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Hiling Application: Improving the Economy of UMKM Through Hidden GemBased on Digital Marketing

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Abstract: Indonesia will face a demographic bonus phase in 2045. This will provide a great opportunity to increase high economic growth. However, if we look at the current conditions, the unemployment rate in Indonesia is actually increasing. This is because of the 65 million youth population, 24.07% are unemployed. Therefore, the role of youth is very much needed, because youth are the main key to driving the growth of the nation's economy in the future. The prosperity of a country depends on the current condition of the youth. By utilizing the wealth of natural resources, empowering MSMEs, and sophisticated technology in the erasociety5.0, this can be an opportunity for young people, especially generation Z to contribute to improving the nation's economy for the future. Hiling, namely the applicationdigital marketingthe work of the nation's children who will contribute to improving the country's economy. With the presence of the Hiling application, it is expected to have a positive impact on the nation's economy so that in facing the demographic bonus phase in 2045, Indonesia already has thorough preparation and becomes an advanced and prosperous country.

Keywords: *demographic bonus; economy; youth digital marketing*

A. INTRODUCTION

"Give me ten young men, and I will shake the world."-Ir. Soekarno.Sentence This is an excerpt from a quote from the proclaimer and first president of the Republic of Indonesia regarding the important role of the youth at that time. From this sentence, Soekarno stated that youth have an important role for the future of the nation. With the fighting spirit,

courage, and persistence, youth became one of the main foundations of Indonesia's independence and built a systematic government system. Development invarious sectors has also begun to develop, one of which is the economic sector. In addition, in the period 2020-2045, Indonesia will experience a demographic bonus phase.

Demographic bonus is a condition in which the number of productive age, 15-64



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years is more than the non-productive age. One part of the young generation of productive age is generation Z who were born in 1996-2012 (Lathabhavan & Padhy, 2022). Generation This will later dominate the population in Indonesia. Moreover, generation Z is also the latest generation introduced in the life cycle that is able to attract great attention from many parties, researchers, entrepreneurs, and even the general public.

However, as time went by, the strength of the youths diminished. This is because the rapid development of technology has made many young people tend to be consumptive and wasteful because they are spoiled by the sophistication of technology. Many young people prefer foreign products to local products, this will cause inflation.

Inflation is a general and continuous increase in value or prices. Coupled with the Covid-19 pandemic that has hit Indonesia since early 2020, the Indonesian economy has further deteriorated. This has had an impact on the number of workers who have been laid off because their companies have experienced a drastic decline due to this pandemic, and many fresh graduates who have not yet found work that matches their skills.

This has triggered an increasing number of unemployed. Slowing economic growth during the Covid-19 pandemic has resulted in 212,394 workers being laid off (Indayani & Hartono, 2020). Minister of Finance, Sri Mulyani Indrawati in video conference on April 1, 2020 said that if economic growth experienced a decline of

2.3% it could even reach -0.4% due to this pandemic (Indayani & Hartono, 2020).

So, how big is the influence of unemployment rate on the country's economy? What factors can increase economic growth for the country? What are the government's efforts to overcome this problem? What is the role of generation Z as part of the productive age youth who dominate the population of this country? The increasing number of unemployed will cause Indonesia's economic growth to decline further, and poverty will increase. Even stupidity, crime, and other conflicts will increase.

Economic problems are very serious to be fixed. If this problem is not resolved with maximum effort, the condition of the country will be increasingly depressed and fatal. The majority of unemployed are young people who have difficulty getting jobs. The results of the 2018 National Work Unit (Sakernas) survey stated that there are 24.07% or 15,655,802 unemployed youth out of a total of 65,046,558 people (Sari, Sukamdi, & Rofi, 2022). Unemployment also has a significant impact on the process of improving the country's economy. Economic growth can decline if the number of unemployed increases every year.

Generation Z is part of the youth as well as the successors and hopes of the nation. The role of generation Z is very much needed to participate in increasing the nation's economic growth. Natural and human resources are some of the main factors for the country's economic growth. Indonesia is a country that is very rich in natural and human resources. This means

that generation Z, which is also part of human resources, must also be able to manage the wealth of natural resources well.

Indonesia still has many natural resources that are rarely touched by humans, such as the hidden natural beauty of Indonesia that has not been visited by many people, young people can take a role in managing and making one of the new sources of income to improve the economy. The sophistication of technology in the modern era today should be able to make it easier for Generation Z to participate in building the nation's economy by utilizing social media through strategies digital marketing.

