

STRENGTHENING THE ROLE OF THE YOUNG GENERATION IN WELCOMING A GOLDEN INDONESIA THROUGH MANAGERIAL LEADERSHIP AND INNOVATION

Ruruh Aris Setyawibawa¹¹Universitas Salakanagara

Email: Remtumeulaboh@gmail.com

Article History

Received: September 30, 2024

Revised: Nopember 02, 2024

Accepted: December 30, 2024

Abstract

Golden Indonesia 2045 is the nation's grand vision in welcoming a century of independence with the hope of becoming a developed, highly competitive, and socially just country. The young generation as the main pillar of national development has a strategic role in realizing this vision. This article aims to examine how strengthening the role of the younger generation can be done through the development of visionary leadership and adaptive managerial innovation. The research method used is a literature study and qualitative analysis of various sources related to youth development, transformational leadership, and managerial strategies that are relevant in the context of globalization and the digital era. The results of the study show that empowering the younger generation through character education, leadership training, and the creation of an innovative ecosystem can accelerate the realization of Golden Indonesia. Synergy between governments, educational institutions, the private sector, and society is needed to create spaces for active participation and sustainable leadership for the younger generation. Thus, the young generation is not only the object of development, but the main subject who is able to lead change and innovation towards a glorious future of the nation.

Keywords: young generation, Golden Indonesia, leadership, managerial innovation, sustainable development

DOI:

10.46306/bbijbm.v4i3.133

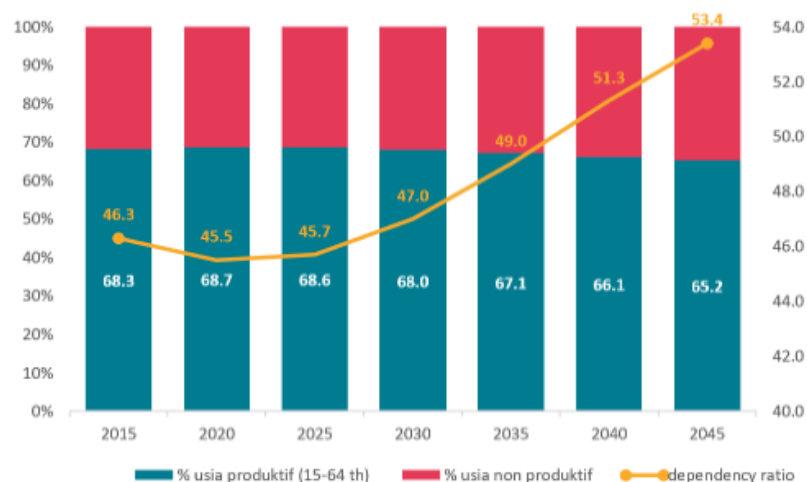
Web:<http://bbijbm.lppmbinabangsa.id/index.php/home>

INTRODUCTION

Indonesia Gold 2045 is a very important vision for this nation, because in that year Indonesia will celebrate 100 years of its independence. This vision includes aspirations to achieve significant progress in various fields, including economic, social, and cultural. In this context, the young generation has a key role as the nation's successor who will direct Indonesia towards these ideals. The young generation is not only a

beneficiary of development, but also a driver of change that will shape the future of the nation. Therefore, it is important to understand how the younger generation can contribute to realizing a Golden Indonesia.

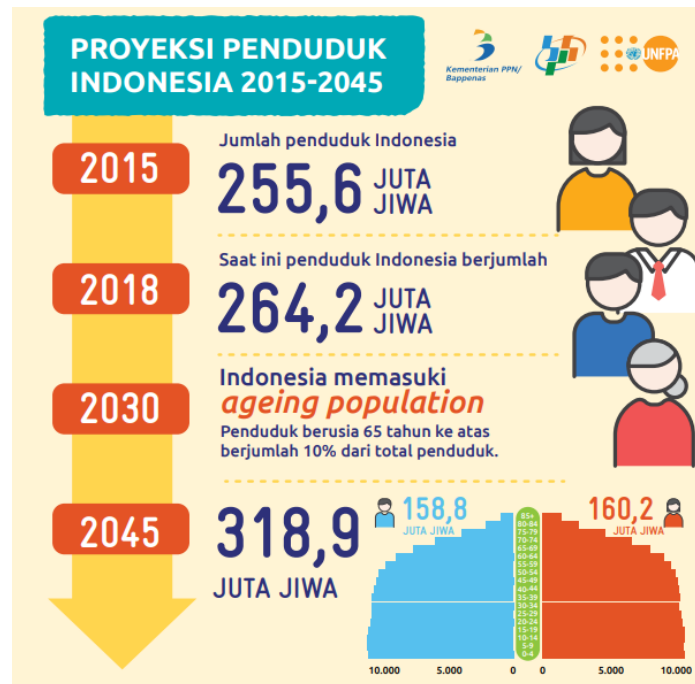
One aspect that needs to be considered is the demographics of Indonesia which is dominated by the younger generation. According to data from the Central Statistics Agency (BPS), around 25% of Indonesia's total population is the young generation, which means there are around 68 million young people in the country. This figure shows the great potential that the young generation has to become agents of change. With an increasingly good educational background and wider access to information, the younger generation has the ability to innovate and create solutions to the challenges facing the nation.



The projected population of Indonesia in 2045 is estimated to consist of 65.2% of the population with productive age (15-64 years) and 34.8% of the population of non-productive age, with a dependency ratio of 53.4.

Dependency ratio is a ratio used to measure the proportion of the population that is unproductive (i.e., children and the elderly) to the productive population (i.e., working adults). This ratio is typically used to measure the demographic burden of a country or region.

