



## Digital business roadmap webinar: Exploring creative digital business idea

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### Abstract

In facing the industrial era 4.0, college graduates in information and computer science are required to adapt to the developments and needs of current industrial technology. The link and match between the world of education and industry is the key to optimizing the absorption of skilled labor. To answer these challenges, the Information systems undergraduate study program at Institut Teknologi Telkom Purwokerto, SUHU, and T-Lab held a Webinar Series "Link & Match of Information Technology between Academics and Industrial Needs" with the topic of Digital Business Roadmap: Exploring creative digital business ideas. This webinar activity is carried out using a mentoring method as well as sharing new knowledge with participants about Digital Business Transformation and how to explore creative digital business ideas. The result is that participants can understand digital business transformation and then explore creative digital business ideas to be developed in a business proposal.

**Keywords:** Webinars; Link and match; Creative ideas; Digital business

## 1. Introduction

The phenomenon of the fourth industrial revolution (Industry 4.0) was born in Germany with policies related to development plans, namely the High-Tech Strategy 2020. Several other countries use other terms such as Industrial Internet of Things, Smart Factories, Advanced Manufacturing, or Smart Industry as a representation of this phenomenon. With the rapid development of the use of digital technology in various fields, it is very important to improve the capabilities and competitiveness of the industry in the face of increasingly dynamic global market competition. Other potential benefits from industry 4.0 that will have a positive impact on a country economy are about increasing income, improving service to customers, and improving production speed-flexibility. To answer these challenges, a planned and strategic effort is needed from both academics and practitioners (government) in the form of research and development (H. Prasetyo & Soetopo, 2018).

Steps to prepare and increase the capacity of adequate human resources (HR) are the focus to follow the development of industry 4.0. The number of Indonesian productive workers is abundant but to face the era of the industrial revolution 4.0 it is necessary to have graduates who are competitive, innovative, creative, qualified, and able to face the challenges of the world of work and digital technology. In addition, there is a link and match between university graduates and the world of work where students must be equipped with qualified competencies so that they are more resilient and ready to meet the needs of today's era. The link and match concept are a means of combining

knowledge and skills towards a quality and inspiring generation of higher education (W. Prasetyo, 2019). The link and match program needs to be run properly so that the industry can recruit ready-to-use and skilled workers (Kementerian Hukum dan Hak Asasi Manusia, 2017).

Institut Teknologi Telkom Purwokerto as one of the higher education institutions in Central Java sees the challenges of the industrial revolution 4.0 as a good opportunity. By aligning one mission of the Institut Teknologi Telkom Purwokerto by providing quality education, research, and community service in the field of technology. To realize the mission of community service in the field of technology, the Telkom Purwokerto Institute of Technology has collaborated with various components of society. One of them is community service activities which are carried out through the implementation of webinars in collaboration with other agencies such as SUHU and T-Lab. This activity is in the form of a synergy between the Institut Teknologi Telkom Purwokerto with SUHU, T-Lab and the community so that the knowledge of the lecturers of the Institut Teknologi Telkom Purwokerto can be implemented and benefit the community.

In facing the industrial era 4.0 which involves digital elements in every activity, diploma and undergraduate level graduates in the informatics and computer science group are required to be able to adapt to the developments and needs of today's industrial technology. Link and match between the world of education and industry is the key to optimizing the absorption of skilled workers. Without a link and match, graduates can be wasted and unemployed. To answer this challenge, the Information Systems undergraduate study program at the Institut Teknologi Telkom Purwokerto, SUHU, and T-Lab held a Webinar Series with the theme: "Link & Match Information Technology between the Academic World and Industrial Needs" (Figure 1). One of the topics presented in the webinar series was the Digital Business Roadmap: Exploring creative digital business ideas. Due to the pandemic situation, the community service activity is presented in an online format. The event was conducted online using the Zoom Meeting application.



Figure 1. Webinar poster

The objectives of this community service activity are (1) as a form of communication forum for participants, especially students and the public; (2) as a form of community service for lecturers in applying the knowledge that is announced and disseminated to participants, especially students and the public; (3) as an activity to increase the role of ICT for participants, especially students and the public. The benefit of this training is that participants can understand digital business transformation and then explore

creative digital business ideas to be developed in a business proposal. This webinar during the Covid-19 pandemic is very beneficial for students and the public who want to develop a business and make a business plan (Kurniawan, Soekarno, Dewayana, & Sari, 2021).

## 2. Method

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Due to the pandemic situation, the community service activity is presented in an online format. The event was conducted online using the zoom meeting application. This webinar activity is carried out using presentation or lecture methods and mentoring methods. A presentation method is a form of integrated communication between sound images and body language movements where there is a process of transferring ideas, information, and emotions using symbols, numbers, words, or graphic images from the speaker to the audience to convey a specific purpose (Hernawati & Amin, 2017). The lecture method provides learning or understanding to participants (Harfadli, Jordan, & Ulimaz, 2021). In this webinar session also presented intense competition in the world of job seekers, so that university graduates should not only rely on work as permanent employees, but there are some of the businesses and skills needed in the digital age (Ernawati, 2020).