Digital marketing is one of the strategies to promote something with electronic media. It depends on how the generation acts. Generation Z should be prouder to use local products than foreign products. With the existence of MSMEs with the right strategy, it is hoped that it will be able to attract the interest of generation Z to participate in managing it well. With the right MSME strengthening strategy, it can have great potential to boost the community's economy as well as become a source of income for most people to improve their welfare (Sari & Kusumawati, 2022).

B. HUMAN RESOURCES

Human resources are one of the main components in increasing the country's economy. With human resources that meet the quality and quantity and are able to manage natural resources well, a country will be able to increase its economic level to be better. Generation Z is part of the youth, and is part of society as well as human

resources that owned by every country. In Indonesia, generation Z is one of the generations with the largest population.

Therefore, empowerment of generation Z needs to be done to help the government in minimizing unemployment rates and managing the economy. One of them is by supporting MSMEs to use local products and take advantage of the situation and conditions and developments of the increasingly modern era in the erasociety5.0. Currently, the government is also intensifying the National Economic Recovery (PEN) program through IKM (Implementation of the Independent Curriculum), UKM (Small and Medium Enterprises), and UMKM (Micro, Small and Medium Enterprises) with the strategy E-Smart Digital Marketing which is based on Law no. 19 of 2016.

C. NATURAL RESOURCES

Natural resources are still one of the main sources of income for the country in maintaining and improving the economy. Everything that comes from nature and can be used to meet the needs of life is called natural resources, including panoramas or natural scenery that can be used as natural tourist destinations. In Indonesia, there are still many beautiful natural attractions that are still hidden or rarely visited by tourists or what is commonly called hidden gem.

Usually, many people visit hidden gem to relax, unwind, relieve stress from work pressure, the process of recovering from various problems (healing), or even just doing quality time with friends or family. Hidden gem itself can be in the form of natural scenery, religious tourism, and so

on. In addition hidden gem which is managed properly can potentially become a tourism sector that contributes greatly to national income because it can be a new alternative to open up employment opportunities for the community in reducing poverty and unemployment rates in Indonesia (Ginting, Sembiring, Arlina, Dewi, & Kristian, 2022).

D. DIGITAL MARKETING

Digital marketing is a business strategy using data through website or mobile app through smartphone and computers to create and plan promotional, distribution, and pricing concepts in creating valuable exchanges to satisfy individual and group goals. In addition, smartphone use in Indonesia is increasing. This was stated by Sapari et al., that smartphone use in Indonesia is growing very rapidly with a total of more than 92 million users (Sapari, Suhara, & Nurhidayat, 2021).

Of course, this can be a great opportunity that can be utilized by UMKM players in the digital world. Utilization of digital marketing for MSMEs, it can help simplify business and replace the promotional function with manual strategies (offline) (Tresnawati & Prasetyo, 2022). Digital marketing can be a great option to promote various types of products for sale or to make a profit. Digital marketers only need to determine the target sales results and target market to identify what and to whom we promote it. Generation Z must of course learn how to strategize digital marketing it works.

From this description, one of the efforts that Generation Z can make is to combine empowerment of MSME actors, management

of natural resources, and utilization of technology with strategies. digital marketing. This effort can be an interesting idea option for generation Z to do in carrying out its role as an innovation strategy to improve the nation's economy. To realize this idea, generation Z also needs support and assistance from many parties such as the community and local government, especially UMKM actors who want to improve their business by entrepreneurship in natural tourist attractions.

Strategy of digital marketing by using smartphone through mobile app can be the right alternative solution in an effort to realize this idea. Therefore, Hiling is present as a solution offering to help improve the Indonesian economy in the form of a platform of digital marketing from the innovation produced by generation Z, namely Hiling. Hiling is one of the innovation ideas of the nation's children, especially generation Z, which can help improve the country's economy by involving 3 components, namely empowering MSME actors, managing and promoting tourist attractions that are still not crowded with tourists (hidden gem), and the use of sophisticated technology with strategies of digital marketing through social media platforms.

In Indonesia, platforms of social media such as Brisik.id which provides information in the form of tourist spot articles. However, in its tourism promotion, Brisik.id only provides information without offering services on how to go there and the ticket purchasing system. So, Hiling's advantage with Brisik.id lies in services offered to make

it easier for tourists to visit hidden gem and help improve UMKM by purchasing their products which can be in the form of culinary, clothing, souvenirs, and other gifts.