The trend of global challenges in 2045, including the world's population increasing to 9.45 billion and the proportion of the elderly increasing, technology replacing 40% of human work, climate change and competition for natural resources, as well as increasing competition between countries and the emergence of new powers.



Based on data from BPS, the projected population of Indonesia in 2045 will reach 318.9 million people and of this total, it is dominated by the population of productive age. The population aged 65 years and above amounts to about 10% of the total population or called the *ageing population*. Based on BPS data, referring to the population structure, Indonesia has entered the demographic bonus period and is expected to end in 2037.

Megatren Dunia 2045



In 2045, the global arena will face a problem called the 2045 world megatrend, which is estimated to cover various aspects, including aspects of global demographics, world urbanization, the role of emerging economies, international trade, international finance, the middle class, natural resource competition, technology, climate change and geopolitical change.

To deal with these problems, in 2016 President Joko Widodo mandated the Ministry of National Development Planning to formulate the Golden Indonesia Vision 2045. This vision contains an overview of Indonesia's condition in 100 years of independence and a roadmap to achieve ideal conditions by 2045.

In approaching the age of one century, Indonesia's development will focus on four pillars of development, namely:

1. Human Development and Mastery of Science and Technology,
2. Sustainable Economic Development,
3. Equitable Development Distribution, and
4. Strengthening National Resilience and Governance.

The four pillars of development that are compiled towards a Golden Indonesia are inseparable from the support of data on the demographic condition of the Indonesian population. In addition, Indonesia in 2045, has the potential to become a developed country, If it meets the prerequisites, among others, 73% of the population lives in cities, the economic structure shifts to the high-value-added sector, 80% of the middle class population, per capita income reaches Rp 327.1 million, 73% of the economic cake from the service sector, becomes the 5th largest economy in the world, the population reaches 319 million people and 47% of the population is of productive age. Therefore, to realize a golden Indonesia in 2045, the active role of the young generation is needed.

RESEARCH METHODS

This study uses the **Systematic Literature Review (SLR) approach** to identify, evaluate, and synthesize relevant literature related to the role of the younger generation in leadership and managerial innovation in the context of development towards a Golden Indonesia 2045. The SLR approach was chosen to provide a comprehensive and systematic understanding of trends, challenges, and opportunities that can be leveraged by the younger generation in playing their strategic role.

The SLR procedure in this study is carried out through several stages as follows:

1. **Identify Research Questions**

This research is focused on two main questions: (1) How can the role of the young generation in leadership strengthen development towards a Golden Indonesia? (2) What forms of managerial innovation can encourage the active participation of the younger generation in national development?

2. **Literature Search Strategy**

The literature was collected from various scientific databases such as Google Scholar, Scopus, ScienceDirect, and Garuda (Garba Reference Digital). The keywords used include: *young generation*, *youth leadership*, *managerial innovation*, *sustainable development*, and *Golden Indonesia 2045*. The selected articles were published in the 2013–2024 time frame to ensure the timeliness of the data and relevance to global dynamics.

3. **Inclusion and Exclusion Criteria**

1. **Inclusion:** Scientific articles relevant to the topic, written in Indonesian or English, and available in full text.
2. **Exclusion:** Opinion articles, news and non-scientific documents that do not go through the peer-review process.
4. **Selection and Analysis Process**
After filtering by title and abstract, the 35 selected articles were analyzed in depth. The content analysis technique was used to group findings based on the main themes: (1) characteristics of youth leadership, (2) managerial innovation strategies, and (3) the role of youth in national development.
5. **Synthesis of Results**
The results of the collected literature are synthesized to provide a holistic picture of the contribution of the younger generation in creating innovation and leading change towards a Golden Indonesia. This synthesis is also the basis for formulating strategic recommendations for stakeholders.

RESULTS AND DISCUSSION

Things that need to be of concern to the younger generation to support the Golden Indonesia in 2045 include:

1. **Having creative initiatives for the younger generation to build a Golden Indonesia**

Youth Innovative Ideas to Create the Future

1. Technological innovation and the younger generation.
The younger generation has the power to create technological innovations that can support the development of Golden Indonesia. By utilizing the latest technology, they can improve efficiency and productivity in various sectors. The younger generation must be the drivers of innovation in the digital economy and sustainable economy. In today's digital era, technology is one of the main drivers of economic growth. According to a McKinsey report, digitalization can increase productivity and create new jobs. The younger generation who are familiar with technology has the ability to create innovative solutions that can help address various social and economic problems. For example, many startups founded by Indonesian youth focus on technology-based solutions, such as e-commerce platforms and healthcare applications.
Entrepreneurship is also one of the ways for the younger generation to contribute to development. By entering the business world, youth not only create jobs for themselves, but also for others. According to data from the Ministry of Cooperatives and SMEs, the number of young entrepreneurs in Indonesia continues to increase, with a significant contribution to the national GDP. An example of a case that can be taken is Gojek, which was founded by young Indonesians and is now one of the largest unicorns in Southeast Asia.

1. Creativity in Digital-Based Education

Youth can initiate creative solutions in education by using digital platforms. This will help improve access and quality of education, which is an important foundation for Indonesia's future.

Example: In the field of education, Ruangguru has brought great changes. Founded by Belva Devara and Iman Usman in 2014, Ruangguru offers an online learning platform that connects students with quality teachers.

In the digital age, conventional learning methods are often ineffective. With Ruangguru, students can learn anytime and anywhere, at their own pace. Not only that, Ruangguru also provides a variety of complete and interactive subject matter.

