

# Keynote Speech Generasi Milinial Sebagai: Pemungkin

Mohammad NUH  
Chairman of Advisory Board IndonesiaX

## WELCOME SPEECH

**Prof. Dr. Ir. Mohammad Nuh, DEA**

Guru Besar ITS Surabaya &  
Ketua Dewan Penasehat IndonesiaX



## KEYNOTE SPEECH

**Eko Putro SandjojoBSEE., M.BA.,\***

Menteri Desa, Pembangunan Daerah  
Tertinggal dan Transmigrasi



## MODERATOR

**Ria Devita DJS, M. Psi**

Student Advisory Center Manager  
Universitas Bina Nusantara



# SPEAKERS



**Tri Djoko Santoso, CFP®**

Founder Financial Planning Standard Board Indonesia  
(FPSB Indonesia)



**Alamanda Shantika**

Former GoJek VP & Founder Binar Academy



**Bondan Margono**

Prudential Indonesia, Head of Sharia Operations



**Yohanes Sugihtononugroho**

CEO & Co-Founder CROWDE, Platform P2P Lending untuk  
permodalan Petani



**HOST**

**Lucy Pandjaitan Mangoendipoero**



**Kunci selalu  
lebih kecil  
dari pintu**





# Ikut Berduka Sedalam-dalamnya atas musibah gempa-tsunami di Palu dan sekitar



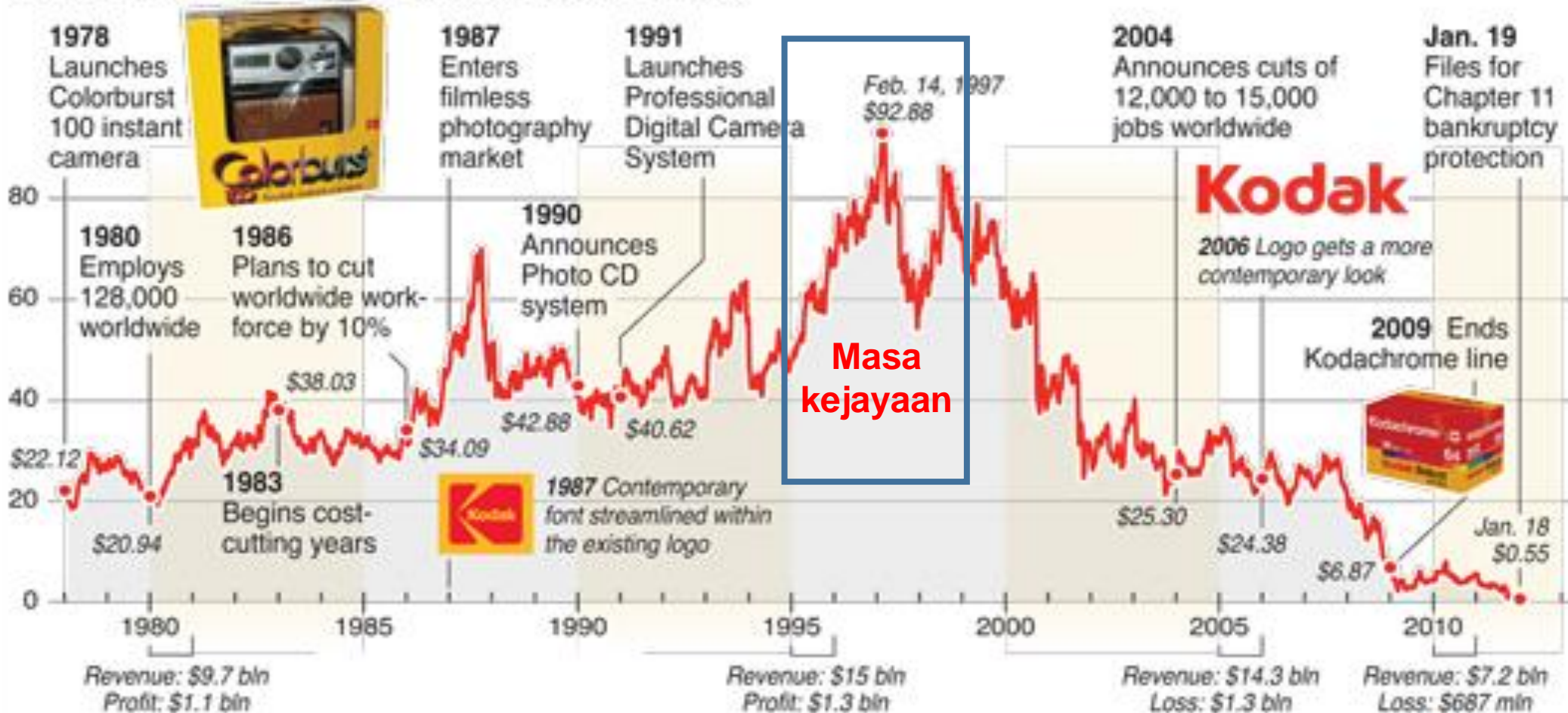


# Belajar Dari Fenomena Kodak dan Nokia

## KODAK FILES FOR BANKRUPTCY

Eastman Kodak Co, a 130-year-old photographic film pioneer, has filed for bankruptcy protection. It said it had also obtained a \$950 million, 18-month credit facility from Citigroup to keep it going

