



UKRIDA

UKRIDA NATIONAL CONFERENCE- 2022

2024

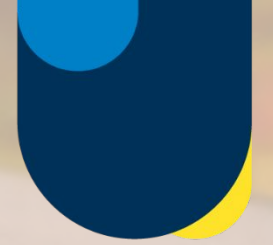
2023



2022



UKRIDA



UKRIDA NATIONAL CONFERENCE- 2022

2024

2023

Tapping Opportunity Post Pandemic

Presented by:

Prof. Dr. Ir. Bernard T. Widjaja, M.M., CSCA, CRA, CRP

Magister Management FEB UKRIDA

2022

XBB meledak, Indonesia masuk Top 10 Global Kematian Harian Covid.

#	Country, Other	Total Cases	New Deaths
1	USA	99,389,308	+175
2	Russia	21,434,758	+72
3	Brazil	34,878,665	+65
4	France	36,842,910	+53
5	Japan	22,360,872	+52
6	Taiwan	7,746,969	+46
7	Philippines	4,005,157	+35
8	S. Korea	25,615,667	+33
9	Indonesia	6,497,786	+32
10	Hong Kong	1,923,126	+13

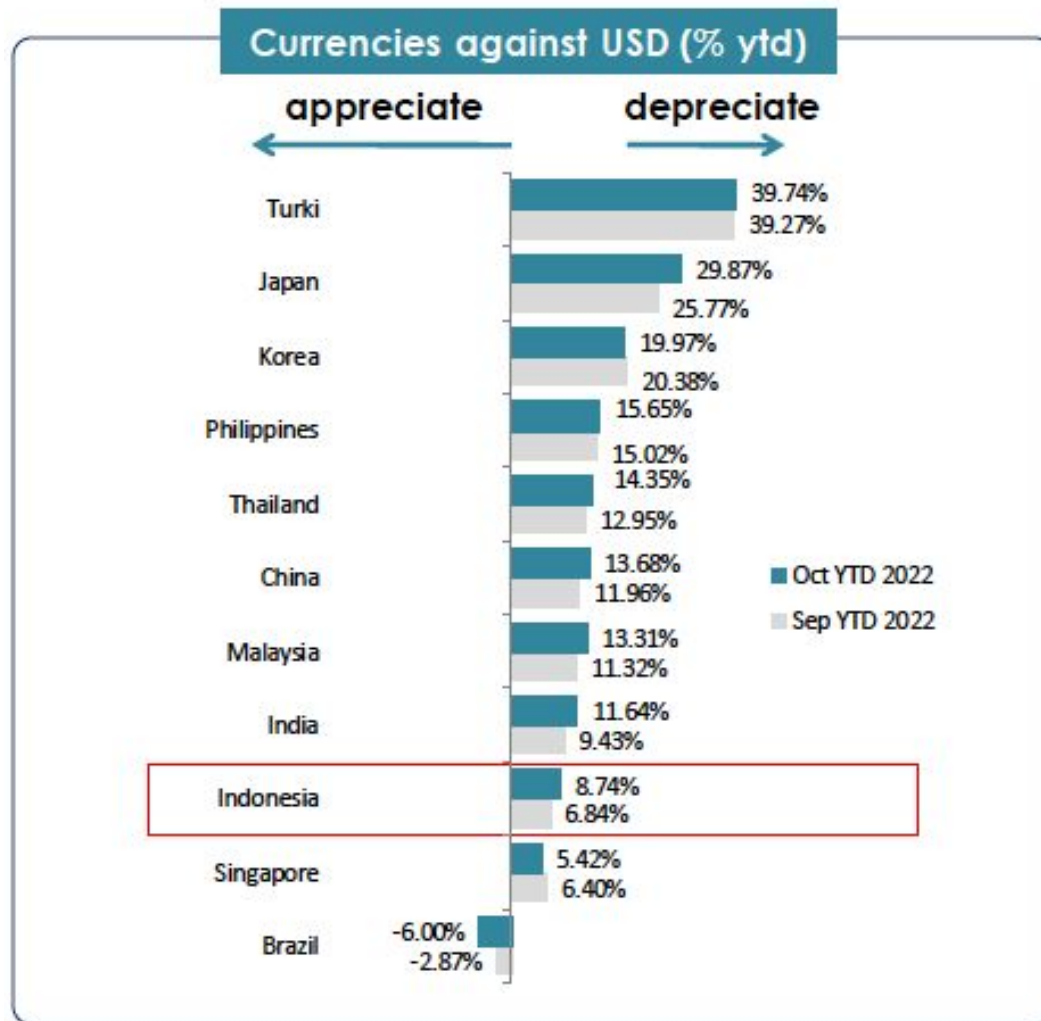
Sumber: Worldometere (2 November 2022, 08.00 WIB)