1. The Role of Youth in a Sustainable Environment

The younger generation can contribute to building environmental awareness through environmentally friendly initiatives. This initiative is important to maintain the sustainability of resources for future generations.

One example is the Pandawara Group.

Pandawara Group is an initiative born from the close friendship of five individuals, namely Gilang, Rifqi, Agung, Iksan, and Rafly, who formed their friendship during their high school years in the city of Bandung, Indonesia. They do not want to be victims of the situation, especially in the face of the flood problem that often hits their area when the rainy season arrives. Instead, they decided to take concrete action in response to the challenge.

The year 2022 was an early milestone for the Pandawara Group, a group born out of their determination to inspire positive change. They first attracted public attention when they decided to clean the river in Kopo, Bandung Regency, West Java. Their main mission is to eliminate piles of garbage that have long been a problem around the river and also to increase public awareness about the waste issue and the importance of maintaining a clean environment.

The action of the Pandawara Group reflects the spirit and determination to take action and be part of the solution to environmental problems. Despite the challenges they face, such as dirty and dangerous water conditions, and the foul smell from the garbage pile, they remain committed to carrying out this cleanup mission. Their courage and passion in tackling this issue has inspired many people and motivated behavioural change when it comes to waste disposal. In 2023, Pandawara Group received the "The Best Green Communication 2023" Award"

1. Youth Involvement in Public Policy

Youth need to be involved in the public policy-making process so that their voices are heard. This will encourage the creation of policies that are more responsive to the needs of future generations. Social and environmental

awareness is also an important part of the role of the younger generation. They must pay attention to sustainability issues and play an active role in preserving the environment. Many youth are involved in environmental movements, such as plastic reduction campaigns and tree planting. This shows that the younger generation is not only focused on economic gains, but also concerned about the social and environmental impact of their actions. Thus, the younger generation can be a catalyst for change that has a positive impact on society and the environment.

Various communities have been formed by young people who care about the environment. Some of them are:

1. **World Agroforestry Centre:** Also known as The International Council for Research in Agroforestry, this organization has been included in Indonesia for a long time, you know. Precisely 30 years ago in Bogor, West Java, ICRAF collaborated with institutions that handle forestry and local environmental conservation.

The projects that have been successfully carried out by this organization include the Sustainable, Low Carbon Emission Agriculture and Water Resource Co-Investment of Rejoso Watershed from 2019 to 2022, which aims to preserve the downstream area of the Rejoso watershed by planting trees using an agroforestry system.

There are also several on-going programs that you can participate in, such as Sustainable Farming in Tropical Asian Landscapes (SFITAL) which focuses on Indonesia and the Philippines or Improving the Management of Peatlands and the Capacities of Stakeholders in Indonesia (Peat-IMPACTS Indonesia), which focuses on peatland management and restoration plans. For more information, you can visit the World Agroforestry website.

1. **EcoNusa Foundation:** Focuses on the protection of forests and indigenous peoples in Eastern Indonesia. Through programs like the "School of Eco Diplomacy," they empower local youth to become environmental stewards.
2. **Green Generation:** A community that educates youth about the importance of an eco-friendly lifestyle. They are also active in activities such as beach garbage cleaning and reforestation.

1. The Contribution of Creativity in Realizing a Golden Indonesia

1. Creativity and Innovation in the Arts

In an effort to realize the ideals of Golden Indonesia, the contribution of creativity is one of the aspects that cannot be ignored, especially among the younger generation. Creativity and innovation in the field of art, for example, provide a wide space for youth to express themselves and convey messages that contain positive values. Through various forms of art, ranging from painting, music, to theater, the younger generation can awaken the spirit of nationalism

that may begin to fade amid the increasingly rapid currents of globalization. Thus, art not only functions as entertainment, but also as a means to unite the vision and mission of the nation.

For example: Jeihan Sukmantoro, known as the founder of the Bandung Fine Arts Studio. A unique painting style, an expressionist style he started his artistic journey since childhood. Studying painting at the Surakarta Cultural Association (HBS), Jeihan developed his painting technique with figurative characters, black eyes, and simple flat colors. A distinctive feature of his paintings is the 'black eye' or 'sunken eye', which blends the mystical realm of the east with western analytical elements. Jeihan has organized more than 100 exhibitions, published six books, and produced two documentaries. His works are in demand by art critics and collectors, and even have agents in America, Australia, and Europe. Painting famous figures, such as Mari Elka Pangestu and Taufiq Kiemas, and being a committee member of The World Art and Culture Exchange Association Inc. based in New York.

1. **Entrepreneurship Development Among Youth**

In addition, the development of entrepreneurship among youth is also one of the important pillars in creating sustainable jobs. In this context, the younger generation must be encouraged to innovate, creating businesses that are not only financially profitable, but also have a positive impact on society. Entrepreneurship based on social and environmental values can create an ecosystem that supports inclusive economic growth, where all levels of society can benefit.

Examples:

The first successful entrepreneur was James Prananto with his two colleagues, Cynthia Chaerunnisa and Edward Tirtanata. The three are entrepreneurs from Indonesia who have successfully built a contemporary milk coffee business called Kopi Kenangan. These three inspiring young entrepreneurs opened the Kopi Kenangan business for the first time in 2017 at Menara Standard Chartered, South Jakarta.

Having a fresh and delicious taste of milk coffee, the name Kopi Kenangan is starting to be known and loved by coffee lovers. Until now, Kopi Kenangan has dozens of coffee outlets spread across various cities in Indonesia.

This company owned by a young Indonesian entrepreneur even received an injection of funds from several large startup investors. One of them is from Arrive, a fund-raising platform managed by Roc Nation, Jay Z's company.