The Hiling application offers several service features such as information about hidden gem, purchase tickets to the tourist attractions. Not only hidden gem, popular tourist attractions are also not spared from being promoted and helping UMKM who are struggling to make a living. Hiling can be used by teenagers to the elderly, starting from the age range of 18 to an unlimited age. MSME actors can participate in becoming part of Hiling to facilitate their business. Not only for MSMEs located in tourist attractions, Hiling can also be used in non-tourist places such as economic or culinary centers where the majority of UMKM actors are.

E. HILING PROTOTYPE DESIGN

Hiling is designed with hardware ASUS X441MA-GA012T laptop with RAM 4.00 GB and mobile app software Adobe Xd and XMind as flow. Adobe Xd is software which is designed to create Hiling prototype designs in the UX/UI development process. The Hiling prototype can be accessed by those aged 18 and over by filling in the biodata containing name, gender, account E-mail, ID card number, telephone number, and date of birth.

This is done because in this application prototype there are transaction or business activities, therefore valid and official prerequisite data is needed to carry out transactions online and avoid forms of electronic crime. In the Hiling prototype, the

XMind application is used as flow or flow in mapping to design features, elements and other objects in their use. Hiling can be used on smartphone Android and IOS.

F. HILING FEATURES

Hiling is also equipped with several main and supporting features. The main feature functions as the main service in facilitating the search for user needs. Meanwhile, the supporting features are complementary or provide additional information regarding transactions, and others. Hiling is designed to help users find tourist attractions, both those with an open natural feel and indoors that are generally still unknown to many people.

However, Hiling can also provide information about tourist attractions that are already known to tourists. Not only as a platform for finding tourist attractions, Hiling can also be used as a transaction tool and help MSMEs with these transactions. The main features in the Hiling application prototype consist of Home, Recommendations, Chats, Ordered, And Profile. And the supporting features consist of Basket, Notification, Search, And Location.

The Home feature is the main display that contains a collection of tourist attractions, both natural and artificial. In this feature, Hiling utilizes Google Maps services so that users can find the desired tourist attractions in the search column based on the desired area category and also based on the closest distance from the position where the user is. Then the feature Recommendation contains various recommended tours based on desires, location, and search history. Not only tourist

attractions, this feature also campaigns to buy local products to support UMKM businesses.

Then the features Chats functions as a means of communicating with parties related to tourist attractions to ask for help and ask for the latest information regarding tourist visits. Features Ordered whose function is that transactions can be carried out in cash or non-cash. features Profile displays the user's general identity such as name and photo. This feature also contains a setting service that can be adjusted to the user's wishes.

In the supporting features, there are features Basketball which contain list tourist attractions that users want to visit. Then the feature Notification which provides the latest information and services regarding tourist attractions and updates to the Hiling application performance. Search, which is a feature used to search for the desired tourist spot. And the last one is the feature Location which will help users find the place easily based on the provincial and city/district area categories.

These supporting features will help make it easier for users to use the application and have been designed in a complex manner. Users will find beautiful and amazing natural or room attractions through the Hiling application. From tours that have not been visited by many tourists to famous and crowded tourist attractions, all will be summarized and presented in this application. In addition, users can also directly order tickets for tourist attractions through the Hiling application.

G. CONCLUSION

Problems regarding economic development are still a serious obstacle for the nation and state. Increasing unemployment, less than optimal management of natural resources, and lack of capital are part of the poverty factors that can trigger a country's economic crisis. The role of youth, especially generation Z, is needed to contribute to dealing with this. The Hiling application can be a solution to improve the country's economy and minimize unemployment in Indonesia.

By combining the empowerment of the unemployed and MSME actors as human resources for natural and indoor tourism environments or hidden gems a natural resource with strategy digital marketing in the era society 5.0 is expected to be an interesting idea option as an innovation created by the nation's children to help improve the country's economy.

The Hiling application is expected to help the government in supporting the achievement of the goal of increasing the Indonesian economy through MSMEs based on Law No. 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs) to grow and develop their businesses in order to create development and increase the nation's economy based on fair economic democracy. Therefore, the Hiling application is expected to provide benefits and impacts for the wider community and the country in order to support the government's program.

The Hiling application can be used with smartphone Android and IOS. Applications This can also help minimize unemployment and improve the economy,

natural resource management, and strategy.digital marketingwell. The process of designing this application usessoftwareXmind. XMind provides a reference overview of the Hiling prototype flow.

This is the complex effectiveness that will be obtained if the Hiling application is implemented to support the government in improving the country's economy through the contribution of generation Z youth as the golden generation in facing the demographic bonus phase in 2045. This application is still in the development stage to be realized and applied in real terms to be accessed by the wider community. Therefore, support for cooperation carried out by government components and generation Z youth is greatly needed through the Hiling application.

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