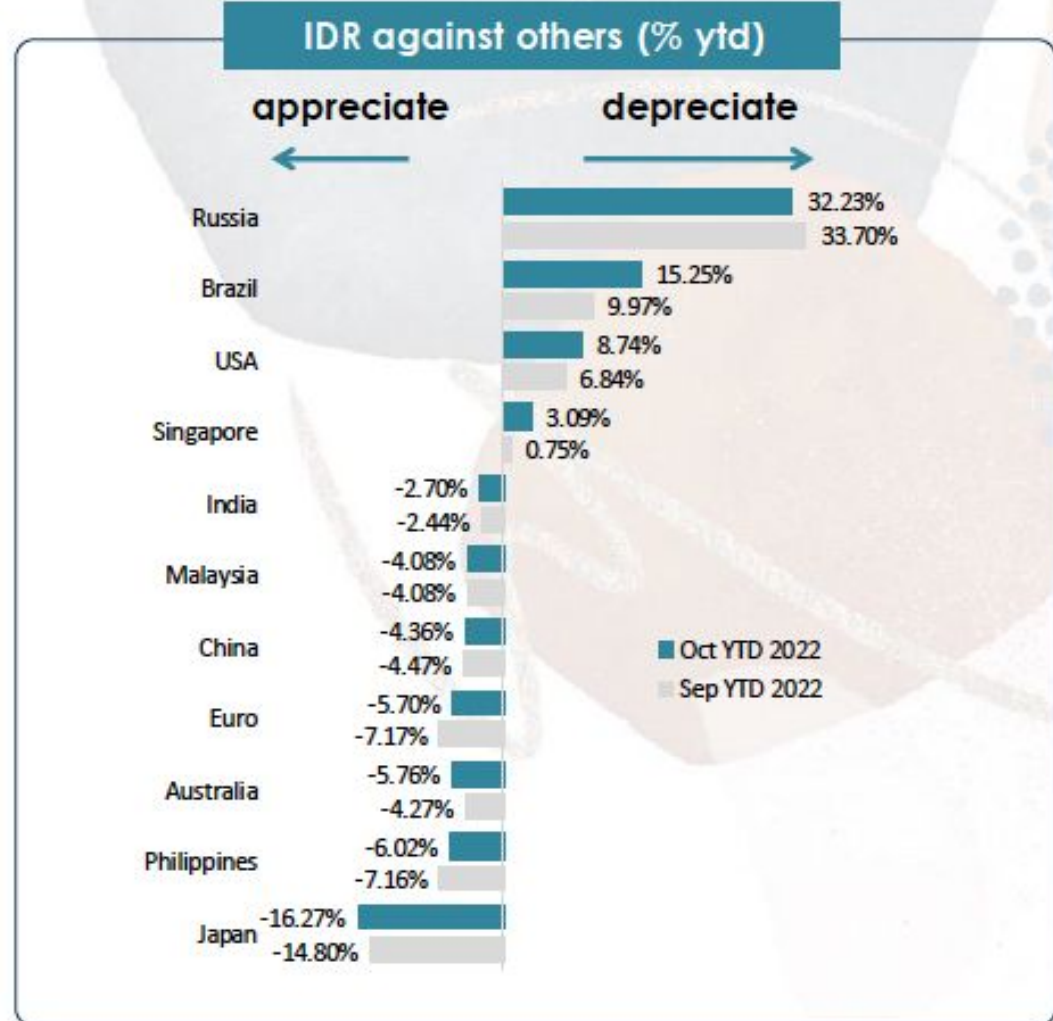
Source: *The Economist Magazine*, 2022

Rupiah volatility may increase with the negative global recession sentiment

The rupiah's performance is the best in Asia



Source: Bloomberg, as of October 19, 2022



Tidur Jokowi Tak Tenang, Ada Ancaman Lebih Ngeri Dari Resesi

Khoirul Anam, CNBC Indonesia

MARKET - Sabtu, 08/10/2022 12:15 WIB



Sumber: Office of Chief Economist Group PT. Bank Mandiri, Tbk.(2022)

Badai Besar Ancam RI, Sri Mulyani: Kita Tidak Boleh Gentar!

