Development of Digital Business Literacy and Culture for Generation Z in Southeast Asia on International Webinar Future Ready, Digital Business Model & IOT Driven Ventures in Southeast Asia

Achmad Tavip Juanedi[a*], Nicholas Renaldo[a], Harry Patuan Panjaitan[a], Kristy Veronica[a], Rizaldi Putra[a], Gusrio Tendra[b], Jahrizal Jahrizal[c], Indri Yovita[c], Sulaiman Musa[d], Cecilia Cecilia[e], Suraya Miskon[f]

[a]Business Faculty, Institut Bisnis dan Teknologi Pelita Indonesia, Indonesia

[b]Computer Science Faculty, Institut Bisnis dan Teknologi Pelita Indonesia, Indonesia

[c]Economic and Business Faculty, Universitas Riau, Indonesia

[d]School of Business and Economics, Universiti Brunei Darussalam, Brunei Darussalam

[e]International College of Chinese Studies, East China Normal University, China

[f]Faculty of Management, Universiti Teknologi Malaysia, Malaysia

*Corresponding Author: achmad.tavip.junaedi@lecturer.pelitaindonesia.ac.id

ABSTRACT

This community service objectives are to provide a platform for discussions on digital business literacy and technology advancement. This methodology outlines the steps and procedures for organizing an international community service webinar via Zoom. The webinar, scheduled for September 3, 2024, aims to foster knowledge exchange and collaboration among more than 100 participants from Southeast Asia, particularly Indonesia, Malaysia, and Brunei. It's helped by International Forum on Digital Economy and Technological Advancement (IFDETA) 2024. This community service initiative highlights the importance of digital business literacy and digital culture for Generation Z in Southeast Asia. Given the region's varied digital literacy levels, challenges such as accessibility, education, and socio-cultural factors impact how young individuals engage with technology. The international webinar successfully facilitated discussions among academics, professionals, and policymakers, fostering collaboration and knowledge exchange. Future community service can organize hands-on training sessions in various Southeast Asian countries, targeting students, entrepreneurs, and community leaders.

INTRODUCTION

Senior Economist said the digital literacy rate in Indonesia is only 62%. This number is the lowest compared to other ASEAN countries which average 70%. "If we look at the (digital) literacy of Indonesian society, it is only 62%. In Korea, it is already 97%. The average in ASEAN is already 70%. So, our digital literacy rate is still low," he said in CNBC Indonesia Tech & Telco Outlook 2023, Tuesday (14/2/2023).

Overall, the 2021 Indonesian Digital Literacy Index reached 3.49 on a scale of 1-5, or an increase from the previous year's achievement of 3.46. The measurement of the 2021 Indonesian Digital Literacy Index was carried out through a face-to-face survey of 10,000 respondents in 514 districts/cities in Indonesia.

Currently, the level of digital literacy of Generation Z in Southeast Asia tends to vary depending on a number of factors, including technology accessibility, education, and socio-economic factors. In general, many members of Generation Z in the region have extensive access to technology, especially smartphones, but their level of digital literacy can be influenced by a number of factors:

1. Technology Accessibility (Kim et al., 2023): Although smartphone penetration is high in Southeast Asia, there are disparities in technology accessibility between countries and regions. In urban areas, technology accessibility may be better than in rural areas. However, this is changing as internet connectivity increases across the region.

2. Education (Suhardjo et al., 2023): The level of digital literacy of Generation Z is also closely related to the level of education. Those with higher education access tend to have better digital literacy as they are more likely to engage in digital learning and have access to online educational resources.

3. Social and Cultural Context (Van Vugt & von Rueden, 2020): Several cultural and social factors can also influence digital literacy. Local values, cultural norms, and social expectations can play a significant role in how Generation Z interacts with technology and the digital world.

4. Adaptability (Marillo et al., 2024): Generation Z is generally considered to be a group that adapts quickly to new technologies. However, this ability can vary depending on the level of exposure and experience of individuals in actively using technology.