1. **The Role of Youth in Global Cultural Adaptation**

In the midst of the challenges of globalization, the role of youth in global cultural adaptation is also very crucial. Youth are required to be able to adapt to foreign cultures without forgetting the roots of local culture that have become the

nation's identity. Preserving local culture while integrating it with elements of global culture will create a strong and unique identity for the Indonesian nation. This is important so that future generations continue to have a sense of pride in their cultural heritage, as well as being able to compete at the global level. Indonesian culture which is rich in tradition can be preserved through the organization of cultural festivals. This is a form of youth efforts today to maintain the existence of the archipelago's culture in the midst of the onslaught of foreign culture. There are various kinds of archipelago cultural festivals that are packaged with a modern approach, to attract the interest of the youth. These festivals are not only a place to preserve traditions, but also become tourist attractions that attract many local and foreign tourists.

For example, the Lake Toba Festival – North Sumatra

The Lake Toba Festival is an annual festival held around Lake Toba, North Sumatra. The festival features various Batak art and cultural performances, such as tor-tor dance, gondang music, and handicraft exhibitions. In addition, visitors can also take part in various traditional sports competitions and culinary competitions. This festival aims to preserve Batak culture and promote Lake Toba as an international tourist destination.

1. **The Spirit of Collaboration Between Generations**

Furthermore, the spirit of collaboration between the younger generation and the previous generation can be an invaluable source of inspiration. The exchange of knowledge and experience between different generations can generate innovative ideas that can drive the progress of the nation. In this case, collaboration is not only about working together, but also respecting each other and understanding the differences in perspectives. Thus, the younger generation can learn from the experiences of the previous generation, while the older generation can get fresh perspectives from the youth who are more adaptive to change.

For example: Karangtaruna activities. Karang Taruna is a youth organization in Indonesia that aims to develop the potential of the younger generation and facilitate intergenerational collaboration. The organization includes members from a wide range of age groups, from teenagers to the elderly. Karang Taruna has an important role in building harmonious relationships between different generations and encouraging active participation in the social and economic development of the community.

Overall, the contribution of creativity, entrepreneurship, cultural adaptation, and intergenerational collaboration are important elements that are interrelated in realizing a Golden Indonesia. Through the synergy between all these aspects, it is hoped that the young generation can become a driving force for positive

change, so that Indonesia is not only able to compete in the global arena, but also become a sovereign and dignified nation.

1. **The Role of Technology in Encouraging Youth Participation Towards Progress**

In the era of globalization marked by rapid technological development, youth have a very crucial role in encouraging the progress of the nation. One of the important aspects of this role is technological innovation in education, where youth can take advantage of various digital platforms to improve the quality of education and access to information. By utilizing the resources available in cyberspace, they can not only expand their horizons and knowledge, but also contribute significantly to nation building. For example, through online courses and webinars, youth can learn from experts in their fields, enriching the skills and knowledge necessary to face challenges in the world of work.

In addition, the involvement of youth in establishing and managing technology startups is also one of the important pillars in creating innovation and jobs. The younger generation, who are known for their high entrepreneurial spirit and creativity, have the ability to create new solutions that can answer various societal problems. By leveraging technology, they can develop products and services that not only meet market needs, but also provide a positive social impact. These tech-focused startups not only have the potential to generate profits, but they can also contribute to economic growth and broader job creation.

In addition, the role of youth in the digital era is also very important in the context of social and political participation. With the advent of social media and other digital platforms, youth now have greater opportunities to engage in social discussions and movements. They can express opinions, share information, and organize movements that aim to support positive change in society. The voices of youth heard in these public spaces not only reflect their aspirations, but also serve as a catalyst to drive policies that are more responsive to the needs of future generations.

An example is the Ruang Guru Startup which was founded in April 2014 by Belva Devara and Iman Usman to help students find various mentors in cyberspace. Belva is a graduate of Nanyang University of Technology with a double degree in business and computer science. He also took a dual master's degree in business administration at Stanford University and Public Administration at Harvard University. Meanwhile, Iman Usman is a graduate of International Relations at the University of Indonesia and continues his postgraduate studies at Columbia University. In August of the same year, more than a thousand teachers enrolled in Ruangguru. In February 2016, Ruangguru introduced its beta version of the Android app and the full version in April.

In 2017, Ruangguru had 6 million users, the majority of whom were junior and senior high school students. In October 2018, Ruangguru claimed that the number

of its users had increased by more than 13 million. As of December 2019, Ruangguru has 15 million users. This number increased by 46% or 7 million during 2020 since the government imposed learning from home due to the Covid-19 pandemic.

Ruangguru has also carried out its first expansion in 2019. On October 28, 2019, Ruangguru launched an app for the Vietnamese market called Kien Guru.

Overall, the use of technology by youth is not only a tool for learning or entrepreneurship, but also as a means to strengthen their participation in nation building. By leveraging technological innovations in education, contributing to technology-focused startups, and being active in social discussions, youth can play a very significant role in creating a better future for the nation. Therefore, it is important for all parties, including the government, the community, and the private sector, to provide the necessary support and facilities so that youth can continue to innovate and contribute to the maximum.

Youth Utilize Technology to Build a Golden Indonesia

The use of technology to build a golden Indonesia can support to:

1. Strengthening Digital Skills Among Youth

Indonesia has 64.16 million youth with an age range between 16 and 30 years, which is 23.18% of the total population. Youth are often cited as one of the keys in utilizing the demographic bonus to realize Indonesia's vision to become a developed country by 2045. However, despite this demographic advantage, many Indonesian youth still need help accessing digital technology and skills to access today's rapidly growing job market. Rural residents and those with disadvantaged economic backgrounds are the groups most affected by technology, they grapple with limited access to computers and the internet. Even among those who have access to technology, digital literacy skills still remain a challenge, hampering the ability of youth to use technology to find jobs and career advancement.