### SHARE PRICE HISTORY — WEEKLY CLOSE IN US\$



Sources: Eastman Kodak Co., Thomson Reuters, news reports

REUTERS



# Fenomena Kodak dan Nokia: Pentingnya Adaptasi dan Inovasi

(NOK) Nokia ADR

2.02 ▼ -0.11 -5.16% Volume: 38.10 M



**Sustainable Growth = Adaptasi + Inovasi**

**Bersainglah dengan Pemenang niscaya  
menjadi juara disaat menang dan tetap  
terhormat disaat kalah**

**Jangan bersaing dengan yang kalah, kalau  
menangpun belum menjadi juara**

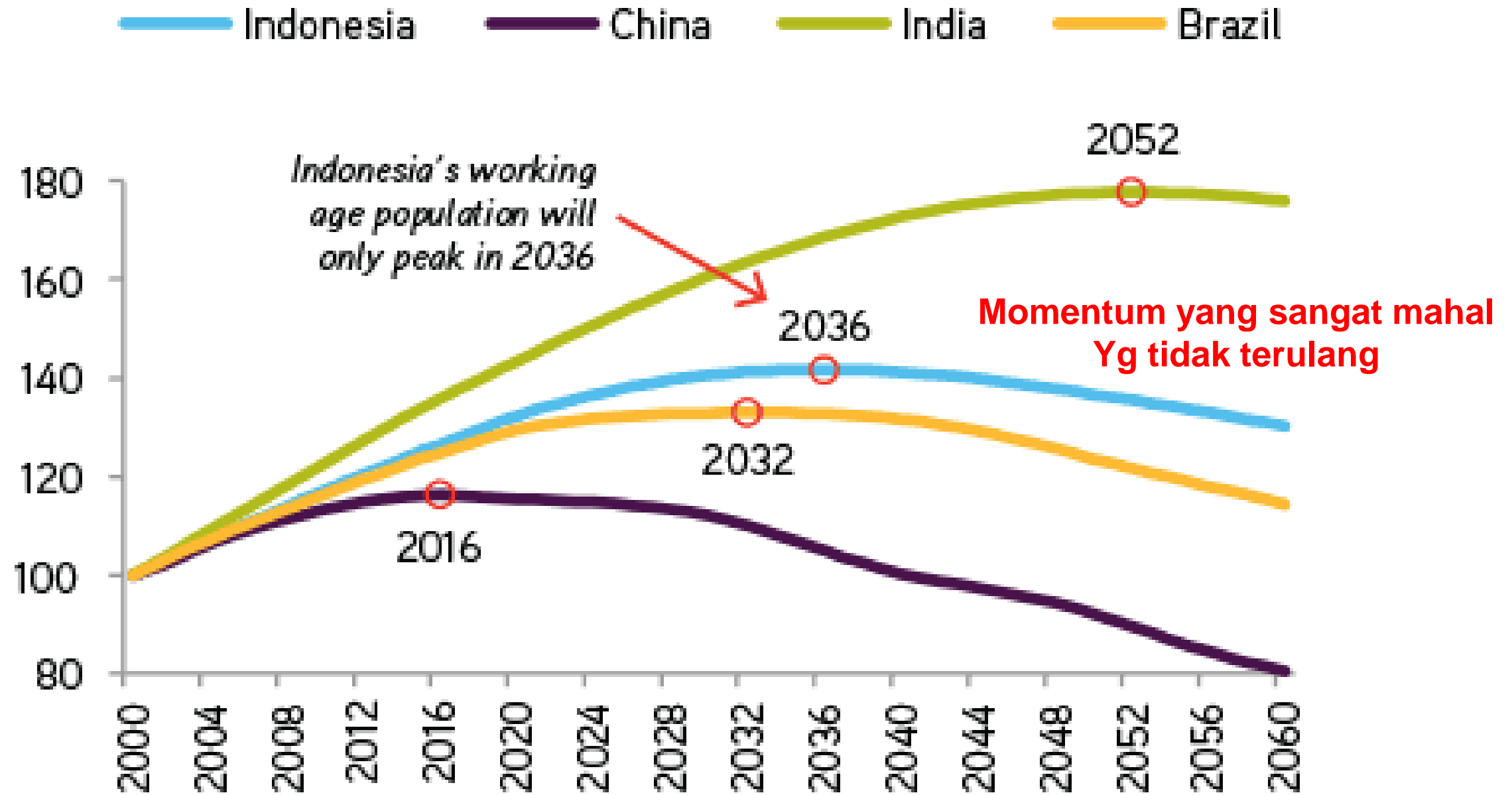
**(Chairul Tanjung, 2017)**



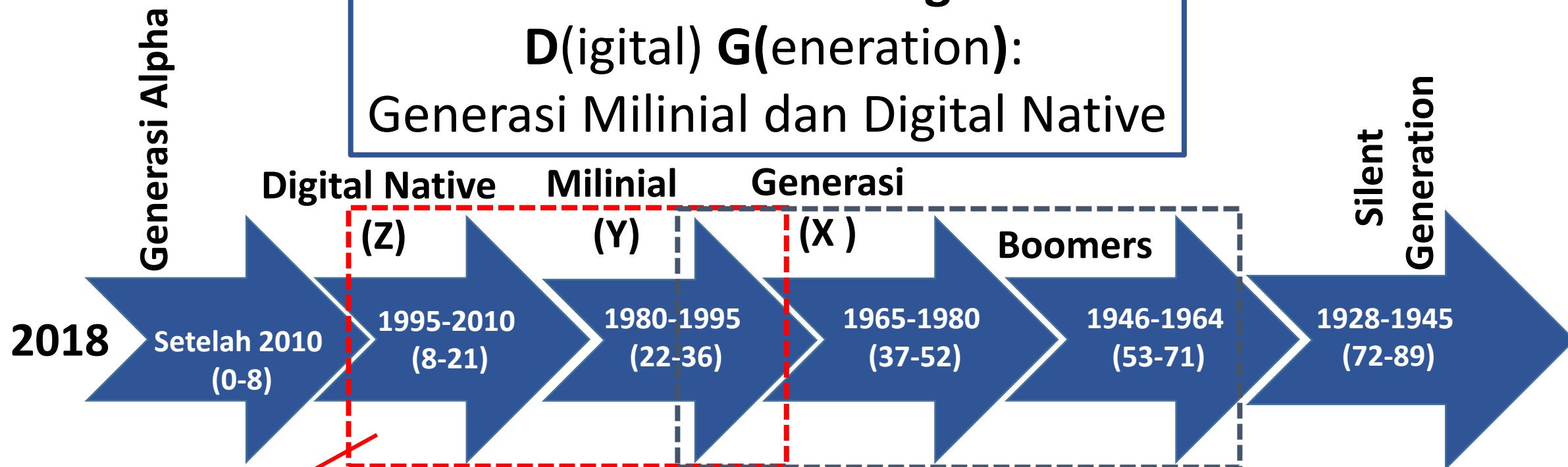




## Working Age Population Indexed: 2000 = 100

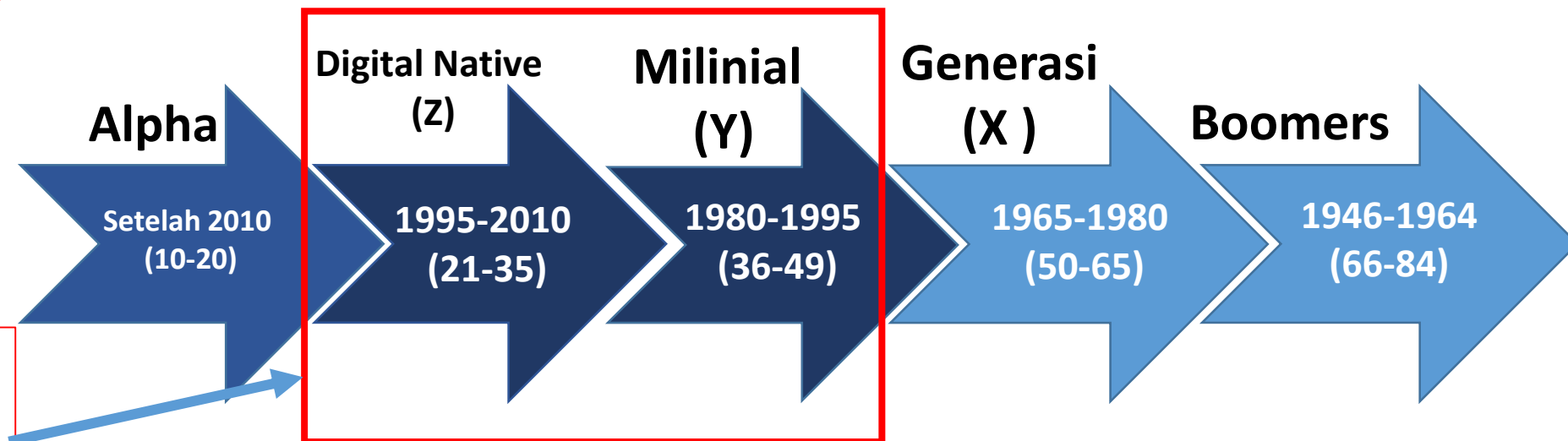


# Selamat Datang D(igital) G(eneration): Generasi Milinial dan Digital Native



**Siswa dan Mahasiswa**

**2030**

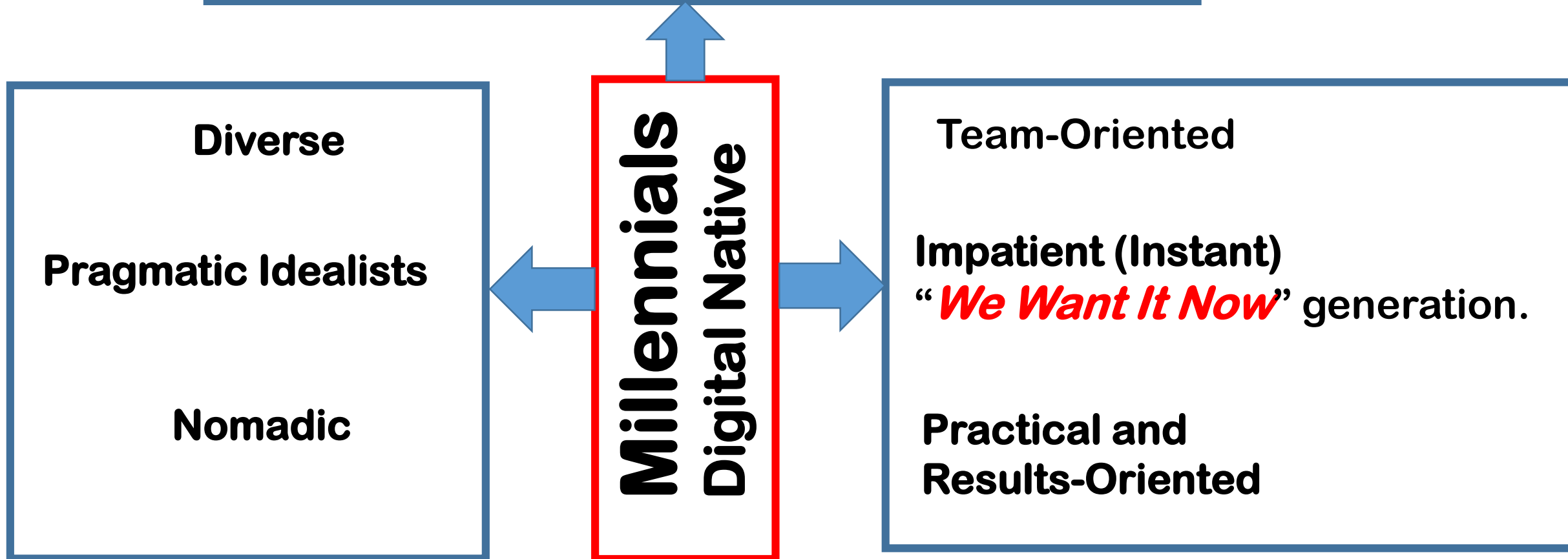


**Pemegang Kunci  
Kejayaan  
Indonesia**



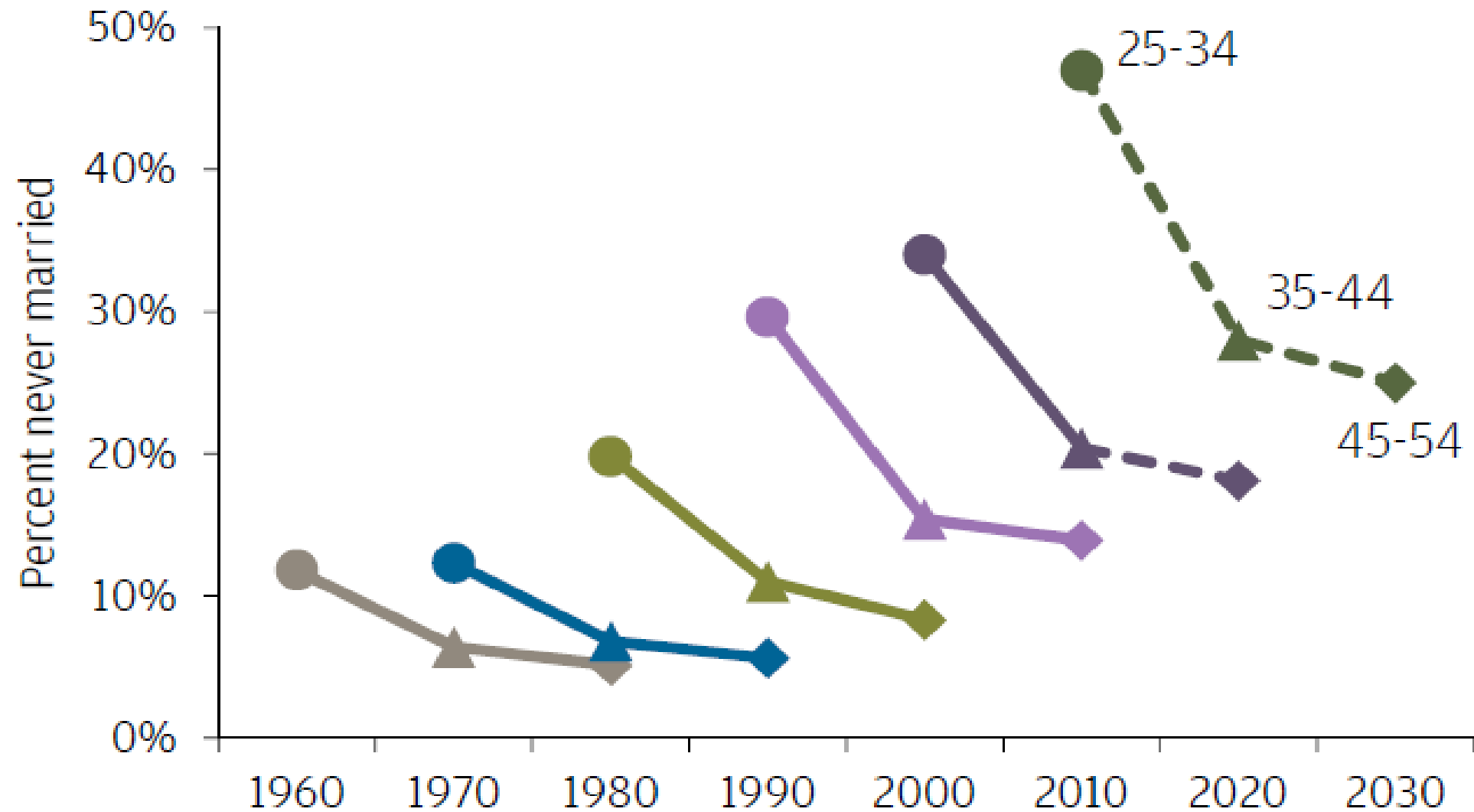
# Millennials Characteristics

Multitasker, Connected, Tech & Media Savvy,  
Transparency and Career Advancement



# One in four of today's young adults may never marry

Unmarried people by generation



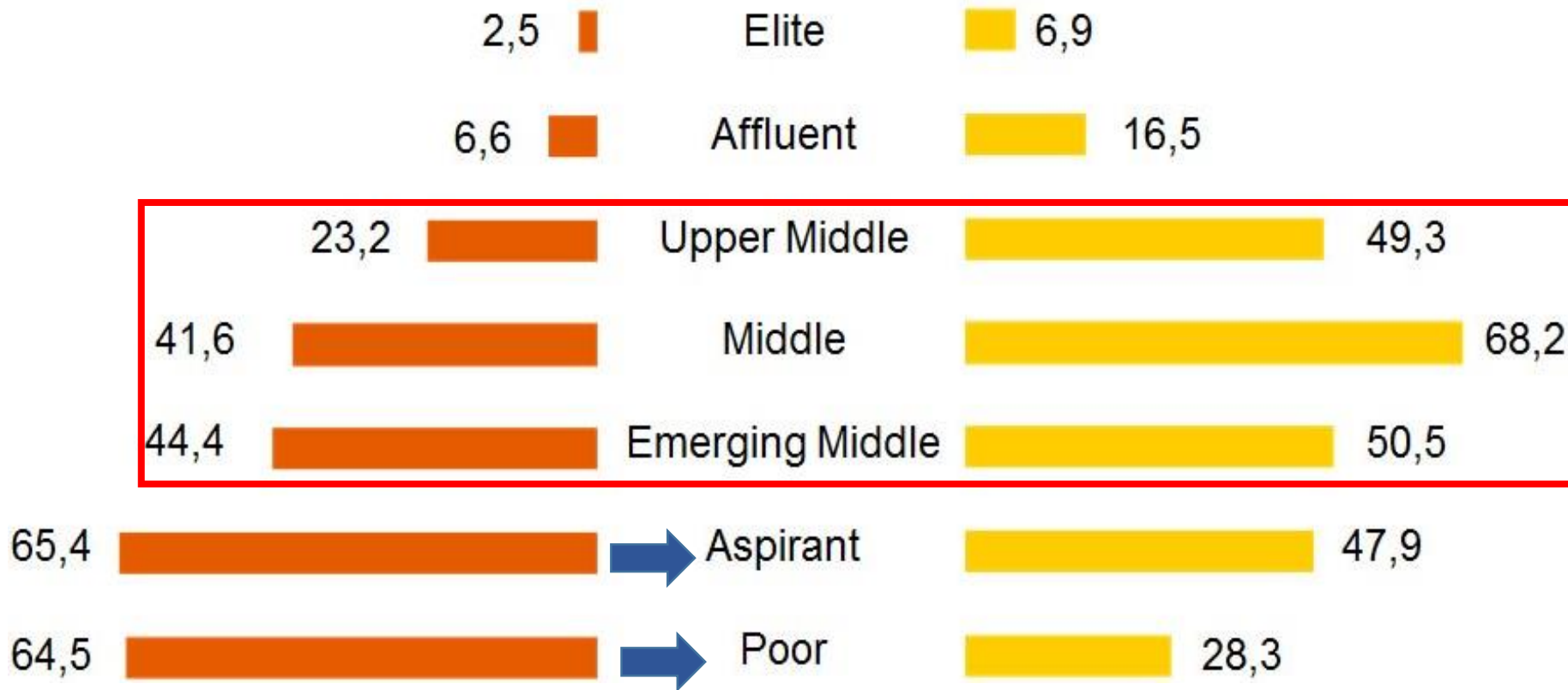
Source: Pew Research Center. 2014. Dotted lines are projections.