5. Local Content and Relevance: The availability of local and relevant digital content also plays a role in improving digital literacy. Having content that is in line with local needs and interests can increase Generation Z's engagement in using technology.
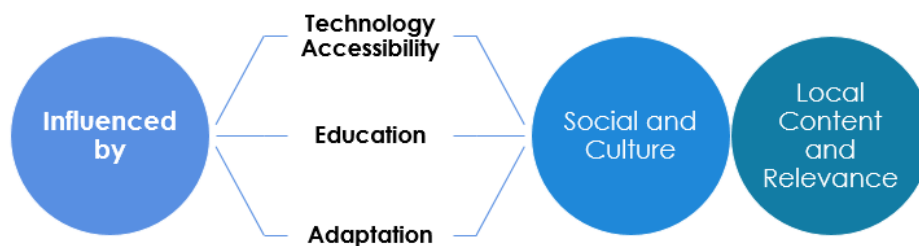

Figure 1. Problem in South East Asia

This community service objectives are:

1. To provide a platform for discussions on digital business literacy and technology advancement.

2. To facilitate networking and collaboration among professionals, academics, and practitioners.

3. To enhance the understanding and implementation of digital solutions in community service initiatives.

LITERATURE REVIEW

Community Service

Community service is community service which is more in the form of assistance to existing community needs for solving problems. The form of community service provided can be in the form of physical development, for example in the fields of health, education, transportation and religion. The second type is community service which takes the form of providing assistance to the needs of the community for solving problems. The form of community service provided can be in the form of physical development, for example in the fields of health, education, transportation and religion (Alfariz et al., 2019; Nyoto et al., 2022; Renaldo et al., 2023; Sudarno et al., 2022; Suyono et al., 2022).

Business Literacy and Digital Culture

Generation Z needs digital business literacy (Junaedi, Panjaitan, et al., 2024) and digital culture (Junaedi, Renaldo, et al., 2024) because they are growing up and developing in an era where information and communication technology has become an integral part of everyday life. It is imperative for them to have a deep understanding of digital business literacy and digital culture, and here are some key reasons why this is important:

1. Adaptation to Technological Changes: Generation Z is a group that grew up amidst rapid technological changes. Digital business literacy allows them to adapt quickly to new technological developments, understand how to use the latest devices and applications, so that they remain relevant in an ever-changing environment.

2. Positive Utilization of Technology: Digital business literacy helps Generation Z to utilize technology positively. They can optimize the potential of technology to improve creative, educational skills, and contribute positively to society. A good digital culture also encourages the use of technology with ethics and responsibility.

3. Understanding Digital Information: In an era of abundant digital information, digital business literacy allows Generation Z to develop critical skills regarding the information they encounter online. They can sort information, evaluate success, and understand the social and cultural implications of the information they consume.

4. Formation of Digital Identity: Digital business literacy helps Generation Z understand the concept of their digital identity. They can understand the impact of online activities on their reputation and privacy. A good digital culture also teaches positive values and ethical behavior in interacting in cyberspace.

5. Critical and Creative Thinking Skills: Digital business literacy encourages critical and creative thinking skills. Generation Z can develop problem-solving skills, innovation, and creativity in using technology to achieve personal and professional goals.

6. Social and Political Engagement: Digital culture opens the door to social and political engagement. Generation Z can use digital platforms to voice opinions, engage in social issues, and participate in democratic processes online.

METHODOLOGY

Community Service Design

This methodology outlines the steps and procedures for organizing an international community service webinar via Zoom. The webinar, scheduled for September 3, 2024, aims to foster knowledge exchange and collaboration among more than 100 participants from Southeast Asia, particularly Indonesia, Malaysia, and Brunei. It's helped by International Forum on Digital Economy and Technological Advancement (IFDETA) 2024.

Target Audiences

Target audiences are: academicians and researchers from Southeast Asian universities, business professionals and industry experts, community leaders and policymakers, and students and young professionals interested in digital business and technology.

Pre-Webinar Preparation

Community services pre-webinar preparations are:

1. Formation of Organizing Committee: Assign roles such as event coordinator, technical team, moderators, and speakers.

2. Speaker Selection: Invite experts in digital business literacy and technology.

3. Platform Setup: Use Zoom as the primary platform, ensuring a stable connection and necessary licenses for a large audience.