Based on BPS data in 2023, 25.80% of Indonesia's young generation are classified as NEET (Not in Education, Employment, or Training), where adolescent girls face twice the unemployment rate compared to adolescent boys. This underscores the urgent need to address the digital skills gap and empower Indonesian youth to thrive in the digital age. The Government of Indonesia's target is to produce 9 million digital talents by 2030, equivalent to an average of 600 thousand digital workers every year.

To address this, the United Nations Development Programme (UNDP) together with Microsoft launched the Skill Our Future program aimed at democratizing access to digital skills, artificial intelligence (AI), and job opportunities for young people, including those from underserved communities. By providing them with comprehensive digital skills

development, job placement assistance, and career guidance. Skill Our Future Indonesia has two platforms: www.skillourfuture.org for independent learning activities and employability.skillourfuture.org for job readiness activities that connect youth with more than 1,000 job opportunities.

1. Utilizing Social Media for Activism

For example: currently social media is very actively used by the community to carry out activism to drive positive change and spread social awareness. One of the figures who actively uses social media for activism, one of which is Ni Luh Djelantik. Not only an activist on social media, Ni Luh is also an Indonesian shoe designer, politician, and entrepreneur. Ni Luh Djelantik is known for her works in the form of a shoe design that was patented in 2008 and widely used by world celebrities, including Uma Thurman, Gisele Bundchen, Tara Reid, Julia Roberts, and Paris Hilton.

2. Youth Initiative in Sustainable Technology Programs

Youth can play a role in creating environmentally friendly technological solutions, supporting sustainability and resource conservation. One of the scientists from Indonesia, Khoirul Anwar, is known as the owner of a broadband technology patent that has become a standard at the International Telecommunication Union (ITU), both for terrestrial systems (on earth) and satellites (in space). The inventor of the 4G LTE network has been known to many countries. He invented the concept of two Fast Fourier Transforms (FFT) or what is currently known as 4G LTE.

The alumnus of Japan's Nara Institute of Science and Technology (NAIST) was recognized for his work after the FFT concept became the International Telecommunication Union (ITU) standard. In addition, this man has a patent for an illegal transmitter detection system that has the potential to be applied to 5G technology.

1. Youth and Technology Collaboration for Innovation

One example of youth and technology collaboration for innovation Indosat Ooredoo Hutchison (IOH) and PT GoTo Gojek Tokopedia Tbk (GoTo) officially launched Sahabat-AI, an open-source Large Language Model (LLM) designed specifically in Indonesian. The launch was carried out at the Indonesia AI Day event, marking an important milestone in the development of artificial intelligence technology in Indonesia.

Sahabat-AI was developed with the aim of strengthening Indonesia's digital sovereignty and preserving the richness of local languages and cultural heritage. Indonesia, as a country with the world's fourth-largest population and vast cultural diversity, needs AI models that understand local context and cultural relevance. With the existence of Sahabat-AI, it is hoped that the

Indonesian people can take advantage of AI technology that is more in line with local needs and characteristics.

Sahabat-AI is Indonesia's first open-source LLM platform designed to understand and produce natural languages in Indonesian as well as various regional languages such as Javanese and Sundanese. In the future, Batak and Balinese languages will also be added. The model is trained using NVIDIA's full-stack AI platform, including Nvidia AI Enterprise and Nvidia NeMo software, to improve general language understanding.

The Role of Digitalization in Indonesian Youth Empowerment

Not only that, digitalization has a role in empowering Indonesian youth, namely to increase access to information for youth, and digitalization in youth financial independence.

Digitalization has become one of the important pillars in the empowerment of Indonesian youth, providing them with tools and resources that were previously difficult to access. One of the most significant aspects of digitalization is its ability to improve access to information for youth, which in turn allows them to make better decisions in different aspects of their lives. In this information age, youth are not only passive consumers, but also active actors in seeking and analyzing information relevant to their needs and aspirations.

With the internet and various digital platforms, Indonesian youth can now access information from various sources, ranging from the latest news, educational tutorials, to information about job opportunities and self-development. This is very important, given that proper and accurate information can be the basis for youth to better plan their future. For example, they can learn about emerging industry trends, understand market needs, and even gain insight into the skills needed to compete in the workforce. Thus, digitalization not only broadens their horizons of knowledge, but also increases their confidence in making decisions related to education and career.

In addition, digitalization also plays an important role in youth financial independence. Through the various financial apps available, youth have the opportunity to learn to manage their personal finances more effectively. These apps not only provide features for keeping track of expenses and income, but they also offer information on how to invest and grow assets. With a better understanding of financial management, youth can prepare themselves for a more stable and prosperous future.

Financial independence built through digitalization is crucial, especially in the midst of the economic challenges faced by many youth. By understanding the importance of saving and investing early, they can build a strong financial foundation and avoid the debt traps that often befall younger generations. In

addition, by utilizing digital platforms, youth can also explore various business opportunities that can be run independently, so that they are not only dependent on conventional jobs, but can also create jobs for themselves and others.

Overall, digitalization has opened many doors for Indonesian youth, giving them greater access to the information and tools needed to better manage their lives. By harnessing the potential offered by digital technology, youth can not only improve their quality of life, but also contribute to the nation's economic and social development. Therefore, it is important for all parties, both the government, the community, and the private sector, to continue to support and facilitate this digitalization process, so that Indonesian youth can grow and develop into an independent, creative, and innovative generation.