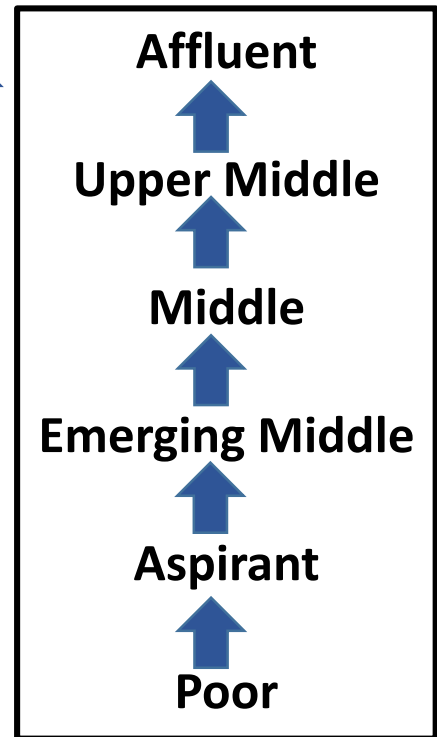
# Proyeksi Klas Menengah: Mobilitas Vertikal

Tahun 2012 (juta jiwa)

Tahun 2020 (juta jiwa)



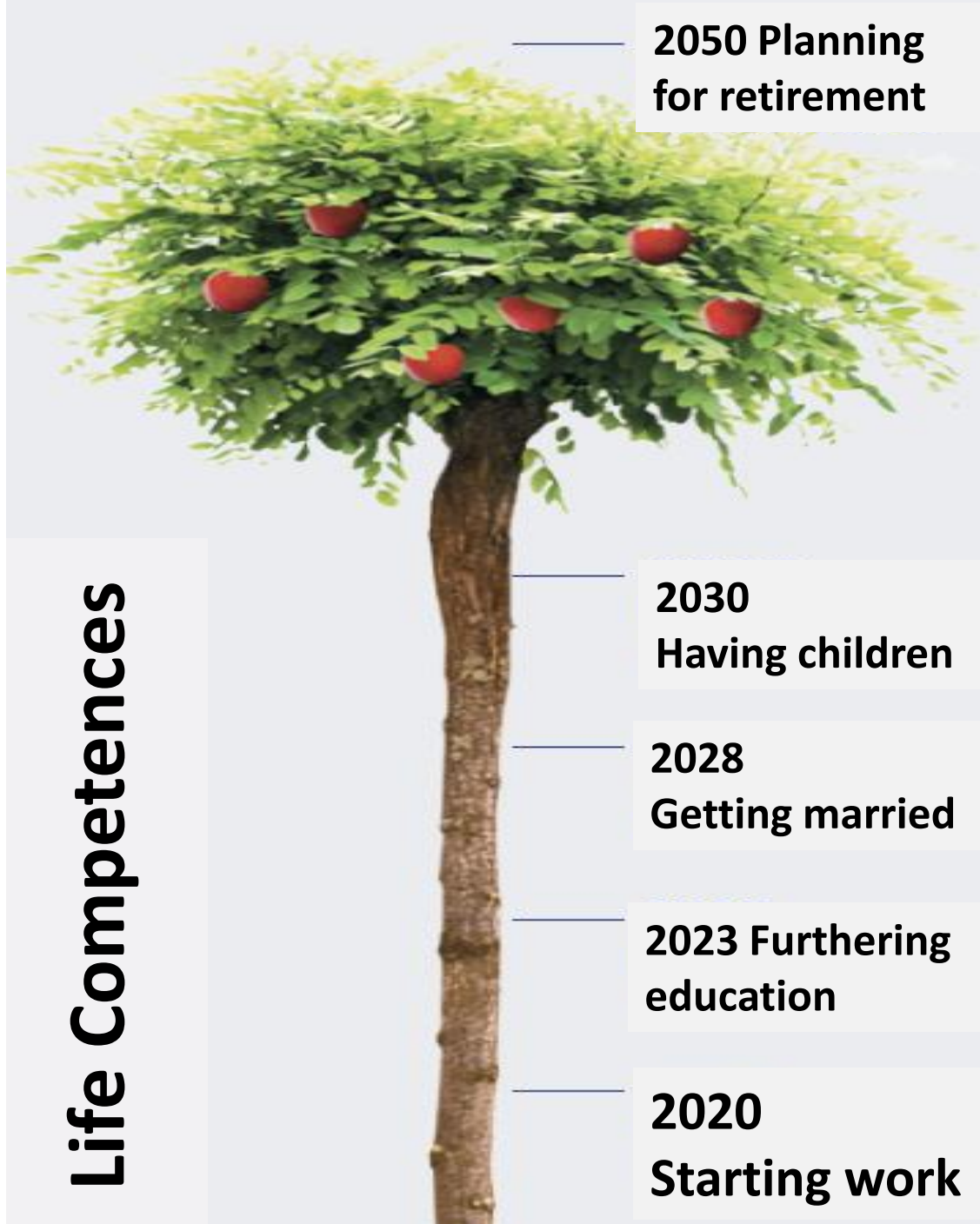
Pendidikan: Mesin Mobilitas vertikal



Monthly household expenditure (IDR millions) <sup>1</sup>	
Elite	7.5 and more
Affluent	5.0–less than 7.5
Upper middle	3.0–less than 5.0

Middle	2.0–less than 3.0
Emerging middle	1.5–less than 2.0
Aspirant	1.0–less than 1.5
Poor	less than 1.0

# Life Competences

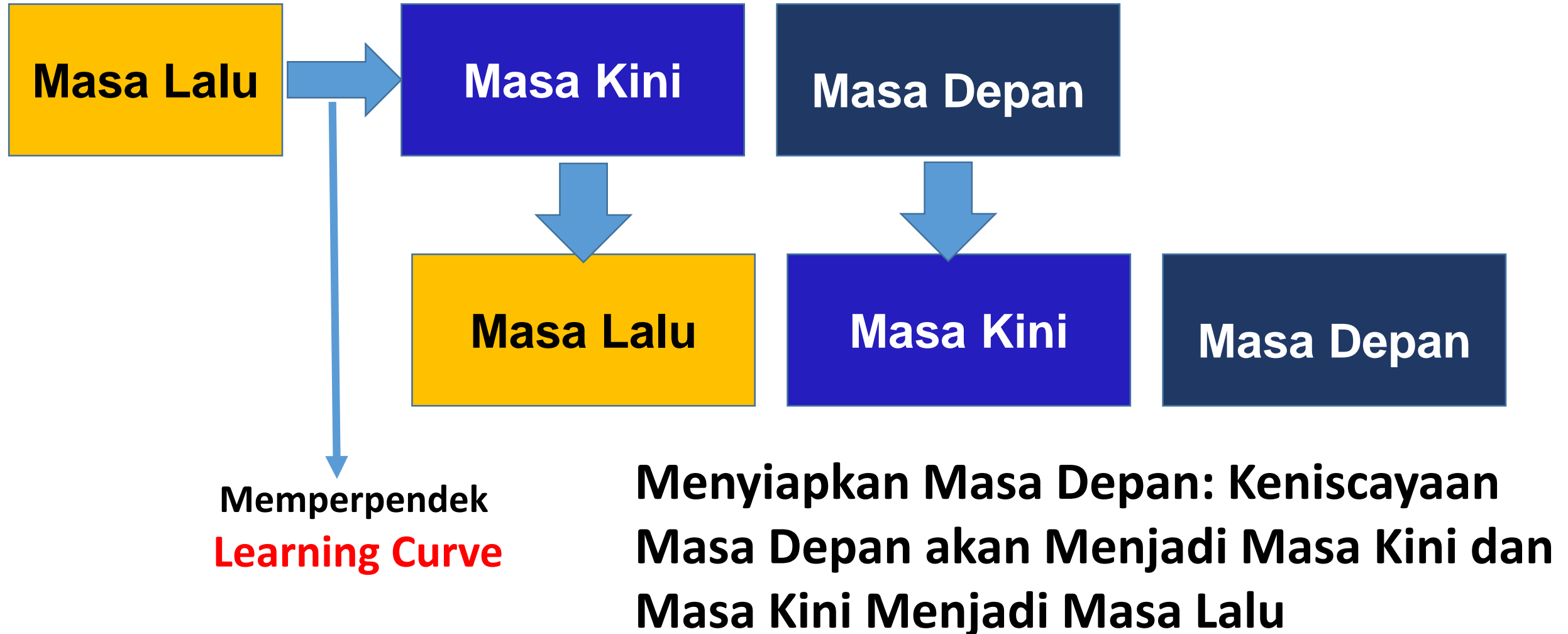


**Salah Satu  
Cita yang diidamkan**



Perencana:  
Pemungkin (*Enabler*) dan Masa Depan

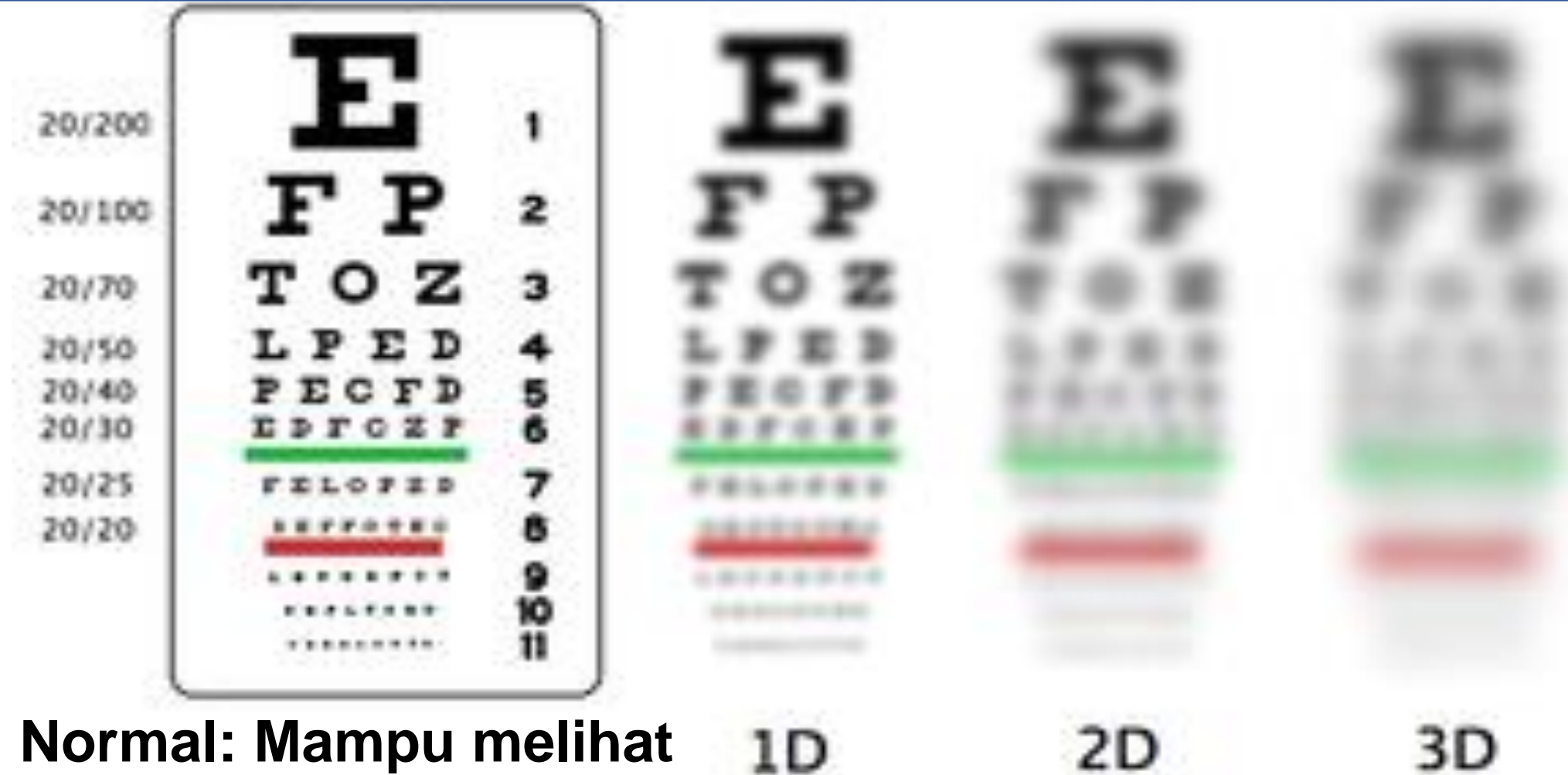
# Planning: Integrasi masa lalu, kini dan masa depan