4. Promotion and Registration: Advertise the event through social media, institutional networks, and professional groups. Use Google Forms or an event management system for registration.

5. Technical Rehearsal: Conduct a trial session to ensure smooth execution and address any potential issues.

Webinar Execution

Webinar execution preparations are:

1. Opening Session: Welcome address by the moderator from Asst. Prof. Dr. Rizaldi Putra, MBA and introduction of the agenda by Assoc. Prof. Dr. Ir. Achmad Tavip Junaedi, M.M..

2. Keynote Presentations: Talks from invited experts discussing key topics from Asst. Prof. Dr. Nicholas Renaldo, S.E., M.M.; Assoc. Prof. Dr. Suraya Miskon; Assoc. Prof. Dr. Jahrizal, S.E., M.T.; Sulaiman Musa ACA, B.Sc., M.Sc.

3. Panel Discussion: Interactive session with industry professionals and academia.

4. Q&A Session: Open floor for participants to engage with speakers.

5. Closing Remarks: Summary of key insights and future collaboration opportunities.

Post-Webinar Activities

Post-webinar activities are:

1. Survey and Feedback Collection: Distribute an online survey to assess participant satisfaction and gather suggestions for future events.

2. Certificate Distribution: Provide e-certificates to participants and speakers.

3. Publication of Proceedings: Share key takeaways and presentation materials via email and institutional websites.

4. Follow-Up Engagement: Establish an online community or mailing list for continuous networking and knowledge sharing.

Evaluation and Impact Assessment

Community service team measure success based on participant feedback, attendance rate, and engagement levels. We analyze the impact on knowledge dissemination and cross-border collaboration. We prepare a report summarizing key findings and recommendations for future webinars.

RESULTS AND DISCUSSION

What are the main challenges facing Generation Z in developing a positive digital culture?

Generation Z faces a number of challenges in developing a positive digital culture in today's digital age. Some of the main challenges include:

1. Overexposure to Negative Content: Generation Z is often exposed to negative digital content, including fake news, online violence, and content that is detrimental to mental health. These challenges can affect their perception of the world and be detrimental to the formation of a positive digital culture (Junaedi et al., 2023).

2. Cyberbullying and Online Bullying: Anonymity in the virtual world can lead to increased incidents of cyberbullying and online bullying. Generation Z may face significant stress and pressure as a result of negative digital behaviors, which can undermine a healthy digital culture.

3. Addiction to social media: Addiction to social media can affect the mental health and well-being of Generation Z. These challenges include social comparison, self-measurement based on the number of "likes," and the pressure to maintain a perfect image online.

4. Lack of Understanding of Digital Privacy: Generation Z may not fully realize the importance of digital privacy. This challenge can lead them to overshare personal information or be less aware of the long-term consequences of online privacy.

5. Lack of Information Verification Skills: Digital literacy challenges involve the lack of information verification skills. Generation Z can be easily influenced by fake news or inaccurate information, which can distort their understanding of reality and truth.

6. Difficulty Maintaining Online and Offline Balance: Generation Z is often caught up in the digital world and struggles to maintain a balance between their online and offline lives. This challenge can lead to imbalances in aspects of life such as mental health, interpersonal relationships, and productivity.

7. Time Management Challenges: Constant access to technology can create challenges in time management. Generation Z may struggle to manage their time wisely, which can affect their academic performance and daily life.

What concrete efforts can be made in developing digital literacy and culture with Generation Z at the community level?

To develop business literacy and digital culture with Generation Z at the community level, a number of concrete efforts can be made. Here are some ideas:

1. Digital Business Literacy Education Program: Include digital business literacy as an integral part of the formal education curriculum. These programs should include an understanding of online security, information verification, digital ethics, and healthy online time management.

2. Community Workshops and Training: Hold workshops and training at the community level involving participants from various age groups. Focus on practical skills such as online privacy management, cybersecurity, and information verification skills.

3. Collaborative Learning Initiatives: Encourage collaborative learning between Generation Z and older generations. By leveraging their knowledge, Generation Z can learn from the experiences and wisdom of previous generations in using technology responsibly.