The younger generation has also shown high concern for social and environmental issues. They are involved in a wide range of social movements, from environmental campaigns to human rights advocacy. This shows that the younger generation is not only concerned about their future, but also about the sustainability and well-being of society as a whole. Thus, the role of the young generation in welcoming the Golden Indonesia cannot be underestimated.

1. **Education and Social Awareness of the Young Generation for Science** Character education is one of the important aspects in building a quality young generation. The younger generation must be educated with the noble values of Pancasila, such as mutual cooperation, justice, and unity. Character education is not only carried out in schools, but also in the family and community environment. According to research conducted by UNESCO, character education can help reduce negative behaviors among adolescents, such as brawls and drug abuse.

In addition, the younger generation also needs to be trained to ward off negative temptations that can divide the nation. In the fast-paced information era, there is a lot of negative content that can affect the mindset and behavior of the younger generation. Therefore, it is important for them to have a strong understanding of national values and integrity. Through moral and ethical education, the younger generation can be prepared to become wise and integrity leaders, and be able to face the challenges that exist in society.

Character education also contributes to the formation of a strong national identity. The younger generation who understand and appreciate the nation's culture and history will be better able to contribute to development. Therefore, it is important to integrate character education into the educational curriculum in Indonesia. Thus, the young generation will have a strong foundation to face various challenges in the future.

Improved Education and Skills

Quality education is the main key in building superior human resources (HR) who are ready to face the era of globalization. According to a report by the World Economic Forum, good education can increase the competitiveness of a country. Therefore, the government needs to ensure that access to quality education is available to all levels of society, especially for the younger generation.

In addition to formal education, technical skills and soft skills are also very important to enter the world of work. In the digital era, skills in the fields of technology, artificial intelligence, and data analysis are increasingly needed. Therefore, the younger generation needs to be trained to master these skills in order to compete in an increasingly tight job market. Relevant training programs and courses should be encouraged to improve the abilities of the younger generation.

Non-formal education also has an important role in the self-development of the younger generation. Through training, courses, and practical experience, they can broaden the insights and skills needed to face challenges in the world of work. According to data from the Ministry of Education and Culture, non-formal education has helped many young people to get jobs and improve their quality of life.

1. Youth Contribution in Economic Transformation for a Golden Indonesia

The role of Youth in driving national economic growth:

Youth Strategies in Improving the Economy

Youth are the driving force of future economic growth. They bring fresh ideas, technological skills, and entrepreneurial spirit that can spur innovation and the development of new industries. In the economic context, youth play a role as:

Innovator: Bringing new solutions to existing challenges through entrepreneurship and technology.

Consumers: Being an important market for new products and services, influencing market trends and demand.

Workforce: Enter various job sectors with up-to-date skills and knowledge.

Youth Involvement in Economic Policy

The context of economic development in Indonesia faces challenges such as poverty, unemployment, and social inequality. To address this problem, innovative solutions that involve youth are needed. Sectors such as agriculture, creative industries, and services have an important role. Youth can contribute by developing new ideas in these sectors.

Sustainability is very important to maintain natural resources and people's quality of life. This includes the wise use of resources and the reduction of environmental impact. Youth as Agents of Change have the energy and passion to make changes. They tend to be more open to technology and innovation.

Many young people are entering the world of entrepreneurship, creating products and services that support sustainability. For example, organic farming businesses that use environmentally friendly methods.

One example of success is the youth community that manages urban gardens in Jakarta. They grow organic vegetables on limited land, providing healthy food for the surrounding community.

Another example is youth who build various programs, including:

1. Independent Youth Program: This initiative provides entrepreneurship training to youth in various regions. They are taught how to manage a small business, from planning to marketing
2. 1000 Digital Startup Movement: This program supports youth to create technology-based startups. With training and access to capital, many young people have successfully established startups

The Positive Impact of Youth Participation

Youth participation in economic activities can have a positive impact on the growth of important sectors, including technology and creative industries, to raise environmental issues, including:

3. Many youth organizations focus on sustainability, such as "Youth for Climate". This organization invites youth to get involved in environmental campaigns and educate the public about the importance of protecting the environment.
4. An inspiring example is the "Waste Bank" initiated by youth in Surabaya. They manage waste well and educate the community about waste management, thereby creating a cleaner environment while providing additional income

The Role of Youth in Sustainable Development

The younger generation has a significant role to play in ensuring that sustainable economic development is the main focus in every policy.

The Sustainable Development Goals (SDGs) are a global agenda designed by the United Nations to achieve comprehensive sustainable development by 2030. For youth, the SDGs have an important meaning because they are the generation that will inherit and manage the world in the future. Youth have a strategic role to play in supporting and realizing the Sustainable Development Goals (SDGs) because they are the largest population group in the world and represent the future.



In accordance with the principle of SDGs inclusivity that no *one is left behind*, youth are part of the SDGs achievement target. However, the position of youth is expected not only as a target/beneficiary, but can be optimized as a subject/actor of development. This is very appropriate in describing the spirit of no one left behind.

As a beneficiary of development, the condition of youth is very relevant to the points in the SDGs. In Goal 1: No poverty, for example; 1 in 10 adolescents and youth live below the poverty line (2015 data: Smeru Institute). On Goal 4: Quality education; The assessment of the quality of Indonesian education is still low based on the global assessment measures (PISA/ Programme for International Student Assessment and TIMSS/ Trends in International Mathematics and Science Study) found that the learning profiles of students in Indonesia tend to be stagnant (flattening learning profiles) for the last decade and a half after the Reformasi (2000-2014).