# Perencana:

## Mampu menyatukan masa lalu, kini dan masa depan.



Normal: Mampu melihat  
Jauh ke depan

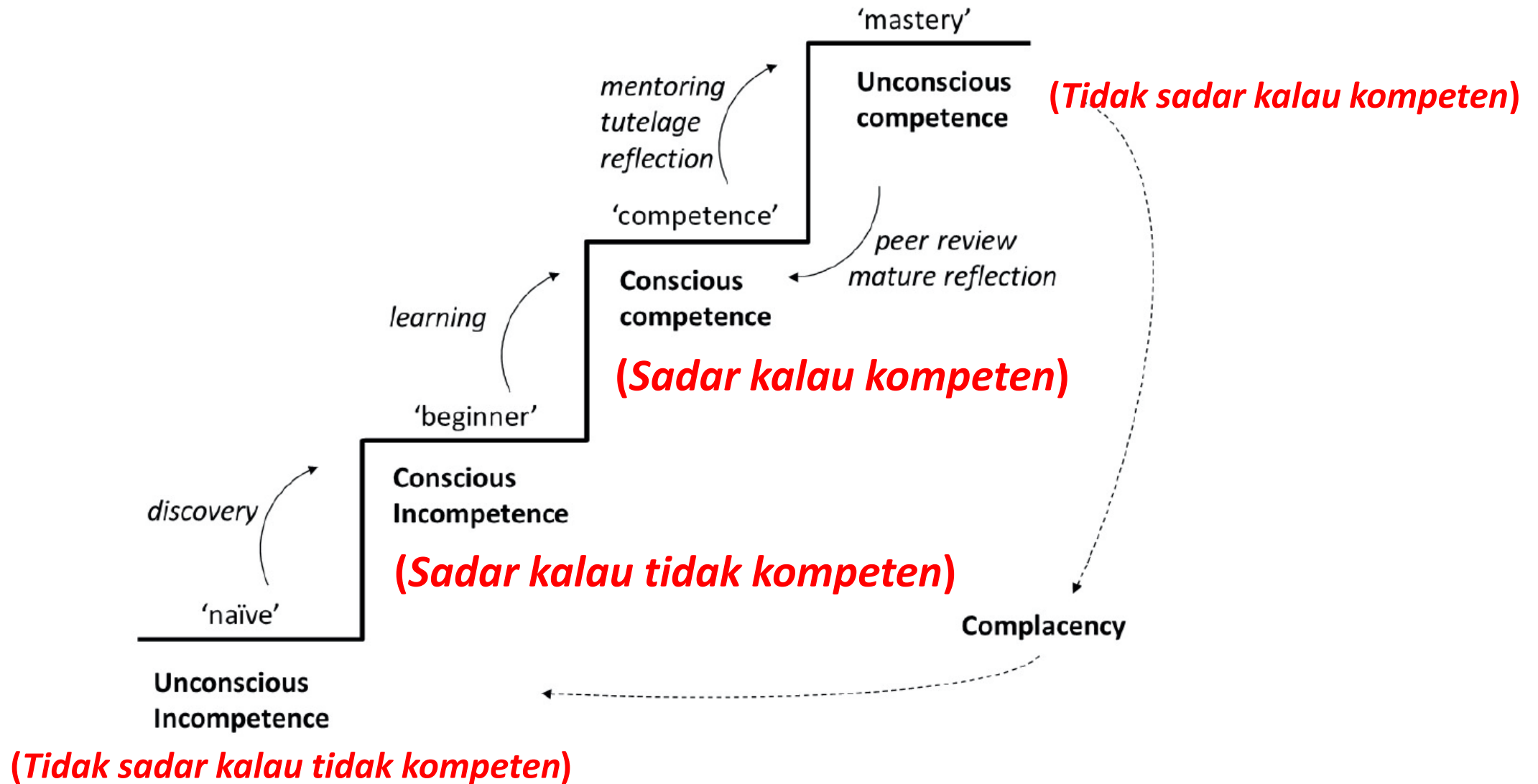
1D

2D

3D

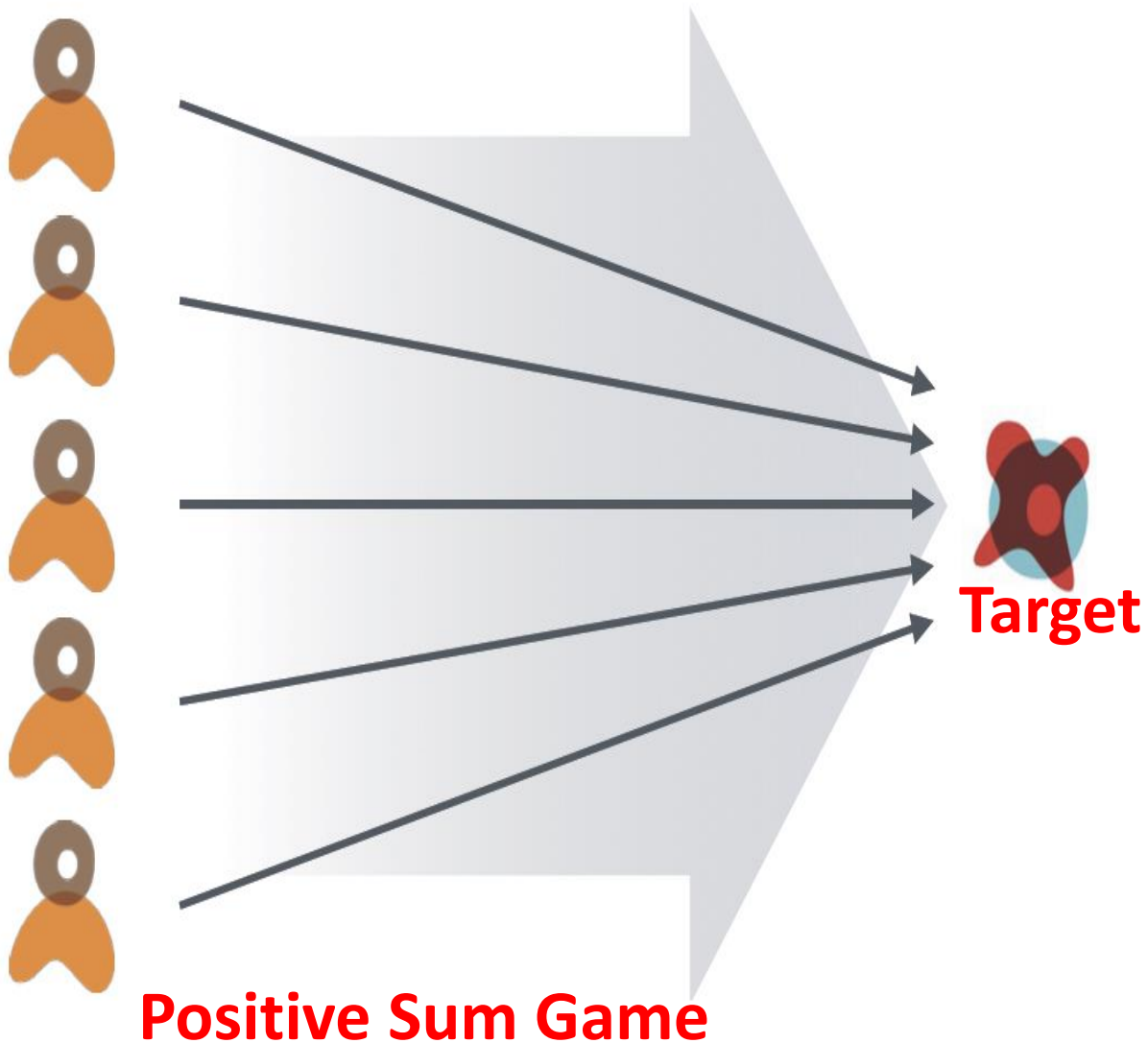
Myopic (Rabun Jauh)

