017)<sup>2</sup>.

Based on these data, it is the role of youth that is considered capable of maximizing their potential in exploring and understanding information then learning to apply technology for the benefit of the creative industry in the culinary sector and furthermore, it must be able to build society by taking an active role to be able to understand Indonesian society, especially entrepreneurship well by how to conduct training, seminars, technology-based business consultants, and other forms of education. However, the provision of this education should be able to be free of charge if Youth can cooperate with the Government or NGOs as facilitators and supported by sponsors.

As for paid, it should be categorized as cheap, so that more and more people join the program, in this case people who are categorized as beginners in the entrepreneurial field.

So to realize an increase in income in the community in the field of entrepreneurship, especially with the creative industry in the culinary sector, it can further compete in the international world, there is a need for the role of youth in the development of Technology-Based Entrepreneurship 4.0 in synergy with the government and NGOs.

## II. BASIC THEORY

### A. Youth

The reflection on youth studies in Indonesia itself has been comprehensively summarized by Ben White and his analysis provides inspiration for subsequent youth studies. The definition of youth in the discussion of social studies is not just a young population with a certain age limit, but includes a life transition and even more so, youth can be interpreted as a big change. In his review, White highlighted that current studies on youth tend to view youth in a conventional way, namely viewing youth as a transitional period from a period of children to adulthood, from education to work, and from family of origin to destination family (Lyod, 2005; Robert, 2009).

Another concept used to look at youth in greater depth was also found in Koning's 1997 study. Koning views youth as a "generational" dimension. There are three important meanings that are considered in this generation dimension.

1. Definition as a specific age group (biologically defined).
2. Viewing youth as relational (Alanen, 2001), which is not only seeing the difference between youth and adults, but seeing youth not only as a mere descriptive category but with a theoretical concept of relational dimensions and structural phenomena such as social class and making youth a social category which have relations, differences, and inequality with other social categories.
3. Viewing youth as a social category that is relevant to the history of Indonesia's struggle, such as seeing youth as a struggle group, including youth groups, generation 45, generation 65 and so on (Naafs and White, 2008)<sup>4</sup>.

Meanwhile, in rural communities, rice farming in Central Java sees youth as young people who have entered middle school age until they are not married. Even though he is over 35 years old but not married, society sees him as a young man. Meanwhile, youths who have married at the age of 25 are considered no longer as young people<sup>5</sup>.

Amid the comprehensive concept of youth in various social studies, international organizations simplify the definition of youth. For example, the UN and the ILO define youth as the population aged 15-24 years, the age limit itself overlaps with the definition of children aged 0-17 years. Likewise, with youth legislation number 40 of 2009 article 1.1 which defines youth aged 16-30 years, these differences in definition will result in confusion when used in policy making. When stating youth unemployment using the ILO definition, it will certainly be different from the concept of youth in the youth law, as well as youth development programs, different interests can lead to different perceptions in the program targets. Based on the discourse of youth studies, the determination of youth based on a

purely demographic definition such as only the age limit involved ignores the analysis of youth in current social structures.

Young people are the key actors in most processes of economic and social change. Taking the example from Indonesia, two important themes in macro studies of social change are the process of urbanization (spatial movement of population) and de-agrarianizing (sectoral shifts in employment). It is often forgotten that these two shifts were generally carried out by youth. Young people rather than old people who move to cities looking for work, it is the youth who decide that their future is not in agriculture

In these various definitions regarding youth itself, it can be concluded that youth is a population that is young at a certain age, has a major change transition, and plays an important role in the social structure that can influence a policy.

### B. Creative Industries

The definition of Creative Industries which is currently widely used by those involved in the creative industry is a definition based on the UK DCMS Task Force 1998: "Creatives Industries as those industries which have their origin in individual creativity, skill & talent, and which have a potential for wealth. and job creation through the generation and exploitation of intellectual property and content"<sup>5</sup>.

According to Simatupang (2007), the Creative Industry is an industry that relies on skills, talents, and elements of creativity that have the potential to increase welfare.

According to the Ministry of Trade of the Republic of Indonesia 2009, the creative industry is an industry that comes from the use of skills, creativity, and talents possessed by individuals in creating welfare and employment. This industry will focus on empowering the creativity and creativity of an individual.