In the Baseline report on the Sustainable Development Goals (SDGs) of Youth and Youth in Indonesia, the SMERU Institute linked at least 13 Sustainable Development Goals with youth as its priority targets.

As actors, youth have great potential to contribute to development. The nature of youth who is always curious, high curiosity, great willingness to learn, makes him potential in supporting Goal 4: Quality education.

Youth are also optimistic in looking at diversity. According to the IDN Research Institute in the Indonesia Millennial Report 2019, 81.5% of Indonesian youth support the Unitary State of the Republic of Indonesia and 81.4% support Pancasila as the state ideology. This is in line with Goal 10: Reducing inequality and Goal 16: Peace, justice and resilient institutions.

According to the IDN Research Institute, 79% of Indonesian youth check their smartphones within one minute every time they wake up in the morning. This indicates that they are heavily dependent on technology and support the

development of technologies that can have an impact on economic growth, which is in line with Goal 8: Decent work and economic growth.

From the simplest, we as youth can contribute to all the indicators in the SDGs, for example if we have groceries or decent goods that we no longer want, we can give them to people in need, so that this supports Goals 1, 2, 3, 10, and 12. We can also share knowledge and mentoring young people to guide someone towards a better future, this includes supporting Goals 4 and 10. Of course, there are many daily activities that support the implementation of the SDGs.

Economic Innovation by the Young Generation for a Golden Indonesia:

In the rapidly growing digital era, Indonesia has witnessed a wave of innovation that is changing the way we live, work, and do business. From metropolitan to remote villages, digital technology has brought significant changes in various aspects of life. Economic innovation is not spared from the role of the younger generation in creating digital innovations in various sectors of life, including:

1. **Digital Innovation has transformed various industrial sectors**, Youth-driven innovation in the digital era plays a key role in creating economic opportunities in various sectors, such as digital payments. The fintech sector has experienced rapid development, changing the way Indonesians transact and manage finances. These innovations have improved financial inclusion and transaction efficiency across the country. Examples:
 1. *E-wallets*: GoPay, OVO, and DANA have been pioneers in the digital payments revolution, enabling cashless transactions for a wide range of services.
 2. *Payment gateways*: Midtrans, Xendit, and Doku provide payment infrastructure that makes it easy for online businesses to accept digital payments.
 - a) *Peer-to-peer lending*: Modalku, Investree, and KoinWorks open access to financing for MSMEs and individuals who are not yet served by the traditional banking system.
1. **Digital innovation opens up new opportunities for MSMEs to drive economic growth**

Digital innovation also provides ease of economic growth such as e-commerce, Agritech, digital Supply Chain, super Apps/digital lifestyle, and digital culinary industry.

 1. *E-commerce platforms* have transformed Indonesia's retail landscape and empowered millions of sellers.
 1. *Marketplace*: Toco, Tokopedia, Shopee, and Bukalapak provide a platform for MSMEs to reach the national market. Toco, as a marketplace and classified ads platform, provides a unique opportunity for sellers to market their products and services.

2. Social commerce: Apps like Evermos and Super enable sales through social networks, empowering resellers at the grassroots level.
3. B2B e-commerce: Ralali and Mbiz facilitate transactions between businesses, improving supply chain efficiency.
4. *Agritech and Agricultural Modernization*
Digital technology has brought significant changes in Indonesia's agricultural sector.
 1. Digital spruce provider: AgriAku is a leading technology-based agribusiness company that has partnered with more than 23,390 partners across Indonesia. AgriAku provides services for agricultural production facilities (saprotan) that can be ordered easily through the application, anytime and anywhere. This innovation makes it easier for farmers to access quality agricultural inputs.
 2. Agricultural marketplaces: TaniHub and Sayurbox connect farmers directly with consumers, eliminating middlemen and improving supply chain efficiency.
 3. Precision farming: eFishery uses IoT for the automation and optimization of fish farming.
 4. Agricultural fintech: CROWDE and iGrow provide access to financing and investment in the agricultural sector.

These innovations, with AgriAku as one of the pioneers, have transformed Indonesia's agricultural landscape. By combining digital technology and a deep understanding of the needs of the agricultural sector, these platforms empower farmers, increase productivity, and modernize agricultural practices in Indonesia. Easy access to saprotan through AgriAku, for example, helps farmers improve their efficiency and yield.

1. *Digital Logistics and Supply Chain*
Technology has changed the way goods are distributed throughout the Indonesian archipelago.
 1. On-demand logistics: GoSend, Grab Express, and Paxel provide fast delivery services for e-commerce and individuals.
 2. Warehouse management: Waresix and Kargo Technologies optimize warehouse space utilization and inventory management.
 3. Last-mile delivery: Apps like Sicepat and JNE allow for real-time tracking and more efficient delivery.
These innovations have increased efficiency and transparency in the national supply chain.
4. *Super Apps and Digital Lifestyle*
The super app has integrated various services in a single platform, transforming urban lifestyles.