# Jenjang Kesadaran dan Kompetensi Diri

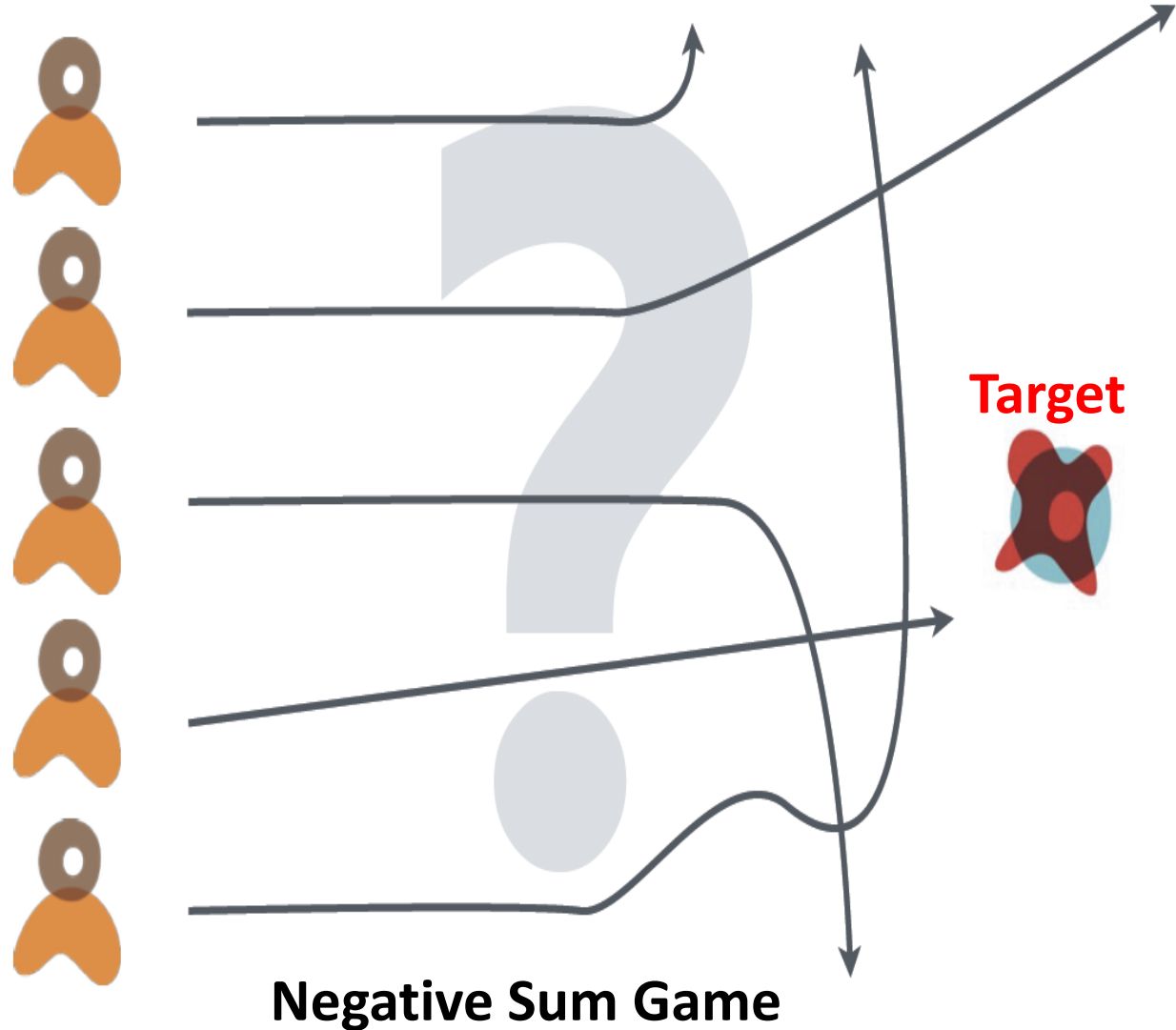


# Sukses: Konvergensi Sumberdaya Untuk Mencapai Target

## Konvergensi Sumberdaya

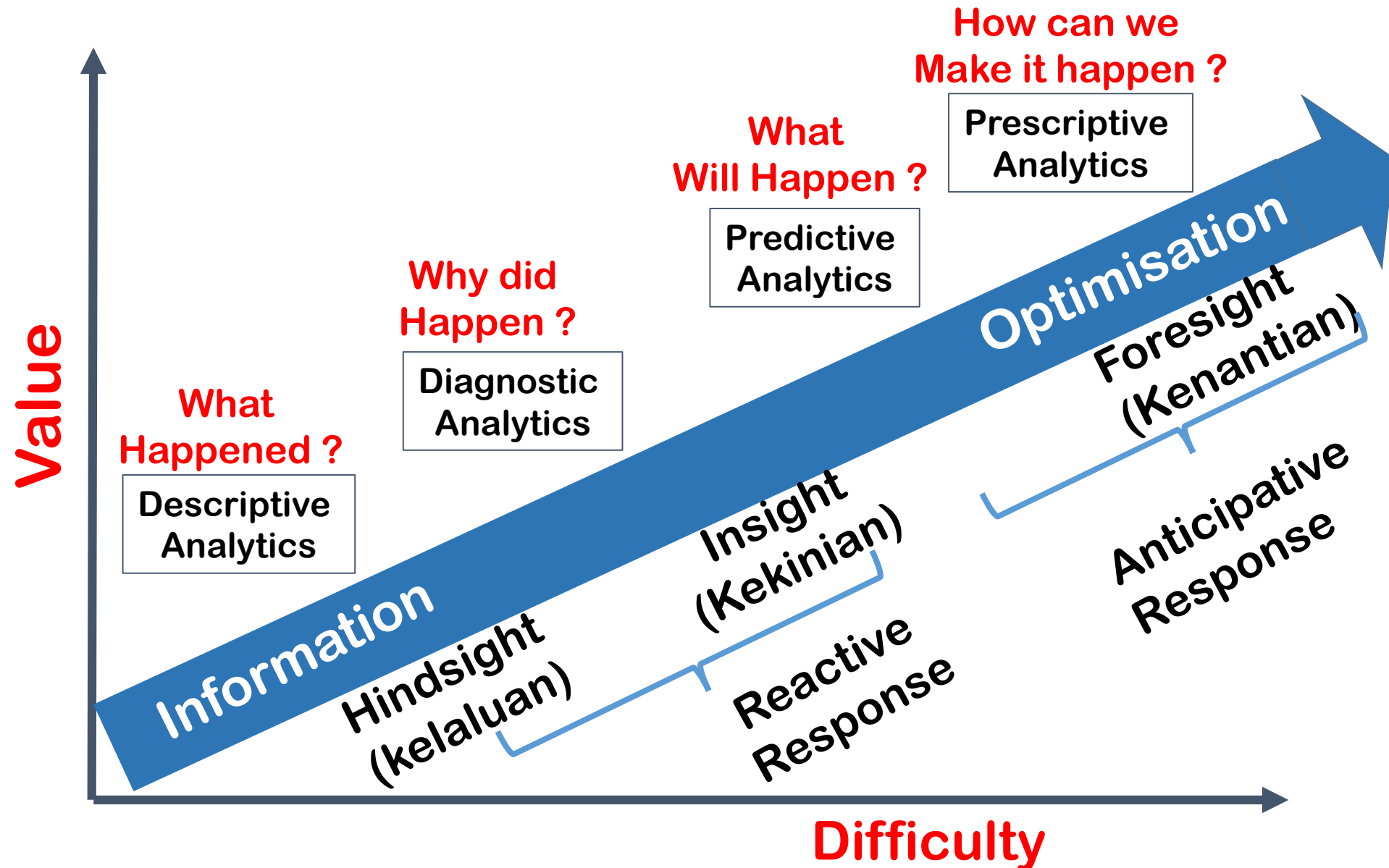


## Divergensi Sumberdaya





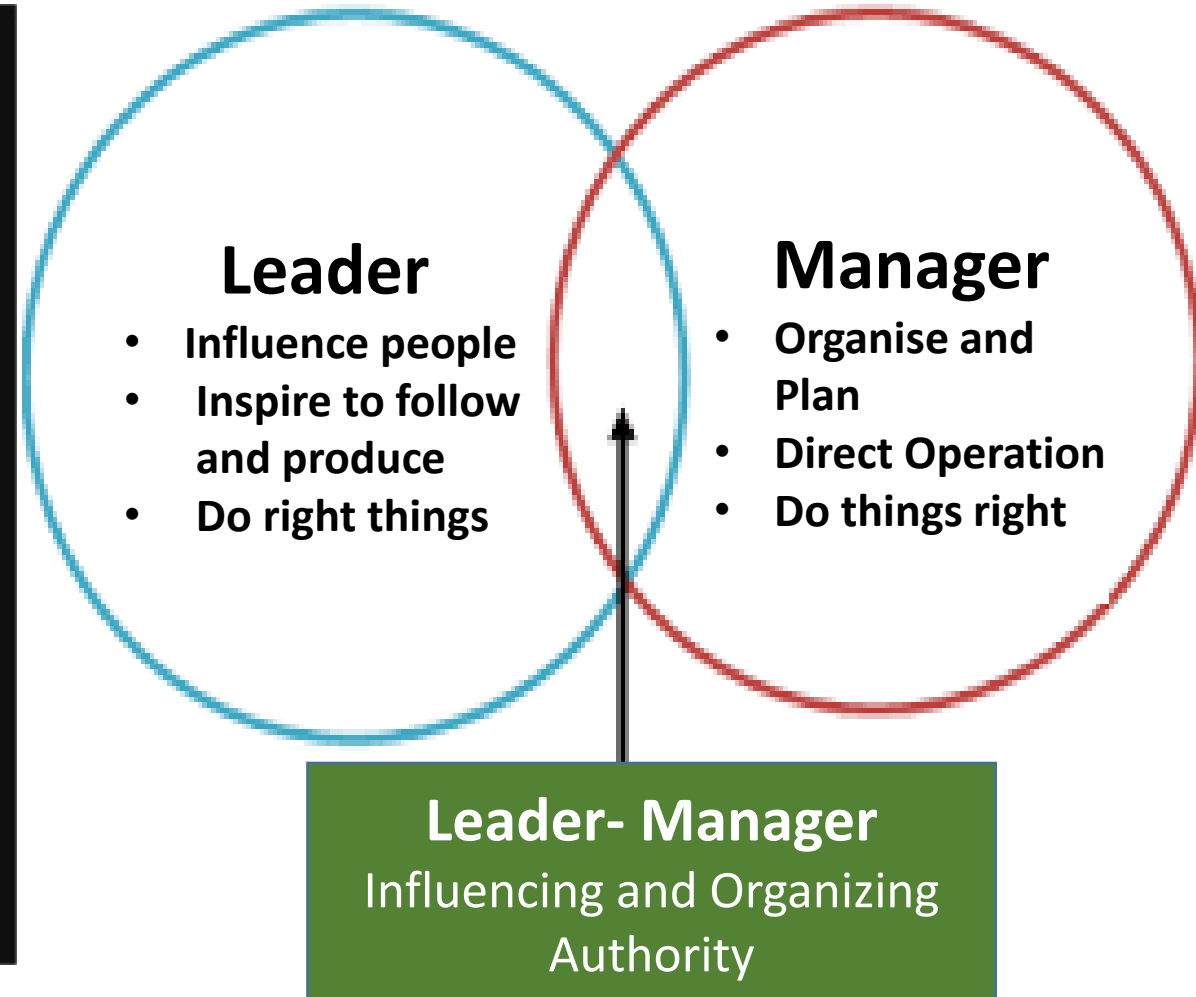
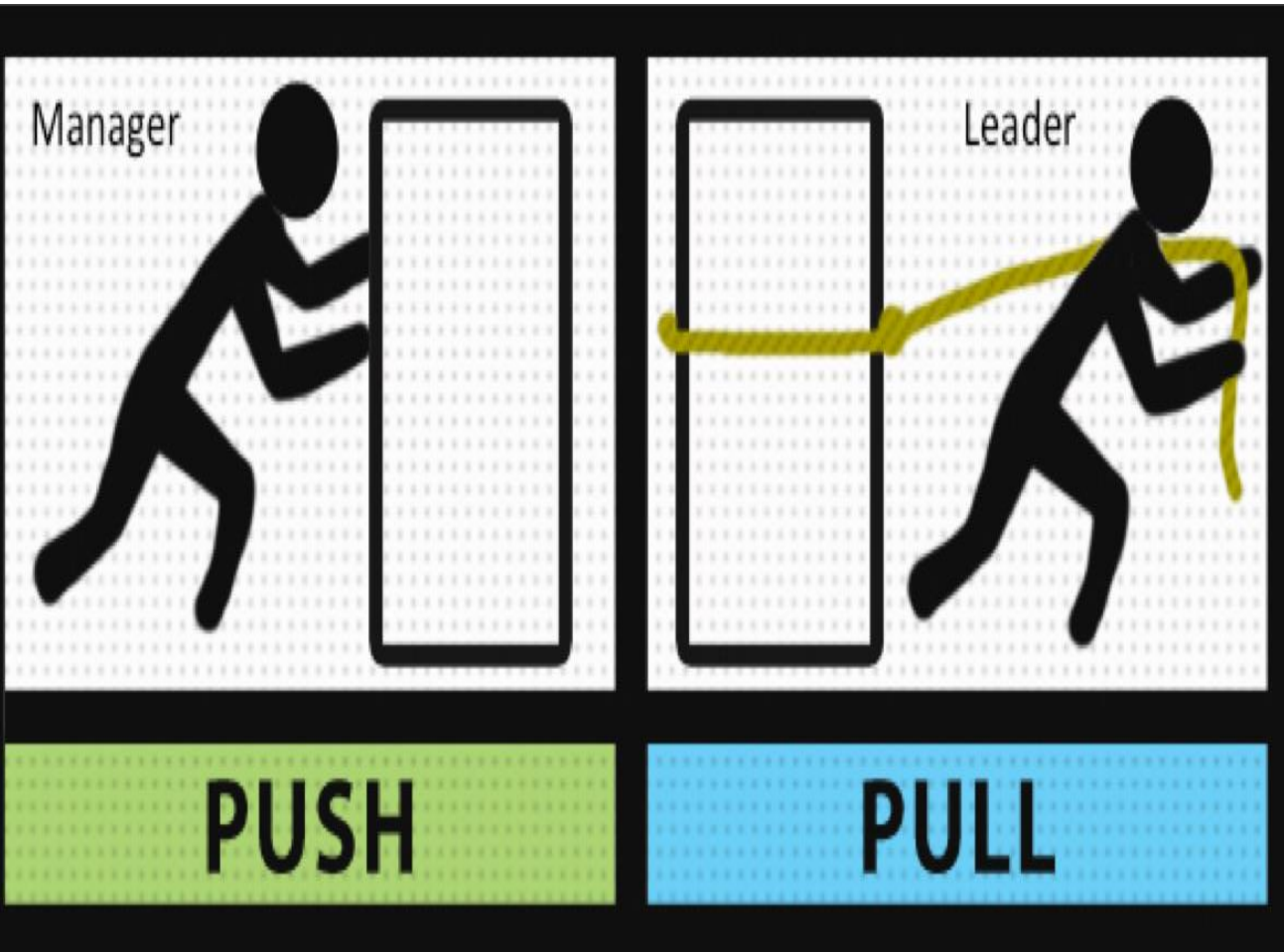
# Dari *Hindsight* menuju *Foresight Mindset*



**‘And’ paradigm) **VS** ‘or’ paradigm:  
Logika (Kebenaran), Etika (Kebaikan) dan  
Estetika (Keindahan)**

# Manager or Leader VS Manager and Leader

Or Paradigm **VS** And Paradigm





# Emerging Leadership Paradigm

<b>Time</b>	<b>Industrial Economy</b>	<b>Knowledge Economy</b>	<b>Creative Economy</b>
<b>Focus on context</b>	Physical place	Place and space	Space (digital, virtual space)
<b>Knowledge</b>	Applying existing knowledge	Sharing knowledge	Enabling new knowledge creation, innovation
<b>Organizations are</b>	Formal	Informal, open systems	Organic, open systems
<b>Communication</b>	Human to human (H2H)	Human to machine (H2M)	Machine to Human (M2H), Machine to machine (M2M)
<b>Becoming a leader</b>	Inherited position, appointed by other leaders	Leader has voluntary followers based on his/her behaviour, actions	Leaders are emerging through their values, believes
<b>Leadership</b>	Leader-focused (egocentric)	Relational/Shared/distributed leadership	Altrocentric/ Phronetic/ Anticipatory/ Creative leadership
<b>Leadership practices</b>	Command &Control	Connect & Communicate	Collaborate & Co-create

(created by Jakubik)

# Future Value: Innovation and Data Driven

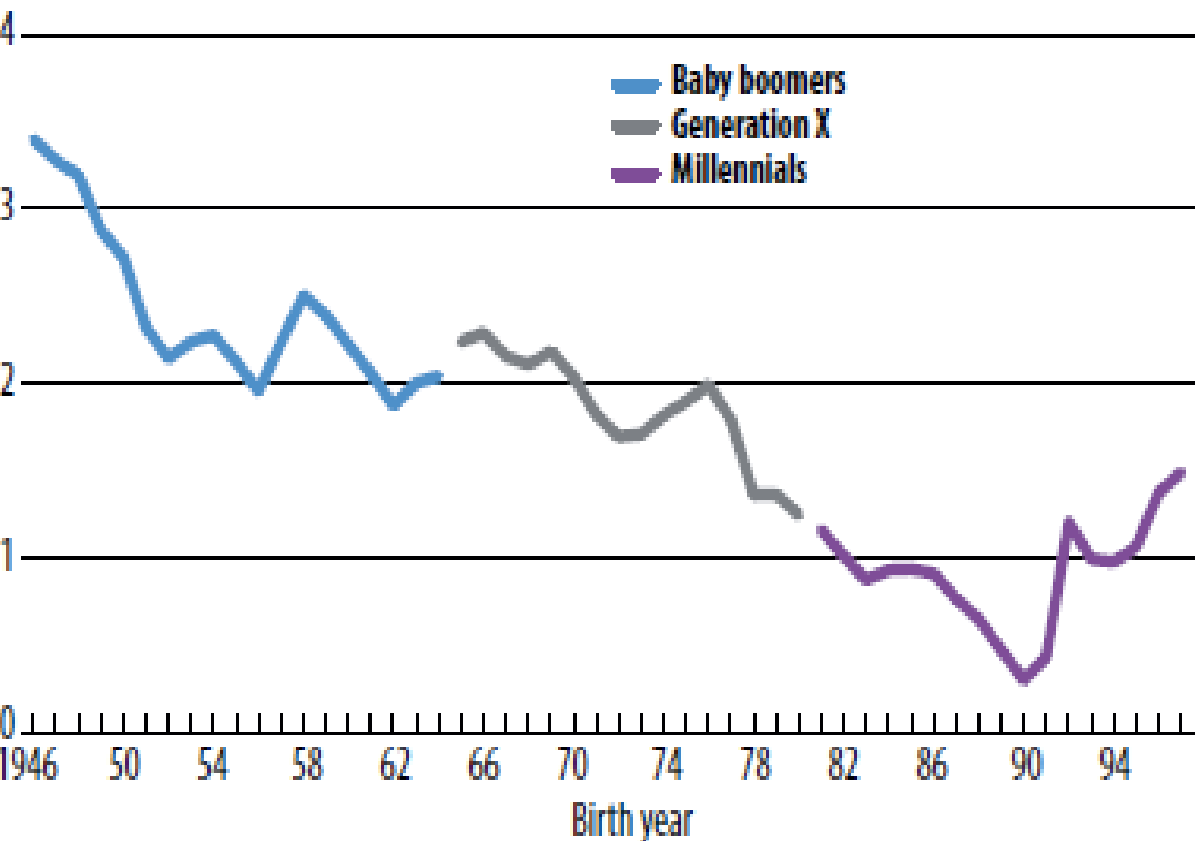
$$FV = IP$$

$$\text{Future value} = \left[ \text{Innovation Outcomes x Personalization} \right] \text{Data (Connect + Combine + Share)}$$

*Adopted From: When the human body is the biggest data platform,  
who will capture value? Progressions 2018, Life Sciences 4.0:  
Securing value EY 2018*

