THE GLOBAL COMPETITION IN THE DIGITAL SOCIETY 5.0 ERA: THE CHALLENGES OF THE YOUNGER GENERATION

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Abstract

The millennial generation has rapidly taken over the workforce, posing new challenges to global competition in the era of Digital Society 5.0. According to surveys, millennials are technologically savvy. The ability of businesses to consistently enhance performance is contingent on their ability to retain and develop the millennial generation. The development of high-quality human resources (HR) among the millennial generation is a challenge in the era of digital society's global competition. 5.0. The millennial generation is inextricably linked to the Industrial Revolution 4.0, often known as the Fourth Industrial Revolution. Hence, it can be stated that human resource development is critical in current era, where the revolution is centered on the pattern of digitalization and automation in all spheres of human life. A good and excellent education system, particularly in terms of educational quality and relevance to community and work demands, is a major priority for creating human resources for the millennial generation.

Keywords: *Challenges of Young Generation, Millennials, Digital Society*

1. INTRODUCTION

The millennial generation is the next generation to struggle to attain the nation's ideals. Young generation is the hope in every growth in a nation. Youth is the one who may change people's perceptions of a nation and become the basis of previous generations to establish a nation with concepts or ideas that are knowledgeable, broad in scope, and founded on values and standards that apply in society (Afwan, 2013).

The current generation's youth are dramatically different from past generations in terms of associations or socialization, modes of thought, and methods of problem resolution. Youths in the past were more sensible and foresighted. They are not original in their thoughts or actions, but they formulate them carefully and re-evaluate them in light of the ramifications of many factors. Youth in old period were also involved in a variety of social activities. For instance, history has documented the contributions of Indonesian youth to the country's liberation. Bung Tomo, Bung Hatta, Ir. Soekarno, Sutan Syahrir, and others were willing to risk their fortunes and even their lives for the greater good, namely Indonesia's independence. While today's youth seems to be oblivious to social issues in their environment (Mulyana, 2020).

The millennial age is strongly associated with the era of society 5.0, which is a term that refers to the fifth industrial revolution. As refers to this, in General Public 5.0, individuals are taught to make the best possible combination of their lives between the virtual world and today's reality, so that it will have a beneficial impact on society and be in line with the

nature of human existence (Rezky et al., 2019). According to the 5.0 society, the new value created by technological developments has the potential to restrict human misbehavior and financial troubles in the future. Society 5.0 is a new way of thinking about society. In its most basic form, it is often described as the concept of a society that is focused on people and based on innovation (Mardiya, 2019).

Society 5.0 is a society capable of resolving a variety of challenges and social problems through the use of various innovations developed during the industrial revolution 4.0, such as the Internet of Things (internet for everything), Artificial Intelligence (AI), Big Data (massive amounts of data), and robots (Hikmat, 2022). Additionally, Society 5.0 might be regarded as a notion for a human-centered, technologically advanced society. The Japanese government launched the period of super smart society (society 5.0) in 2019, in preparation of the disruption produced by industrial revolution 4.0, which created complicated and ambiguous uncertainty. It is predicted that the invasion will undermine the human character values that have been preserved thus far. In this period of society 5.0, humans are expected to have a greater capacity for sophisticated problem solving, critical thinking, and creativity (Prayoga & Lajira, 2022).

Society 5.0, as defined by the Japanese government, is a human-centered society capable of balancing economic advancement and social concerns through the use of a technology that integrates the virtual and physical worlds (Sulaiman et al., 2022). According to Fukuyama (2018), the Japanese government's proposal for Society 5.0 is a well-defined idea. It was developed by the Science, Technology, and Innovation Council and approved by Cabinet decision in January 2016 as part of the fifth Science and Technology Basic Plan. Later, based on human history, Fukuyama (2018) describes the stages of civilization. Society 1.0 is described as a combination of people that gather and hunt throughout their lives and then living in harmony with nature, beginning with the development of humans. Since 13,000 BC, Society 2.0 has formed groupings centered on agricultural cultivation, organizational development, and country formation. Society 3.0 is a society founded on the Industrial Revolution 1.0, which began at the end of the 18th century. Society 4.0 is an information society that began in the mid-20th century by integrating intangible assets through information networks (Dobrzanski & Dobrzanska-Danikiewicz, 2018). Society 5.0 is an information society based on the foundations of Society 4.0, with the goal of creating a more successful society that meets the different requirements of individuals and groups (Amri, 2021). This means, a society capable of promoting economic progress and resolving social problems can be achieved. Nonetheless, these accomplishments will encounter difficulties or hurdles that Japan is prepared to confront head on with the goal of being the first country in the world to present a model of the future society as a problem-solving country (Sulaiman et al., 2022).

The millennial generation is inextricably linked to Industrial Revolution 4.0, often known as the Fourth Industrial Revolution. Where this revolution is concentrated is on the pattern of digitization and automation that pervades every area of human life. Many parties, particularly educators, are unaware of these developments, despite the fact that these are significant issues for today's young generation or millennial generation. Additionally, the millennial generation faces unique obstacles as it navigates the Digital Industrial Revolution age (Society 5.0 and Industrial Revolution 4.0). Recently, the digital revolution has reached a zenith with the creation of digital technology, which has had a profound effect on human

life throughout the world. The fourth industrial revolution, or fourth generation, has accelerated the adoption of automation technology across all business operations. Not only has the rapidly expanding internet technology connected millions of individuals worldwide, but it has also formed the foundation for online commerce and transportation operations. The advent of online transportation services such as Gojek, Uber, and Grab demonstrates how human activities are becoming more integrated with information technology and the economy. The advancement of autonomous vehicle technology (a car without a driver), drones, social media apps, biotechnology, and nanotechnology all serve to underscore how radically different the world and human life have become (Sulaiman et al., 2022).