4. Digital Awareness Campaign: Hold digital awareness campaigns through social media, webinars, and community events. Focus on issues such as cyberbullying, online privacy, and information verification skills. Use narrators that Generation Z can emulate.

5. Establish Online Discussion Groups: Establish safe and monitored online discussion groups where Generation Z can share experiences, ideas, and knowledge about using technology. Discuss current issues and share positive tips for interacting digitally.

6. Bring in Guest Speakers: Invite guest speakers who are experts in digital literacy to give talks and Q&A sessions. They can provide additional insights and help shape a more holistic view.

7. Build Digital Education Apps and Platforms: Develop interactive and fun digital education apps or platforms to improve digital literacy. Make sure the content is relevant to the needs and interests of Generation Z.

8. Partner with Industry and Technology Companies: Collaborate with technology companies to organize digital business literacy programs. They can provide resources, mentors, or even scholarships to support these initiatives.

9. Establish Intergenerational Mentorships: Implement intergenerational mentorship programs where members of Generation Z can be guided and mentored by mentors from older generations in using technology wisely.

10. Host a Digital Creative Competition: Host a competition that encourages Gen Z to develop creative digital content with a positive message. This could include creating videos, podcasts, or social media campaigns.

CONCLUSION

Conclusion

This community service initiative highlights the importance of digital business literacy and digital culture for Generation Z in Southeast Asia. Given the region's varied digital literacy levels, challenges such as accessibility, education, and socio-cultural factors impact how young individuals engage with technology. The international webinar successfully facilitated discussions among academics, professionals, and policymakers, fostering collaboration and knowledge exchange. Furthermore, the initiative addressed key issues such as misinformation, cyberbullying, privacy concerns, and digital addiction while proposing solutions to improve digital literacy.

Implications

For Academics. The findings provide valuable insights into digital literacy trends, which can be integrated into educational curricula to better prepare students for the digital economy. **For Industry and Businesses**. Organizations can leverage digital literacy programs to upskill employees, ensuring a workforce that adapts quickly to technological advancements. **For Policymakers**. The results highlight the need for government initiatives and policies to enhance digital infrastructure and educational reforms to promote responsible digital citizenship. **For Communities**. Increased awareness and access to digital literacy programs empower individuals to navigate the digital landscape more effectively, promoting ethical and responsible technology usage.

Limitations

While this initiative focused on Southeast Asia, digital literacy challenges may differ in other regions with varying socio-economic conditions. The webinar provided immediate insights, but long-term impact assessment is needed to measure sustained improvements in digital literacy. The webinar format may have excluded individuals with limited internet access or technological proficiency. Discussions may not have fully addressed linguistic and cultural nuances affecting digital literacy in diverse communities.

Recommendations

Expand Digital Literacy Programs: Develop ongoing workshops, mentorship programs, and training sessions to reinforce digital literacy concepts beyond a one-time webinar. **Enhance Policy Collaboration:** Work closely with government agencies to integrate digital literacy into national education policies and workforce training programs. **Strengthen Community Engagement:** Establish local community centers that provide hands-on training in digital business literacy for different age groups. **Leverage Technology for Inclusive Learning:** Utilize AI-driven learning platforms and localized digital content to improve accessibility and engagement in digital literacy education. **Increase Longitudinal Research:** Conduct long-term studies on the effectiveness of digital literacy interventions to guide future initiatives.

Future Community Service

Regional Digital Literacy Bootcamps: Organize hands-on training sessions in various Southeast Asian countries, targeting students, entrepreneurs, and community leaders. **Digital Ethics Awareness Campaigns:** Launch public awareness initiatives focusing on online safety, cybersecurity, and responsible digital citizenship. **Cross-Border Collaborative Research:** Partner with international universities and organizations to develop comprehensive digital literacy frameworks tailored to different communities. **Technology Mentorship Programs:** Connect Generation Z with industry experts through mentorship programs that offer career guidance and digital skill development. **Integration with Smart Cities Initiatives:** Work with local governments to incorporate digital literacy training in smart city projects, ensuring inclusive access to digital tools.

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