## Differing circumstances

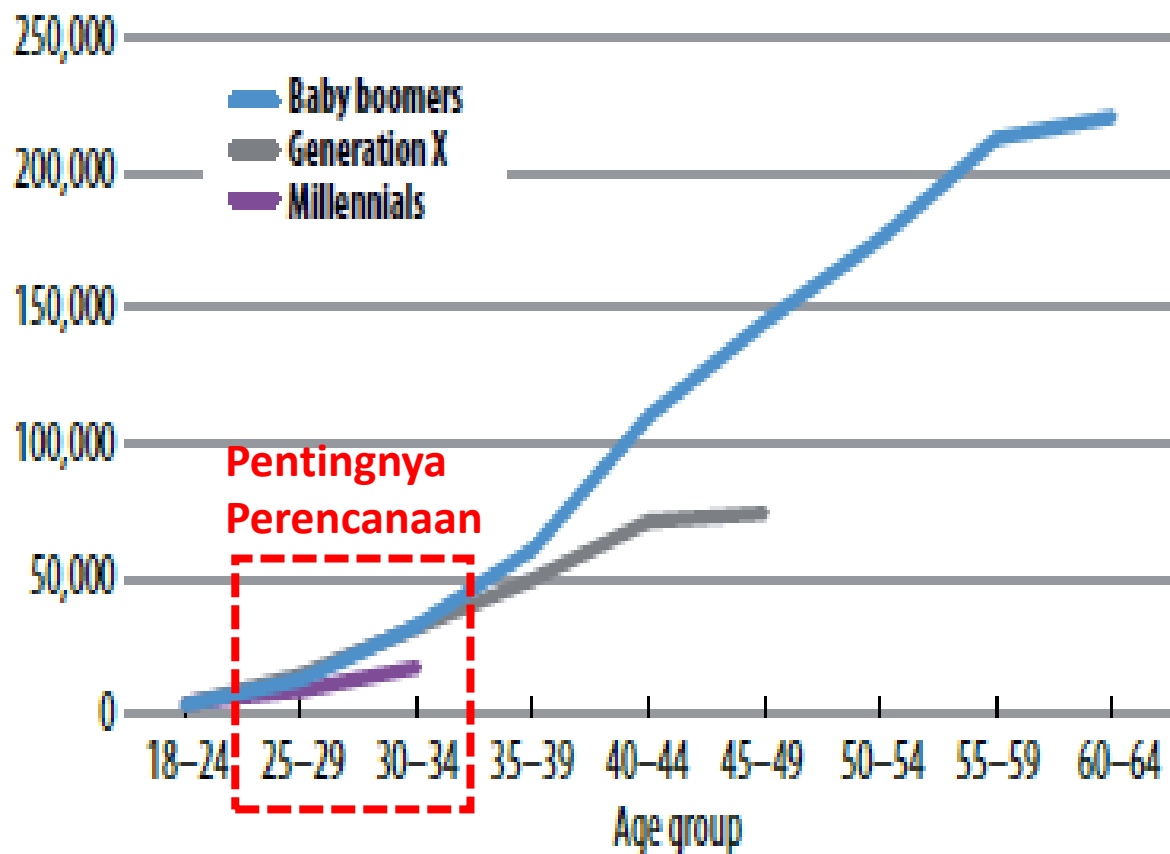
Millennials are reaching adulthood in an era of lower growth than that of previous generations, which may explain the differences in their financial habits.  
(average GDP growth rate, percent)



**Sources:** Organisation for Economic Co-operation and Development (OECD) national accounts data; and World Bank national accounts data.  
**Note:** This chart shows the average growth rate of GDP per capita when the cohort was ages 18–31. Data are for OECD countries.

## Amassing wealth

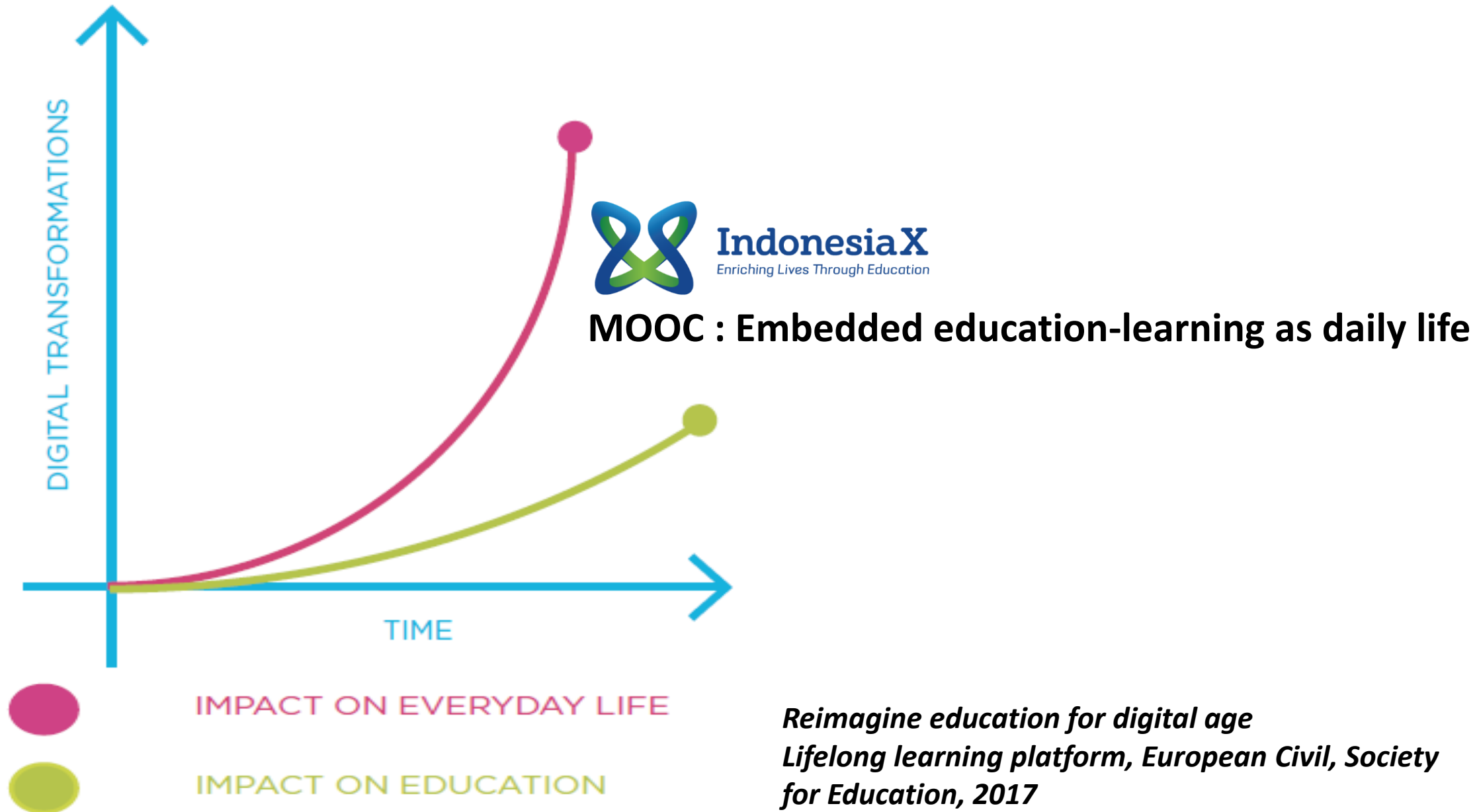
The wealth accumulation trajectory of millennials is well below that of other generations at comparable ages.  
(median net worth, 2013 dollars)



**Source:** Survey of Consumer Finances 1983–2013.



# Longlife Learning: Education and Daily Activity



## White-Collar

White-collar workers are typically office or administrative workers. This may include jobs such as financial management work, information technology, engineering, and legal-related work.



## Pink-Collar

Pink-collar jobs include nursing, teaching, serving, retail, and child care. These jobs have historically been filled primarily by females, and usually pay less than other job classifications.



## Blue-Collar

Most manual labor jobs are considered blue-collar. Mining, oil field work, construction, firefighting, mechanic, and other technical jobs are typically blue-collar.



## No-Collar

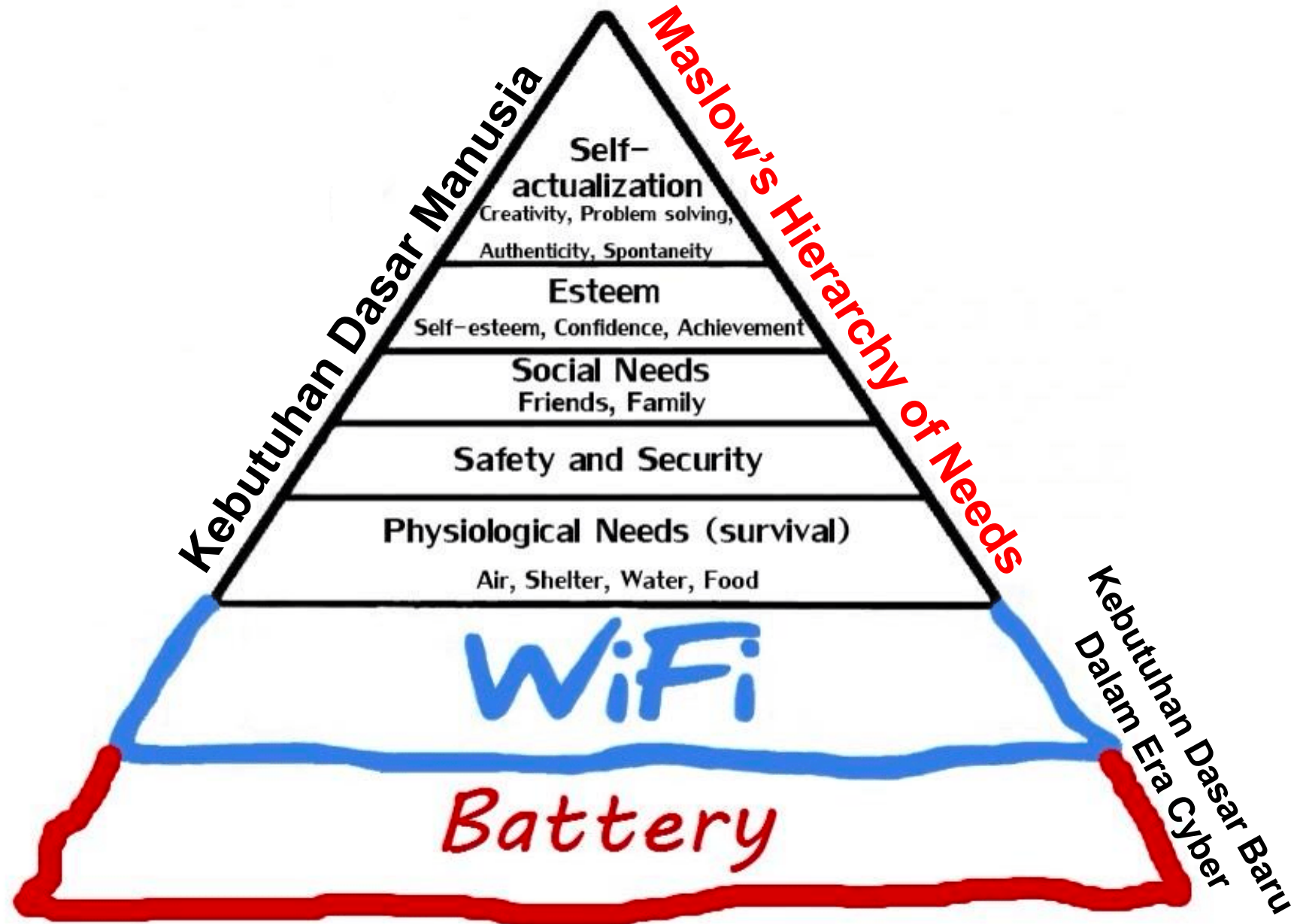
No-collar workers are typically creative professionals. No-collar professionals usually seek out jobs with lax dress codes, flexibility and a sense of camaraderie among staff.



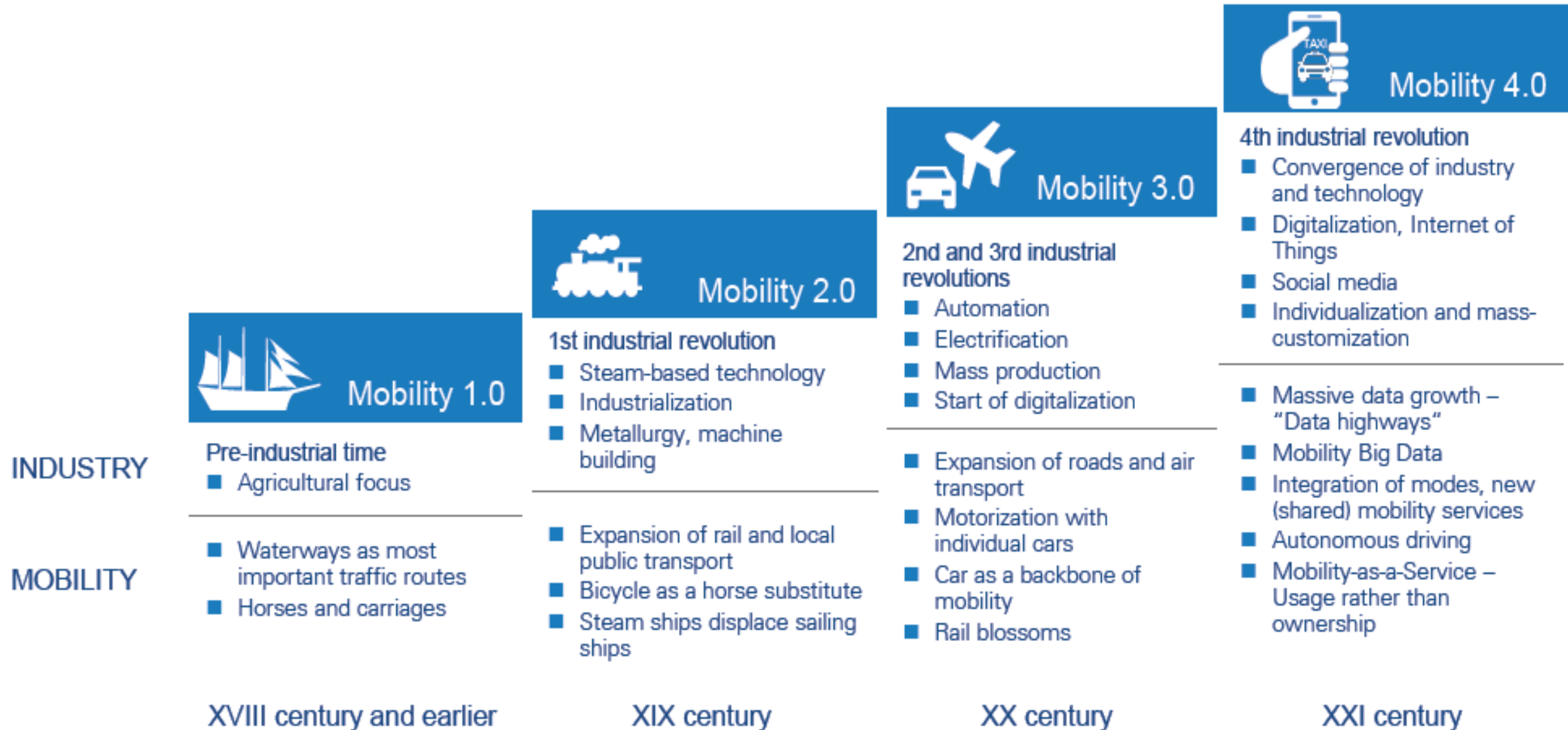
Teknologi Sebagai Pemungkin:  
Memungkinkan Yang Tidak Mungkin