2. RESEARCH METHOD

To investigate and comprehend the issues that the millennial generation is facing in the age of digital society, the objective of this research is to examine and comprehend 5.0 the qualitative research method was employed in this investigation. When conducting descriptive research, researchers used qualitative methods to gather information. Qualitative research is a type of study in which the research findings are presented in the form of narrative descriptive data, which is collected by gathering facts from a direct source with instruments provided by the researcher (Sugiyono, 2013). The analytical descriptive approach was developed through a review of literature gathered from a variety of journals published both within and outside of the country, which was then processed in accordance with the needs of the research project in question.

3. RESULT AND DISCUSSION

In order to meet the barriers of the digital society 5.0, one of the most significant factors that must be enhanced in the millennial generation is the quality of Human Resource Management (HR). In any business or company, human resources are a critical component to consider. Companies must have knowledgeable and highly skilled personnel, as well as make attempts to manage the company as efficiently as possible in order for employee performance to improve in order for management operations to operate smoothly. When it comes to the development of Millennial Generation human resources in the face of global competition era 5.0, there are several factors that must be considered. The first is the availability of a good and quality education system, particularly in terms of the quality of education as well as its relevance to the needs of society and the world of work, among other things (Sulaiman et al., 2022).

The concept of 5.0 gives the incorrect impression that the number 5 here represents a continuation of what was previously seen in the Fourth Revolution. Sociency 5.0 makes use of technology that has been developed to address issues that have arisen (in part) as a result of the Fourth Revolution, namely alienation of social relations, the digital divide that has resulted in socio-economic disparities, and the use of fragmented technology within the framework of togetherness and welfare as an effort in Society 5.0. This is referred to as the Fourth Industrial Revolution (Prasetyo, 2019).

For the millennial generation, the following are future aspects/skills that must be developed as they adapt to the digital society 5.0 era:

1) Complex Problem Solving

These abilities naturally develop as a result of hard work and life experience. When it comes to mastering this skill, there are no precise rules or frameworks that must adhere to. However, the most effective method of mastering it is to confront the problem until individuals ultimately find the proper solution.

2) Critical Thinking

The ability to think clearly and extensively about a subject and make logical decisions is referred to as deductive reasoning. It is a type of thinking in which individuals own analysis and examination in order to reach an effective conclusion.

3) Creativity

Organisations urge their employees to put new ideas into action and to think "out of the box" in order to be competitive and to offer new products and services that distinguish them from their competitors. Individuals must be more innovative, both in terms of generating new company ideas and in terms of discovering solutions to problems that have previously gone unnoticed by others.

4) People Management

People management is one of the most critical skills that a person can learn in order to be successful in their endeavors. Because every leader requires the support of others in order to attain his or her objectives. Team success is possible if the team's leader have strong management abilities. These abilities will be required regardless of your trade or occupation because great things cannot be accomplished by one person alone. Individuals must manage his entire team and ensure that everyone works together as a harmonious one.

5) Coordinating With Others

People management includes the coordination of efforts with others. A large part of the team's performance is contingent on the ability of its members to work together. Because, in reality, a team cannot succeed solely on the efforts of one individual; rather, the team must coordinate and collaborate with everyone who is a part of it.

6) Emotional Intelligence

It is the ability to control and manage one's own emotions, as well as the ability to control and manage the emotions of others, that is referred to as emotional intelligence. The development of these abilities is extremely beneficial to own personal character. Before individuals can regulate the emotions of others, they must first learn to control their own emotions. Only then, they will be able to influence others and collaborate on the task at hand.

7) Judgment and Decision Making

This ability is required not only in the workplace but also in personal life. It is not only the ability to make decisions and judge, but also the ability to make rapid and correct decisions that distinguishes one from another.

8) Service Orientation

The term "service orientation" refers to the pursuit of opportunities to assist others. If someone is able to provide assistance to the members of his team, the quality of his leadership can be determined. A true leader is one who assists his team in achieving success while ensuring that no one is left behind.

9) Negotiation

Negotiation abilities are defined by the ability to reach a desired agreement without the use of arguments or conflicts. Because most people lack effective bargaining abilities, they

frequently fail to obtain the outcome they desire. This is a good way to develop through experience, meetings, and talks with people who are in positions higher than one's own.

10) Cognitive Flexibility

Cognitive flexibility refers to a person's capacity to deal with a variety of situations and people. Individuals have a wide range of thoughts, ideas, behaviors, views, and emotions, and as a result, they must be addressed in a diverse range of ways. It is necessary to be adaptable when communicating with diverse people. This necessitates imagination, rational reasoning, and effective public relations.

4. CONCLUSION

The millennial generation is extremely closely associated with the 4.0 Generation Industrial Revolution, sometimes known as the Fourth Industrial Revolution. When it comes to human existence, this revolution is focused on the pattern of digitalization and automation that is occurring in all facets of society. Most parties, particularly educators, are unaware of these shifts, despite the fact that these are difficulties facing the younger generation, often known as the millennial generation, today. Furthermore, the millennial generation today is confronted with its own set of issues in the age of the digital revolution (Society 5.0 and the Industrial Revolution 4.0). When it comes to the development of Millennial Generation human resources in the face of global competitiveness, there are various factors that must be considered. Among other considerations, a good and excellent education system, particularly in terms of the quality of education and its relevance to the demands of society and the world of work, is essential for era 5.0. Consequently, in the era of digital society 5.0, human resource development is a challenge for the millennial generation as it competes against the rest of the world for talent.

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