Then according to the Indonesian Creative Economy Agency, there are 16 creative industry sub-sectors, namely:

1. Application and Game Development which is based on the condition of the increasing smartphone penetration in Indonesia, but this also of course still has obstacles such as a lack of investor interest.
2. Architecture, of course, has an important role in terms of culture and development.
3. Product Design, able to create a product by combining the elements of function and aesthetics so that it has added value for society.
4. Fashion, because of designer innovation and productivity, shows a significant increase in competitiveness at the global level.
5. Interior Design, during the last two decades, the interior design sector has shown a very rapid development. Starting from designing residential interiors, hotels to offices.
6. Visual Communication Design, which of course has importance in supporting the growth of private businesses, brand owners, and even government programs.
7. Performing Arts, Indonesia is a country rich in performing arts. This art has been present for a long time in the form of wayang, theater, ludruk, dance and many more. These arts spread throughout Indonesia with their respective characteristics.
8. Film, animation, and video, although they have positive developments, of course there are still problems in the form of human resources and piracy.
9. Photography, supported by today's increasingly high interest

in the world of photography. This high interest is of course caused by the development of social media and the increasingly affordable price of cameras. 10. Crafts, the products of these handicrafts, of course, in addition to the domestic market, many of them are also exported abroad. 11. Culinary, has a strong potential to develop. Data from Bekraf states that this sector contributes 30% of the total tourism sector and the creative economy. Several things that are still of concern to the government, namely one-stop access to permits, business guidelines and permits, to legal assistance in the process of establishing a business. 12. Music, music is a very dynamic industry. 13. Advertising, According to Bekraf, advertising is a sub-sector of the creative industry that has the highest distribution power. This is inseparable from the synergy with the owners of capital who market the products. 14. Publishing plays a role in building the intellectual strength of the nation. 15. Fine Arts, in Indonesia art has developed quite well. It has been noted that several art exhibition events are regularly held, such as the Jogja Biennale, Jakarta Biennale, Art Jog, and the OK Video Festival. 16. Television and radio, the roles of these two industries are quite large, reaching 3.17% of the Gross Domestic Product (GDP). In terms of employment, the television and radio industry is in the 6th largest position in contributing to the total workforce of creative industries in Indonesia.<sup>6</sup>

In this case the conclusion is related to the definition of the creative industry, namely an industry where everything comes from creativity, skills, talents, innovation and potential through the development and exploitation of faith and content aimed at prosperity by creating jobs.

### C. Technology-Based Entrepreneurship 4.0

The term entrepreneurship is the equivalent of the word entrepreneurship in English. The word entrepreneurship itself actually originates from French, namely 'entrepreneur' which means adventurer, creator, and business manager. This term was first introduced by Richard Cantillon (1755). This term is increasingly popular after being used by economist J.B Say (1803) to describe entrepreneurs who are able to move economic resources from low levels of productivity to higher levels and produce more (Rambat Lupiyoadi, 2004; 1)

The number of opinions regarding the definition of entrepreneurship itself can be taken at the core of all definitions, namely that entrepreneurship is the spirit, behavior, and ability to provide positive responses to opportunities for self-profit and / or better service to customers / society. By always trying to find and serve more and better customers, as well as creating and providing more useful products and implementing a more efficient way of working, through courage to take risks, creativity, and innovation and management skills<sup>7</sup>.

The fourth industrial revolution is a condition in the 21st century, when there are massive changes in various fields through a combination of technologies that reduce the barriers between the physical, digital and biological worlds. This revolution is marked by technological advances in various fields, in particular artificial intelligence, robots, blockchain, nanotechnology, quantum computers,

biotechnology, the internet of Things, 3D printing, and unmanned vehicles<sup>8</sup>.

Then entrepreneurship based on technology 4.0 is everything that is related to entrepreneurship, especially in the field of business, namely utilizing the use of technology 4.0 be it the internet in the form of social media or certain applications to simplify and improve their business in order to survive in the midst of all technological conditions and further to be able to compete with national or international entrepreneurs. So that it can increase income as well as create broad job opportunities.

### III. METHOD

The literature study conducted by the author is to find various written sources, in the form of books, archives, magazines, articles and journals, as well as documents that are relevant to the problem under study. So that the information obtained from this literature study is used as a reference to strengthen existing arguments.

This literature study is carried out by researchers after determining the research topic and determining the formulation of the problem, before going to the field to collect the necessary data.

### IV. DISCUSSION

#### A. Culinary Sector Creative Industry

The word culinary comes from the English word "culinary" which is defined as something related to cooking or the kitchen. Culinary is more associated with cooks who are responsible for preparing dishes to make them look attractive and delicious. Institutions related to culinary are restaurants, fast food franchises, hospitals, companies, hotels, catering etc.