# Bergesernya Kebutuhan Dasar: Kebutuhan Fisik ke Komunikasi



# Mobility Evolution

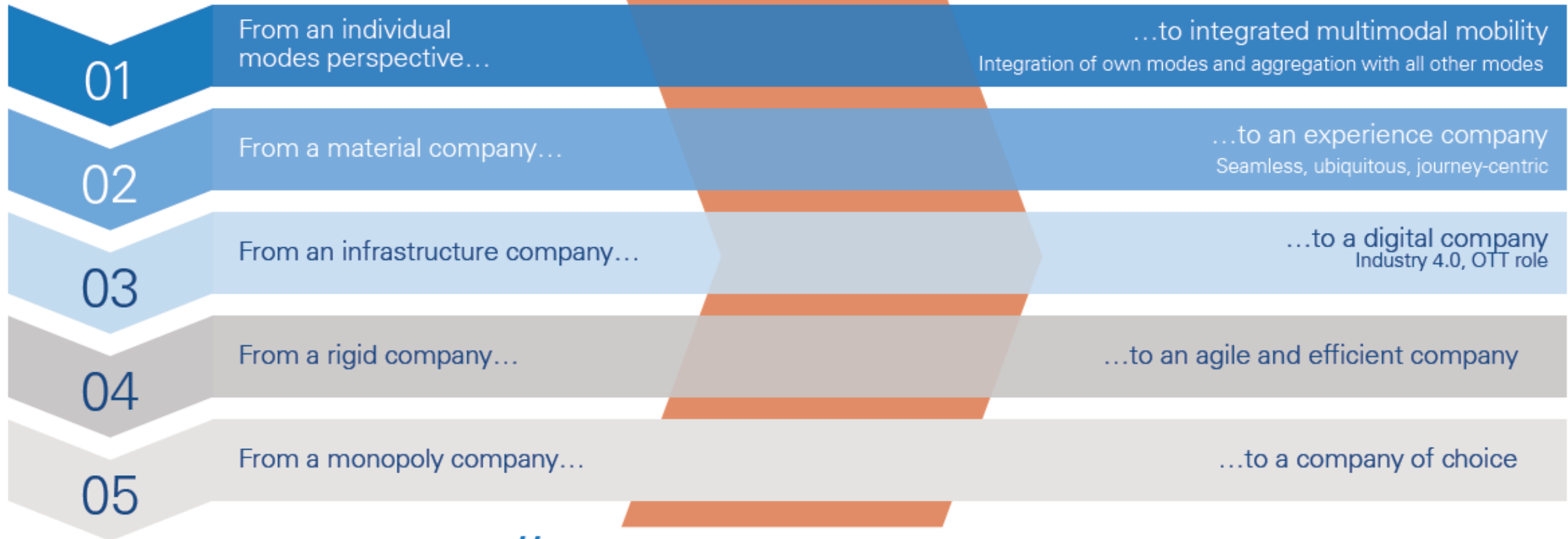


# Transformation: Old economy to new creativity era

From the old economy...



...to the new creativity era



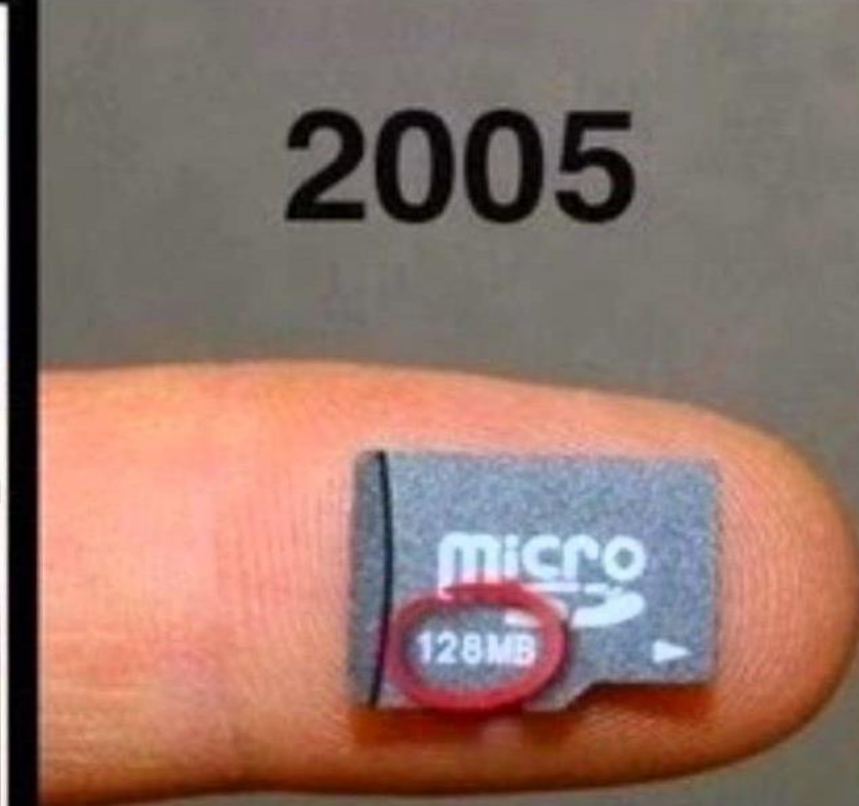
“ Complex and deep transformation  
thousands of people to mobilize ”

The Future of Mobility 3.0, Reinventing mobility in the era of disruption and creativity, Arthur D.Little, March 2018

# Physical Size Smaller but Bigger Capacity



1956, IBM 350  
5 Megabytes, \$ 120.000;