In this method, the speaker or guest speaker explains all the material to the webinar participants based on a predetermined time duration. Participants listen to the material and get an overview of the real work environment. The method of assisting webinar participants to conduct questions and answers and discussions related to the material (Rizal, Mustapita, & Sari, 2020). The implementation of the activity is more of an interactive discussion which provides opportunities for participants and guest speakers to ask questions and exchange information not only in one direction (Harfadli et al., 2021).

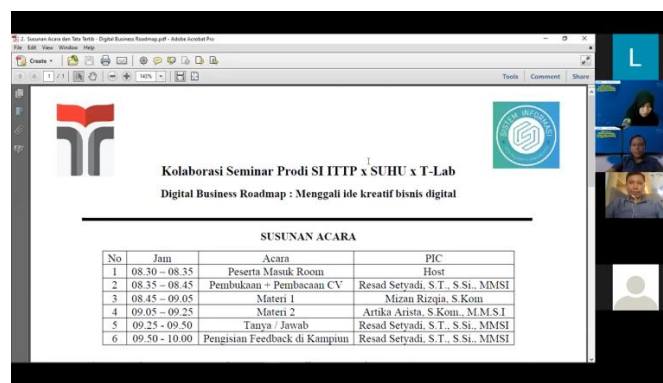
The target participants for the webinar are students and the public. Then the speakers for this activity are lecturers and information technology practitioners who have understanding and experience in digital business. Before carrying out the training, the preparation stages carried out by the team include: (1) Collaborating with other agency partners such as SUHU and T-Lab; (2) Develop a webinar activity plan; (2) Applying for a permit to the information systems study program and the Institute for Research and Community Service of the Institut Teknologi Telkom Purwokerto, namely conveying the aims and objectives of the activity, targeting and technical webinars; (4) Distributing webinar posters on social media; (5) Coordination and rehearsal before the webinar.

## 3. Results and Discussion

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The implementation of this activity begins with participants entering the room in the Zoom Meeting. Then moderator Resad Setyadi, S.T., S.Si., MMSI opened the event, read out the agenda, and conveyed the profile of the Information Systems study program at the Institut Teknologi Telkom Purwokerto, the profile of SUHU, and the profile of T-Lab. Furthermore, the moderator reads the CV of each speaker or a guest speaker (Figure 2). Then the event continued with the delivery of Material 1 - Digital

Business Transformation by the first guest speaker Mizan Rizqia, S.Kom based on the perspective of information technology practitioners. In material 1, the discussion begins with an explanation regarding the industrial revolution from the 1.0 industrial revolution to the 4.0 industrial revolution. Then continued with Making Indonesia 4.0. Furthermore, the 2019 Strategic Framework looks at the infrastructure development framework for 2020-2024 and the digital transformation development framework. Then proceed with the National Digital Transformation Framework by utilizing several enablers such as big data, Internet of Things (IoT), cloud, and Artificial Intelligence. Next, explain the challenges of the industry in Indonesia - digital potential and the digital economy ecosystem. Then continued with an explanation regarding the projection of digital talent and the projection of ICT graduates as well as the required skill sets/skills based on industry 4.0. Finally closed with an explanation related to the entrepreneurship and technology cycle in the industrial era 4.0. The webinar recording can be accessed on YouTube [<https://youtu.be/sExag27AkZM>] (Figure 3).



SUSUNAN ACARA			
No	Jam	Acara	PIC
1	08.30 - 08.35	Peserta Masuk Room	Host
2	08.35 - 08.45	Penbukaan - Pembinaan CV	Resad Setyadi, S.T., S.Si., MMSI
3	08.45 - 09.05	Materi 1	Mizan Rizqia, S.Kom
4	09.05 - 09.25	Materi 2	Artika Arista, S.Kom., M.M.S.I
5	09.25 - 09.50	Tanya / Jawab	Resad Setyadi, S.T., S.Si., MMSI
6	09.50 - 10.00	Pengisian Feedback di Kamipun	Resad Setyadi, S.T., S.Si., MMSI

