

STRATEGIC ANALYSIS OF IMPROVING SOCIOECONOMICS OF COMMUNITY DURING THE DIGITAL ERA IN INDONESIA

Bayu Mogana Putra¹, Ridwan Adnan Erlangga²

¹Department of Law Universitas Islam Indonesia, ²Department of International Relations Universitas Islam Indonesia

Abstract

Background - *The socioeconomic state of the community in Indonesia that spread evenly and become government homework continuously must be resolved immediately. One of the instruments which can support the Indonesian community to solve the socioeconomic problem is the active participation of the community. Moreover, in the current digital era, we can feel the convenience of the technological advances utilized in the aspects of social life. Therefore, indeed, the community participation involved by the technology utilization will productively support improving the socioeconomic state of the community in Indonesia.*

Purpose - *The objective of scientific works was to analyze and reveal the ideal strategy of the process of improving the socioeconomic state community in Indonesia via digital technology use that had developed rapidly and productively in people's lives. Thus, the socioeconomic state could be evenly spread throughout Indonesia.*

Design/methodology/approach - *The method used in this scientific work was qualitative social research, i.e., examining social phenomena that involved social interaction in achieving common goals. In this case, an object of study was social interaction, which involved community participation in actualizing the improvement of socioeconomic state success and its equity in Indonesia through technology utilization.*

Findings - *In the end, the analysis and research of this scientific works would reveal the involvement of the community's active participation in improving their socioeconomic state via digital technology use, where the progress and the current digital-technology system advances had been developing rapidly and being used productively in people's lives in Indonesia. Thus, a great expectation related to the ideal strategy of improving the socioeconomic state of the community through the use of digital technology could affect the deployment of the socioeconomic state of the community evenly throughout Indonesia.*

Research limitations - *his scientific work only discussed the ideal strategy that could be applied to the community in their active involvement in driving the improvement of the socioeconomics state by the technology utilization based on the current state of digitalization.*

Originality/value - *This research had its uniqueness. The things that would be studied were recommendations of the concrete ideal strategies that could be conducted by the community to encourage the improvement of the socioeconomics state through the use of technology so that it could achieve equity in Indonesia. The analysis is based on phenomena that currently occur in people's lives globally. Most studies of previous scientific works only discussed social phenomena based on issues or problems of social interaction that occurred in the community, which were then analyzed by the applicable regulations, and lived amid society to determine the truth or false of social phenomena occurrence.*

Keywords : Strategy, Socioeconomic, Digital Technology