# How long did it take to get to 50 million users ?

A. 15 years

B. 35 years

C. 55 years

D. 75 years



A. 3 years

B. 13 years

C. 23 years

D. 33 years



A. 1 year

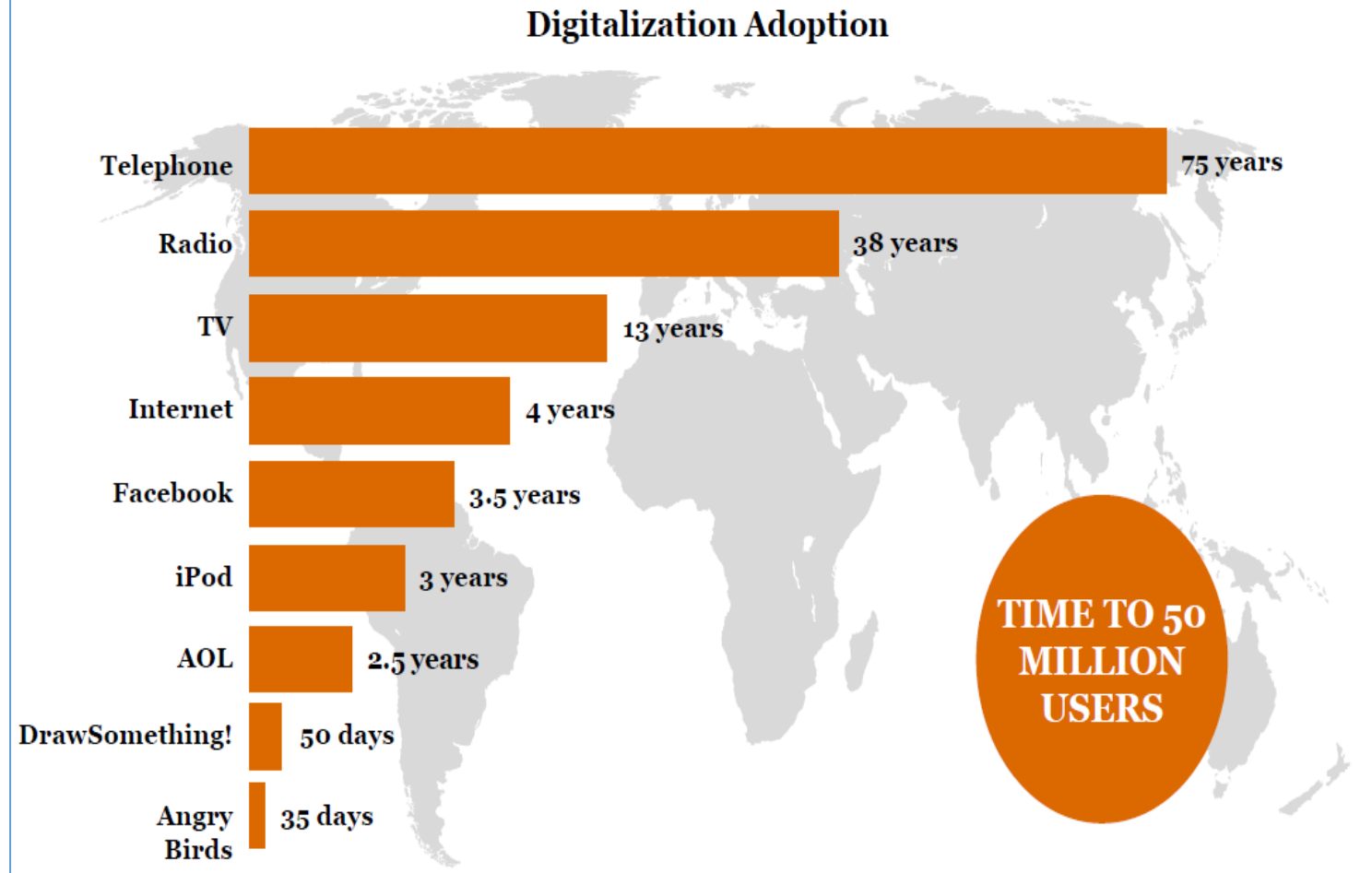
B. 1/2 year

C. 3 months

D. 1 month



*The pace of digitization is exponentially increasing; years to days*



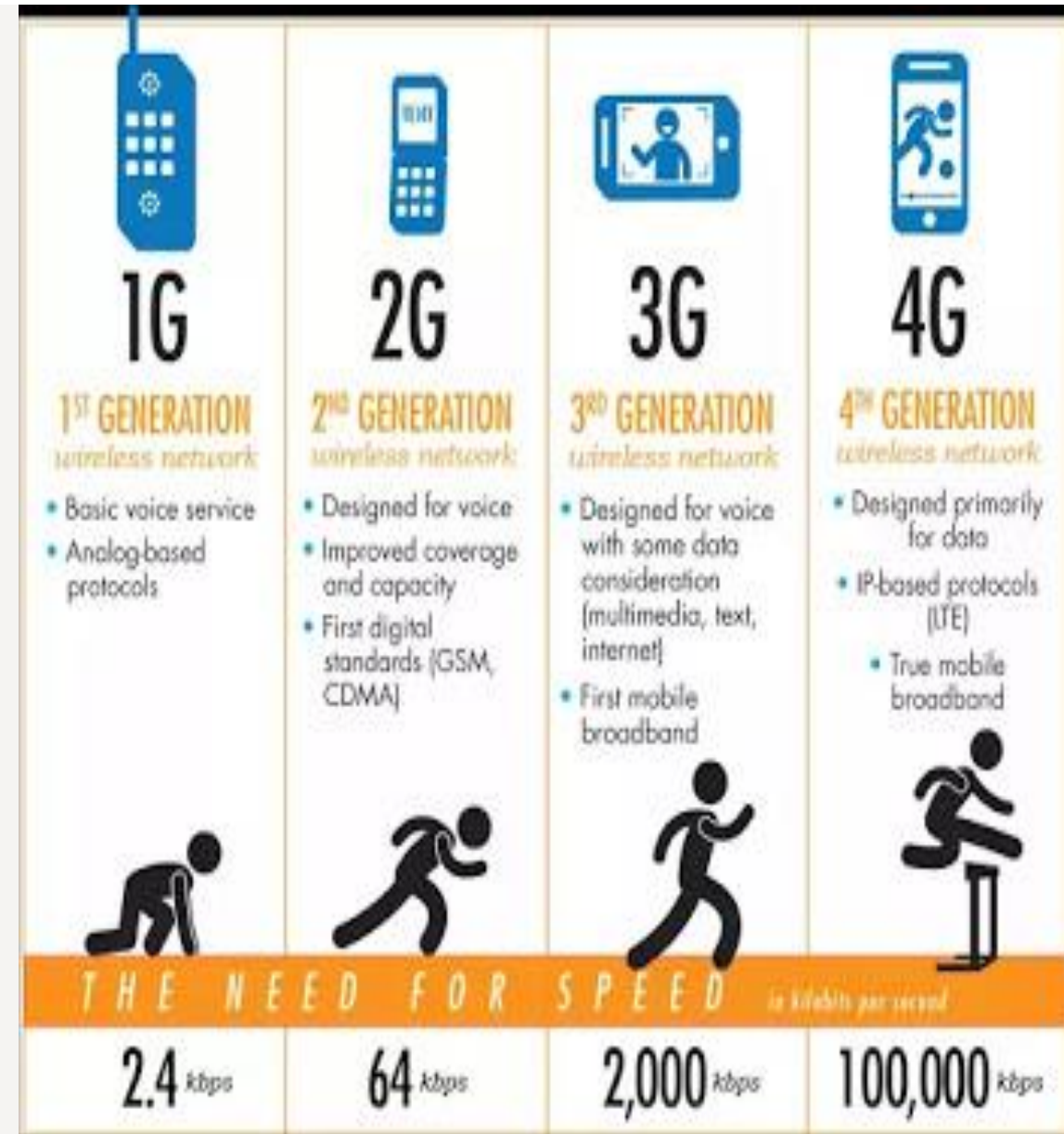
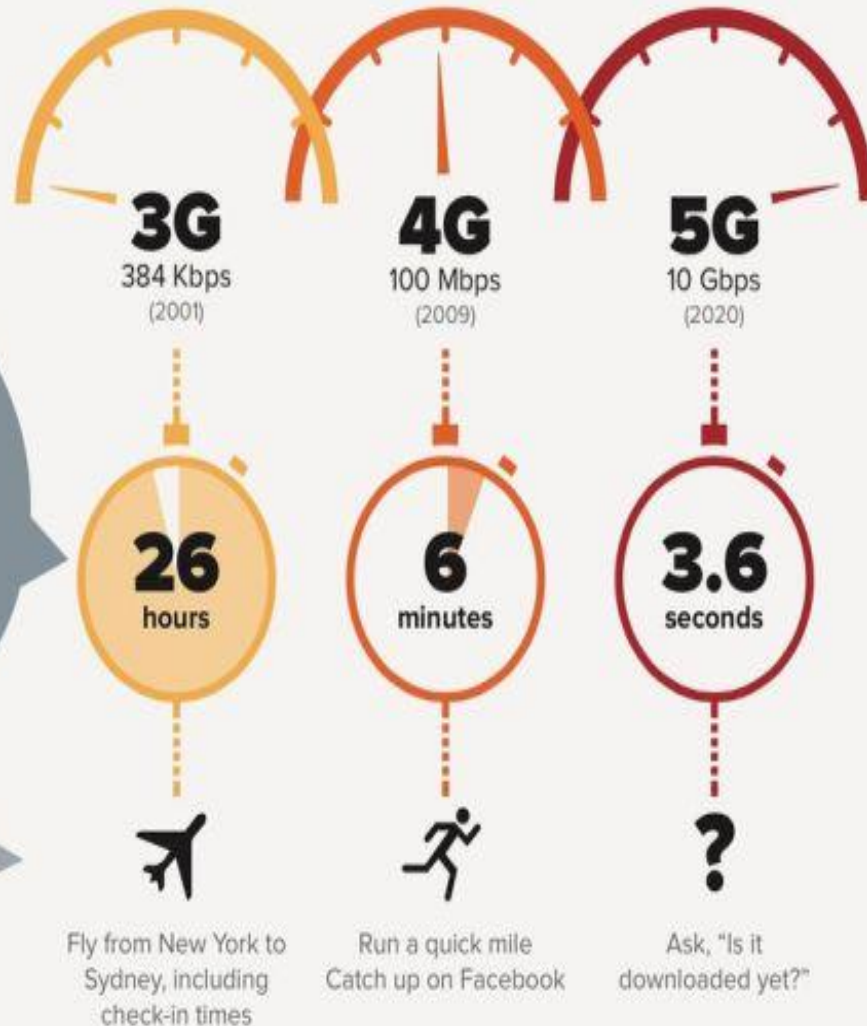
# Revolusi Kecepatan dalam ‘Digital Communication’



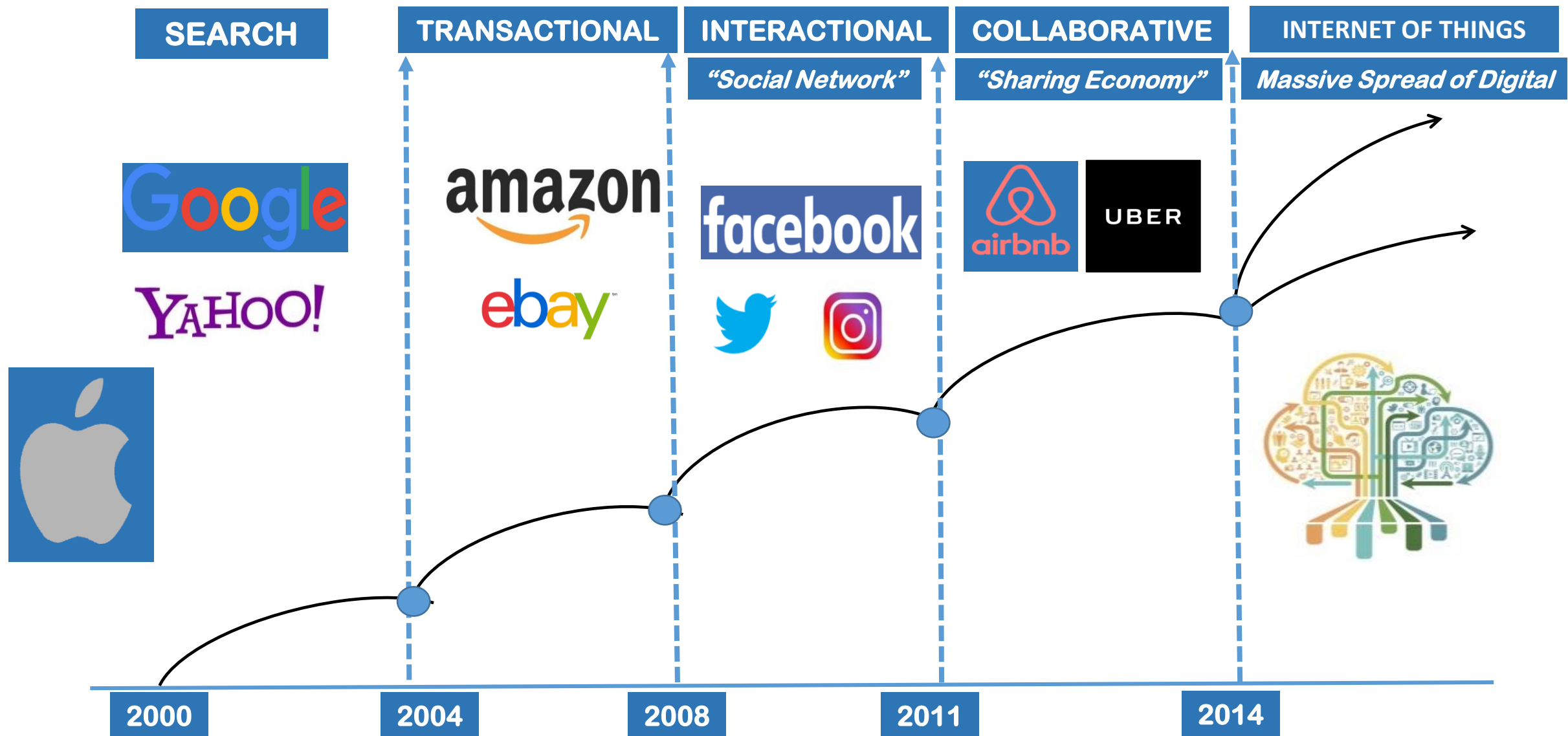
Network Type

How long would it take to download the two-hour-long “Guardians of the Galaxy”?

What you could do while waiting

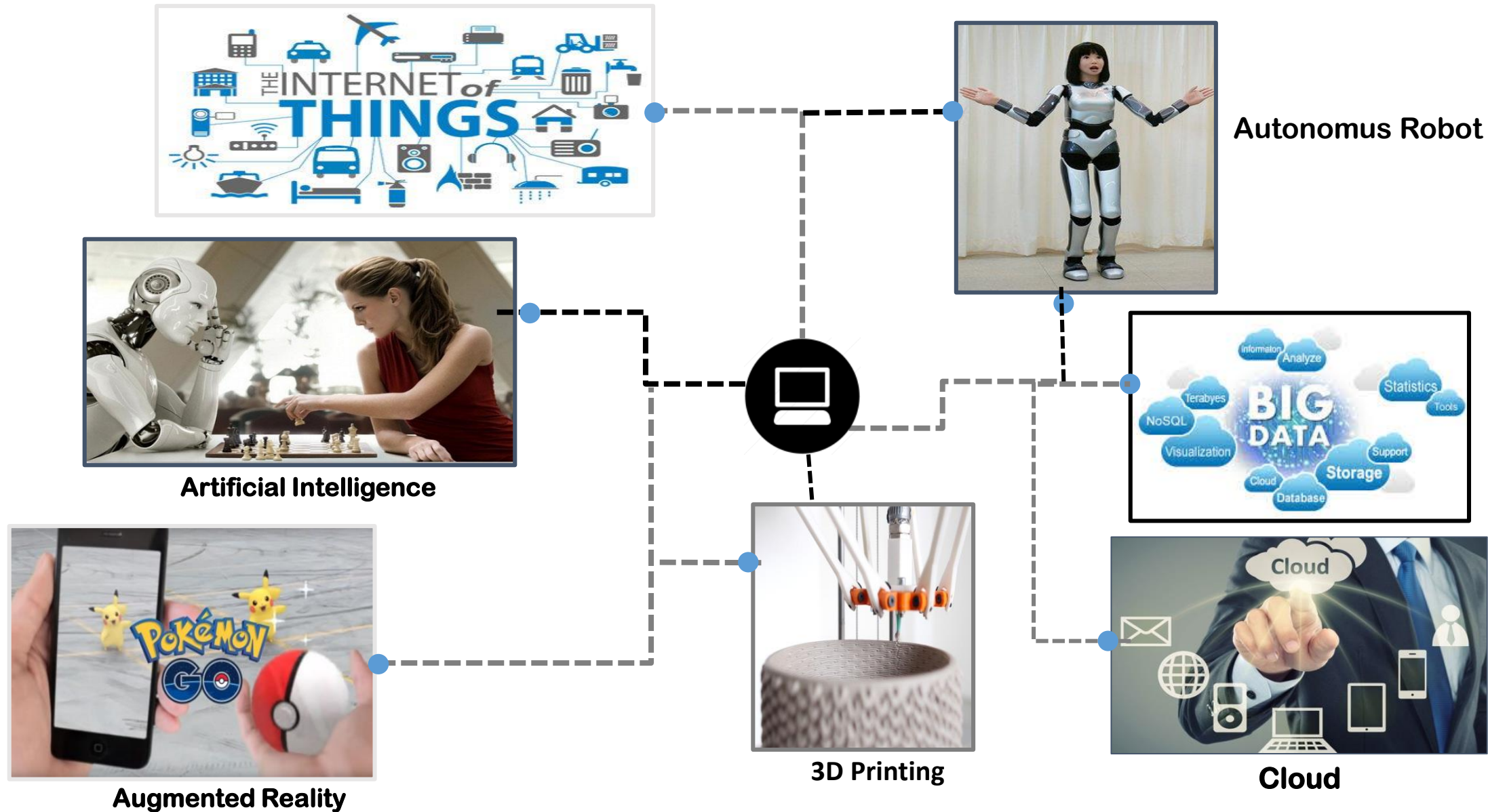


# Perubahan Sedang Memasuki Revolusi Industri 4.0





# Konvergensi Teknologi Sebagai Kunci Terjadinya Revolusi Industri 4.0







## Bedampak Sosial

## Bedampak Ekonomi

**Jia Jia**, dikembangkan oleh University of Science and Technology of China, bisa melakukan ekspresi wajah. Ia bahkan bisa merespons jika ada orang yang mau memotretnya.



Pendidikan dan Kesehatan Yang Berkualitas:  
Sebagai Mesin Rekayasa Sosial Untuk Merubah  
Populasi Usia Produktif Menjadi Bonus Demografi

Massive On-line Open Course (MOOC):  
Life-Style Era Ubiquitous (Internet of  
Things→Internet for Every Things)

# **IndonesiaX:**

**Kolaborasi Institusi Yang Kredibel dan  
Berdedikasi Untuk Memajukan Indonesia  
Melalui Pendidikan Berbasis MOOC**



**IndonesiaX**  
*Enriching Lives Through Education*

**Terima Kasih**