In historical records, there is relatively no clear and accurate documentation of Indonesian culinary delights. Even though the fact is that it is still possible to enjoy the dishes from the past, no culinary historian has written completely. This condition is exacerbated by policies that do not support developing indigenous foods. The development of western-style "fast food" has contributed to the deterioration of the image of national food as a fringe food. The presence of multinational corporations and various franchises abroad makes things easier. Going to a western restaurant is considered a modern lifestyle, while food in a traditional warung is considered sober. It is proper, young people who live in the midst of this development, have their brains washed with foreign-style fast food<sup>9</sup>.

From that, as the author has explained, Youth is a determinant of future civilization, including the economy of a country. When youth are able to take advantage of the opportunities that exist in the culinary sector, they can face challenges with a variety of creativity as well as earnestly to train their potential in order to create an economic progress, ideally culinary in Indonesia, namely regional specialties for example, will penetrate international markets.

Regions in Indonesia have many characteristics, each of which includes culinary issues, so logically Indonesia has many unique stories about regional specialties. In order not to be displaced by western food entering Indonesia, this Indonesian culinary should be developed with a variety of

unique packaging and the right marketing process with the use of technology.

One example of a few years ago (2009) we know a successful young entrepreneur named Firmansyah Budi Prasetyo, he is a graduate of the Faculty of Law, Gadjah Mada University who has cum laude (2006), preferring to become an entrepreneur rather than the big opportunity to become a birokrat. He succeeded in raising the name of food, namely cassava, with the name Tela Krezz.

Another example that recently processed regional specialties that are served instantaneously is "Makanku", which produces everything from Rendang, Gudeg, Gulai and other regional specialties, which in my opinion has succeeded in lifting regional specialties with creative packaging and utilizing technology, namely social media to implement it.

## B. Development of Technology-Based Culinary Entrepreneurs 4.0

As has been explained that today's phenomena as well as so on are predicted that everything relies on technology, even though the use in operating it will not be separated from human interference itself. But by looking at conditions like that, of course we must be able to see the opportunities that exist even though challenges are always a companion.

In this case, the development of entrepreneurship based on technology 4.0 is an important thing to pay attention to, because as a number of literatures say that entrepreneurship is closely related to the progress of a country's economy. Likewise, in the creative industry sub-culinary sector.

With the role of youth in optimizing technology to increase entrepreneurship in the culinary field, it is necessary to take steps, namely:

### 1. Youth concern for existing conditions

Youth must be aware in advance of the importance of a concern for the future of the nation, because those who will feel the prosperity of the country in the future are the youth themselves and their successors.

### 2. Real Action

This action can be in the form of a collection of creative ideas which are then applied through discussions, providing education and training, providing consultant services for the use of technology in business and all actions that refer to understanding and updating the community in entrepreneurship in the culinary field. For example, being able to modify regional specialties from initially not being able to be exported due to limited resources in the form of materials or technology, becoming exportable due to various creativities in the form of submitting funds to be able to provide sophisticated machines for startup businesses or intellectual channeling owned by the young man.

### 3. The role of the Government and NGOs

Youth is closely related to a change, but the potential possessed by youth is sometimes hampered by a government policy or the absence of facilitators. For example, in the culinary sector, the government should be able to maintain and introduce to countries in the world, especially Southeast Asia, that Indonesia is rich in food that has characteristics ranging from

delicious taste, ingredients taken from Indonesia's natural wealth itself to those that are closely related to things - religious matters or social relations. So, in this case there needs to be a role for the government or NGOs to be able to work together in order to facilitate the existing potentials. Such as establishing policies in the culinary sector to have a high existence, making education and training free or low-cost, and NGOs helping to monitor the progress of these entrepreneurs by becoming consultants or liaising the community with companies that are already successful in the business sector.

It cannot be closed that these steps have a strong bond with the youth, even though the change can be done by anyone, it is the youth who have the highest level for a change that is relatively long in nature.

## V. CONCLUSION

In seeing the existing phenomena, we can perceive all the facts, including economic development. Whether a country is prosperous or not depends on who takes the role and how to carry out that role properly and is able and smart to see the opportunities that exist.

Likewise, in a technology-based entrepreneurial development, someone must take a role including youth in order to maximize their potential to be able to learn technology in order to maintain the existence of the economy in the form of income which is considered to be able to prosper the community.

Thus the authors hope that the readers if there are errors in writing or inaccuracies in literacy can provide criticism and suggestions to the author

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