Redaksi, CNBC Indonesia

NEWS - Senin, 10/10/2022 20:20 WIB



Foto: Menteri Keuangan Sri Mulyani usai mengikuti rapat tertutup di Istana Kepresidenan Jakarta. (Foto: Lukas - Biro Pers Sekretariat Presiden)

Economics

IMF, World Bank Warn of Increasing Risk of Global Recession

- Higher US interest rates 'starting to bite,' Georgieva says
- Bank's Malpass cites 'real danger' of worldwide contraction



Summers Says 'World on Fire' Needs IMF/World Bank Support

Summary of Future Risks

Measurable Risks

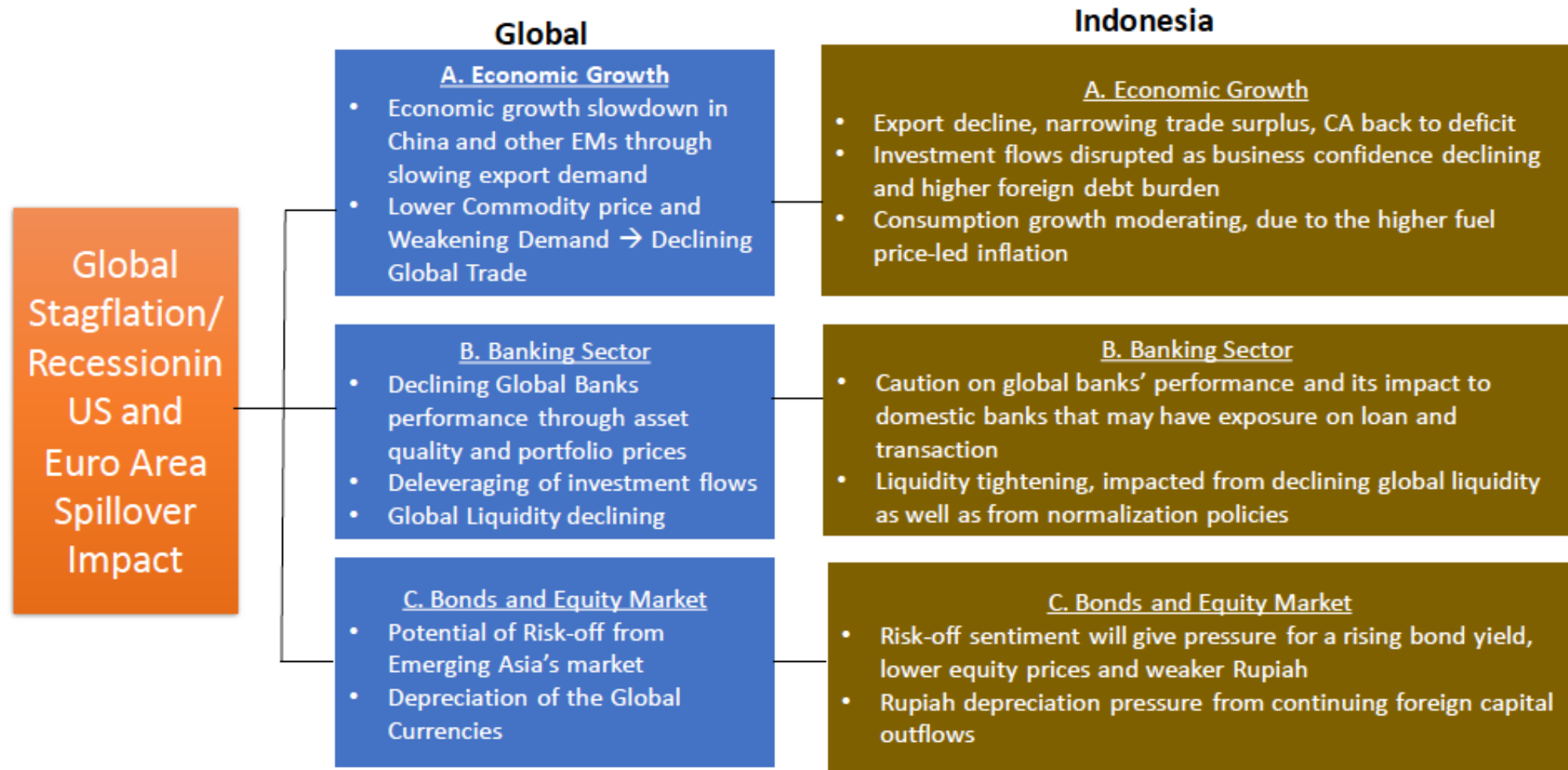
- **Global economic growth slows** in 2023, with possible recession
- **The Fed's benchmark rate peaked in 2023** and then lowered
- **BI's normalizing benchmark rate**, liquidity, and the term structure curve
- **Indonesia's 2024 elections**: policies to remain pro-growth, subsidies will be prioritized, direct cash transfers will continue
- **Lowering commodity prices limit government revenues**; spending allocation will focus on direct cash transfers to maintain budget deficit cap at 3%

Black Swan

- **Geopolitical factors**: China's annexation of Taiwan, US-China high tension
- **China's hard landing or recession**
- **Re-emerging pandemic limiting mobility** as in 2020

Source: Bank Mandiri, 2022

Global Stagflation/Recession Spillover Impact



Source: Bank Mandiri, 2022

BUSINESS

COVID-19

CORONAVIRUS

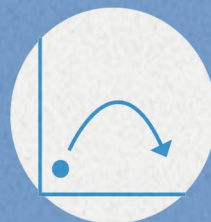
must
go on.