Figure 2. Introduction

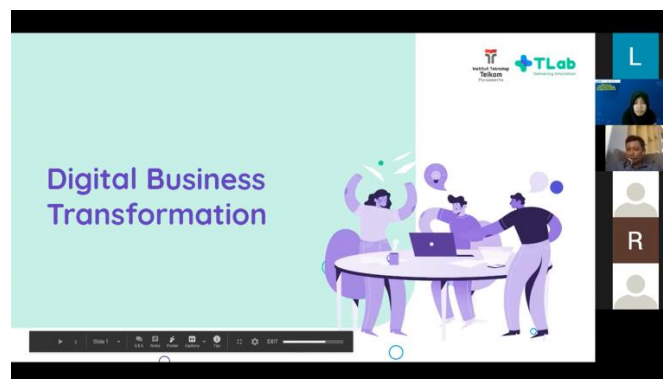


Figure 3. Material 1-Digital business by first guest speaker

Material 2 - Exploring creative digital business ideas by the second guest speaker Artika Arista, S.Kom, M.M.S.I. based on an academic perspective. In material 2, the discussion begins with the introduction of concepts related to technopreneurship and the role of technopreneurship (Tim Pengembang Technopreneur ITS, 2015) for the community. Then briefly review the successful technopreneur figures both locally and internationally (Figure 4). Next, discuss the focus points for developing business ideas and methods for getting ideas. Then proceed with an explanation of how to get a good business idea and how to test a business idea with a SWOT analysis (strengths, weaknesses, opportunities, and threats) (Chrismastianto, 2017). Furthermore, it explains the aspects studied in the business feasibility study which include market and

marketing aspects, technical and production aspects, management aspects, financial aspects, legal and agreement aspects as well as environmental aspects. Then explain the structure of business model analysis with the Business Model Canvas (Keane, Cormican, & Sheahan, 2018) along with examples. Finally, explain the systematics and general structure of the business plan, the innovation center as an entrepreneurial incubator at the Institut Teknologi Telkom Purwokerto, the Business & Information System Entrepreneurship course, and several business idea competitions that can be followed.

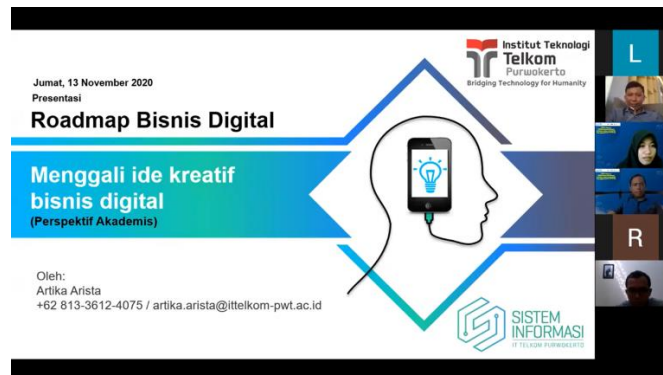


Figure 4. Material 2- Digital bussines by second guest speaker

After the presentation of the material is complete, the moderator conveys several questions asked by the participants to the guest speaker. Participants and guest speakers can interact, discuss, and ask questions related to the material presented as well as issues related to digital business. Furthermore, the moderator can draw a common thread as a conclusion from the material and discussions that have been carried out. Finally, the activity was closed with a documentation or photo session with the participants turning on the camera (Figure 5). Then the guide for filling out feedback at the Campiun Institut Teknologi Telkom Purwokerto was continued by the moderator and filling in the feedback by participants.

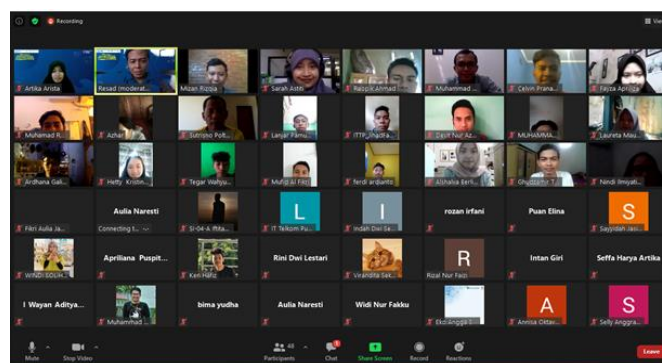


Figure 5. Documentation session

## 4. Conclusion

This webinar activity aims to share knowledge and knowledge both from academic circles and from information technology practitioners related to digital business. With this webinar activity, it is expected to provide new knowledge to participants who are students and the public about digital business transformation and how to explore digital business creative ideas. The target of this activity is that participants can



understand digital business transformation and then explore creative digital business ideas to be developed in a business proposal. Problem-solving is done by making presentations and explaining digital business transformation materials, materials exploring digital business creative ideas and questions and answers and discussions to be a guide and illustrate to start participating in digital business. This activity can also play a role in encouraging and motivating participants to participate in the digital business idea competition.

Suggestions for this activity are the need for continuous monitoring and assistance for students who want to develop their creative ideas in a digital business. The form of follow-up efforts can be through mentoring at the entrepreneurship incubator center or students who go directly through the program Merdeka Belajar Kampus Merdeka (MBKM) program to take entrepreneurial activities. This activity should also be supported by building collaboration with other partners or other parties outside the institution so that they can collaborate regarding digital business. Partners can share information regarding the need for both skills and knowledge needed to carry out entrepreneurial activities or digital businesses.

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