1. Ride-hailing and beyond: Gojek and Grab have evolved from transportation services to an on-demand service ecosystem.
2. Financial services: LinkAja and Dana offer a wide range of financial services from payments to investments.
3. Digital entertainment: GoPlay and Vidio provide local streaming content, competing with global platforms.
Super apps have changed the way Indonesians access and use various services on a daily basis.
4. Digital Culinary Industry
Technology has changed the way people order, enjoy, and manage food businesses.
 1. Food delivery: GoFood, GrabFood, and ShopeeFood have changed the landscape of the food industry with delivery services.
 2. Cloud kitchen: Yummy Corp and Hangry optimize the food production process for delivery.
 3. Restaurant tech: Apps like Moka POS and Qraved Table Management help restaurants manage their operations digitally.
These innovations have created new opportunities for culinary entrepreneurs and changed consumer behavior.
1. **Collaboration between government, private sector and academia accelerates the pace of innovation**
One example of collaboration accelerating the pace of innovation such as: Telemedicine, Edtech, Smart city, to fintech for financial inclusion
1. Telemedicine and Digital Health
Technology has opened access to quality healthcare services throughout Indonesia.
 1. Online consultations: Halodoc, Alodokter, and SehatQ allow patients to consult with doctors remotely.
 2. Health management: Apps like Jio Health and Prixa offer AI-based personal health management services.
 3. Drug delivery: Apps like K24Klik and Farmaku make it easier for patients to get medication without having to go to a pharmacy.
 4. Government-owned applications: Mobile JKN (BPJS mobile health application), One Sehat Mobile Application (Kemenkes), etc.
These innovations have improved access to healthcare, especially in areas with a shortage of medical personnel.
5. Edtech and the Democratization of Education
Educational technology has opened access to quality learning for millions of Indonesian students.

1. Online learning platforms: Ruangguru, Zenius, and Quipper provide digital learning materials and virtual tutoring.
2. Skills courses: Pre-Employment works with platforms like Skill Academy and Pintaria to provide upskilling courses.
3. Programming languages: Dicoding and Codecademy Indonesia offer coding courses to prepare future digital talents.

Edtech innovations have helped bridge the education gap and prepare the younger generation for the digital age.

4. Smart Cities and Digital Governance

Smart city technology has improved the efficiency of city management and public services.

1. Citizen reporting: Qlue and Lapor! allows citizens to report city problems in real-time.
2. Smart transportation: Transjakarta and MRT Jakarta use technology to optimize routes and real-time information for passengers.
3. E-government: Applications such as Jakarta Kini (JAKI) and Jogja Smart Service provide a variety of government services in one platform.

These innovations have increased citizen participation and efficiency of public services in various cities in Indonesia.

4. Fintech for Financial Inclusion

Financial technology has opened up access to financial services for people who are not yet served by banks.

1. MSME support platform: Labamu provides comprehensive solutions to support MSMEs in Indonesia, including access to financing and business management tools.
2. Digital microfinance: Amarta and Mekar distribute microloans to small entrepreneurs in rural areas.
3. Digital insurance: Pasarpolis and Qoala simplify the process of claiming and purchasing insurance.
4. Micro investments: Seeds and Magic allow investment with small capital, encouraging financial literacy.

These innovations have contributed to increasing financial inclusion in Indonesia, with platforms like Labamu focusing on empowering MSMEs through technology and access to finance.

The young generation has a very important role in welcoming the Golden Indonesia 2045. With great potential and high enthusiasm, they can become the main actors in nation building. Synergy between the younger generation and all elements of society, including the government and the private sector, is indispensable to achieve this vision. Shared responsibility in empowering the younger generation will ensure that Indonesia can achieve the expected

progress. By leveraging innovation, leadership, and active participation in various sectors, the young generation can be the main drivers of positive change in Indonesia. Thus, a bright and sustainable future for this nation can be realized. As Franklin D. Roosevelt said, "We cannot always build the future for our youth, but we can build our youth for the future." Therefore, let's support the younger generation to become leaders who are ready to face challenges and build a Golden Indonesia.

CONCLUSION

This research emphasizes that the young generation has a central and strategic role in realizing the vision of a Golden Indonesia 2045. Through the Systematic Literature Review (SLR) approach, it was found that transformative leadership and adaptive managerial innovation are the two main pillars in strengthening the contribution of youth to national development. Strengthening leadership character, the use of technology, and the ability to adapt to global changes are important aspects that need to be developed from an early age.

In addition, collaboration between sectors – including government, educational institutions, the private sector, and society – is indispensable to create an ecosystem that supports the active role of young generations. Open spaces for participation, ongoing leadership training, and a drive for innovation are key in preparing youth as agents of change.

With this foundation, the young generation is expected not only to be beneficiaries of development, but also to be the main actors who lead change, initiate solutions, and shape Indonesia's superior, inclusive, and highly competitive future at the global level

REFERENCES

- Acharya, A. (2014). *Indonesia matters: Asia's emerging democratic power* (Vol. 1). World Scientific.
- Agus, C., Saktimulya, S. R., Dwiarso, P., Widodo, B., Rochmiyati, S., & Darmowiyono, M. (2021). Revitalization of local traditional culture for sustainable development of national character building in Indonesia. *Innovations and Traditions for Sustainable Development*, 347-369.
- Hidayat, A., Akbar, W., Pelu, I. E. A., & Tarantang, J. (2024). The Role of Sharia Economics in Economic Resilience Towards a Golden Indonesia 2045. *International Journal of Economic Literature*, 2(2), 63-78.
- Retnasari, L., Setyaningrum, D., & Prasetyo, D. (2022). Culture of the School Literacy Movement (GLS) for Students in Elementary Schools to Realize the 2045 Golden Generation. *Jurnal Kependidikan: Jurnal Hasil Penelitian Dan*

Kajian Kepustakaan Di Bidang Pendidikan, Pengajaran Dan Pembelajaran, 8(1), 179-189.

Rony, Z. T. (2019). Generation y challenges in becoming innovative leaders at organization in the 21st century. *International Journal of Recent Technology and Engineering*, 8(2), 789-794.

Santoso, N. R., Sulistyaningtyas, I. D., & Pratama, B. P. (2022). Transformational leadership during the COVID-19 pandemic: Strengthening employee engagement through internal communication. *Journal of Communication Inquiry*, 01968599221095182.