The Business is Changing

All Customers
Differ



All Customers
Change



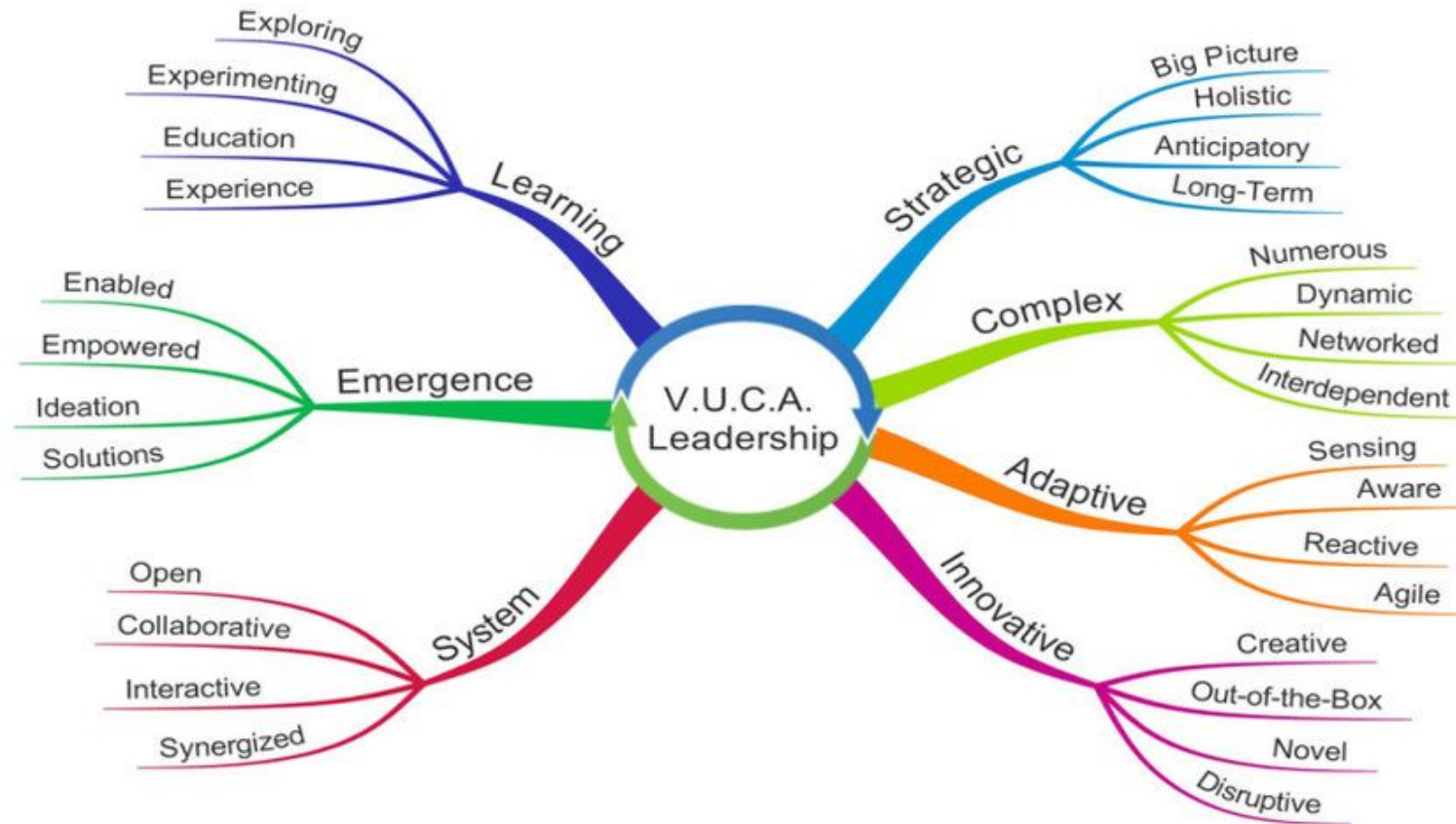
All Competitors
React



All Resources are
Limited



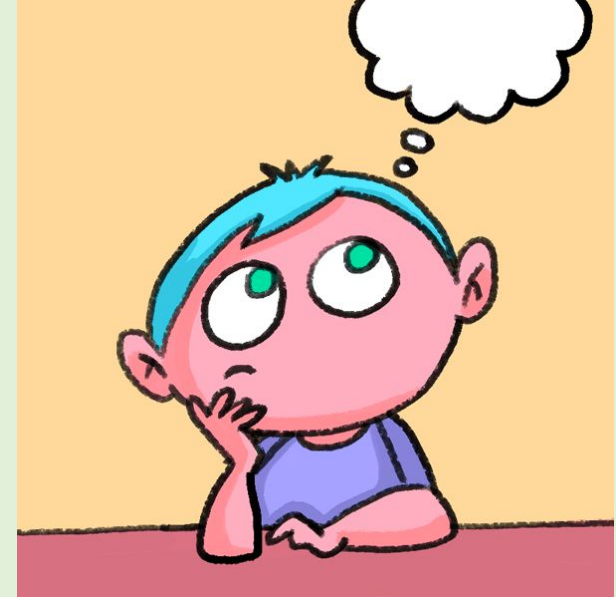
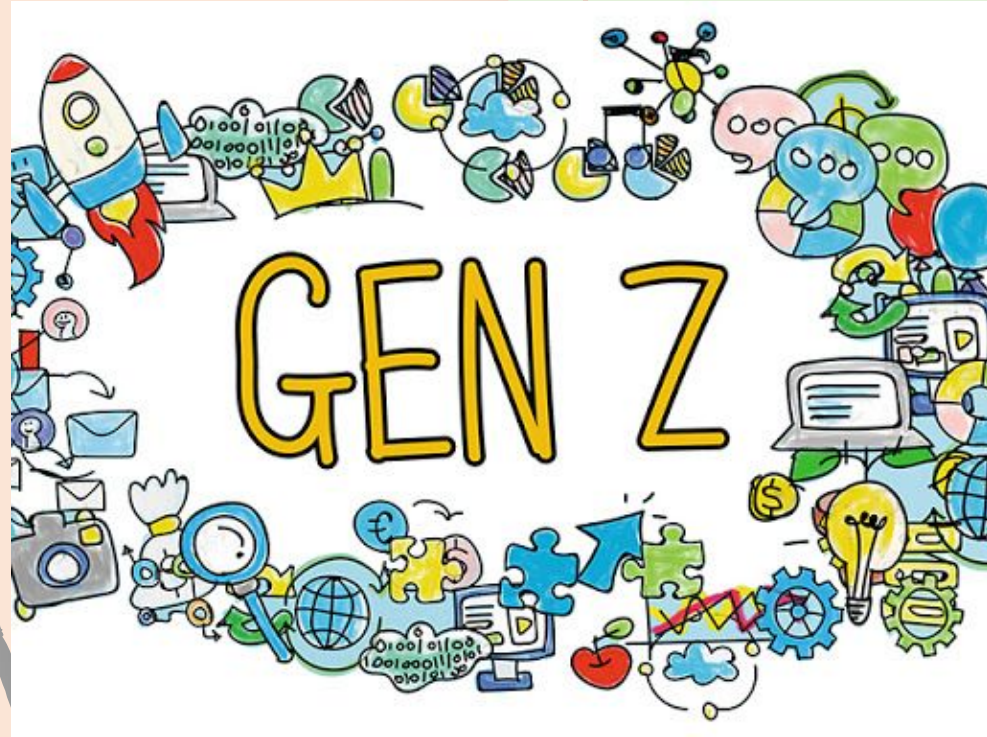
21st Century Leadership in a V.U.C.A. Environment (SCAILES Framework)



Source: <https://www.secnnav.navy.mil>

TRIGGER FOR CHANGES

1



TRIGGER FOR CHANGES

2



Human Machine communication



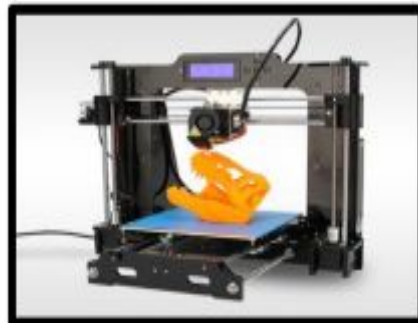
Connection: global village



Smart Robot



Internet of Things



3D Printer



Driverless car



Big Data



Online/virtual education

Sumber: Pannen, 2018

TRIGGER FOR CHANGES

2020

2021

2022

2023

3

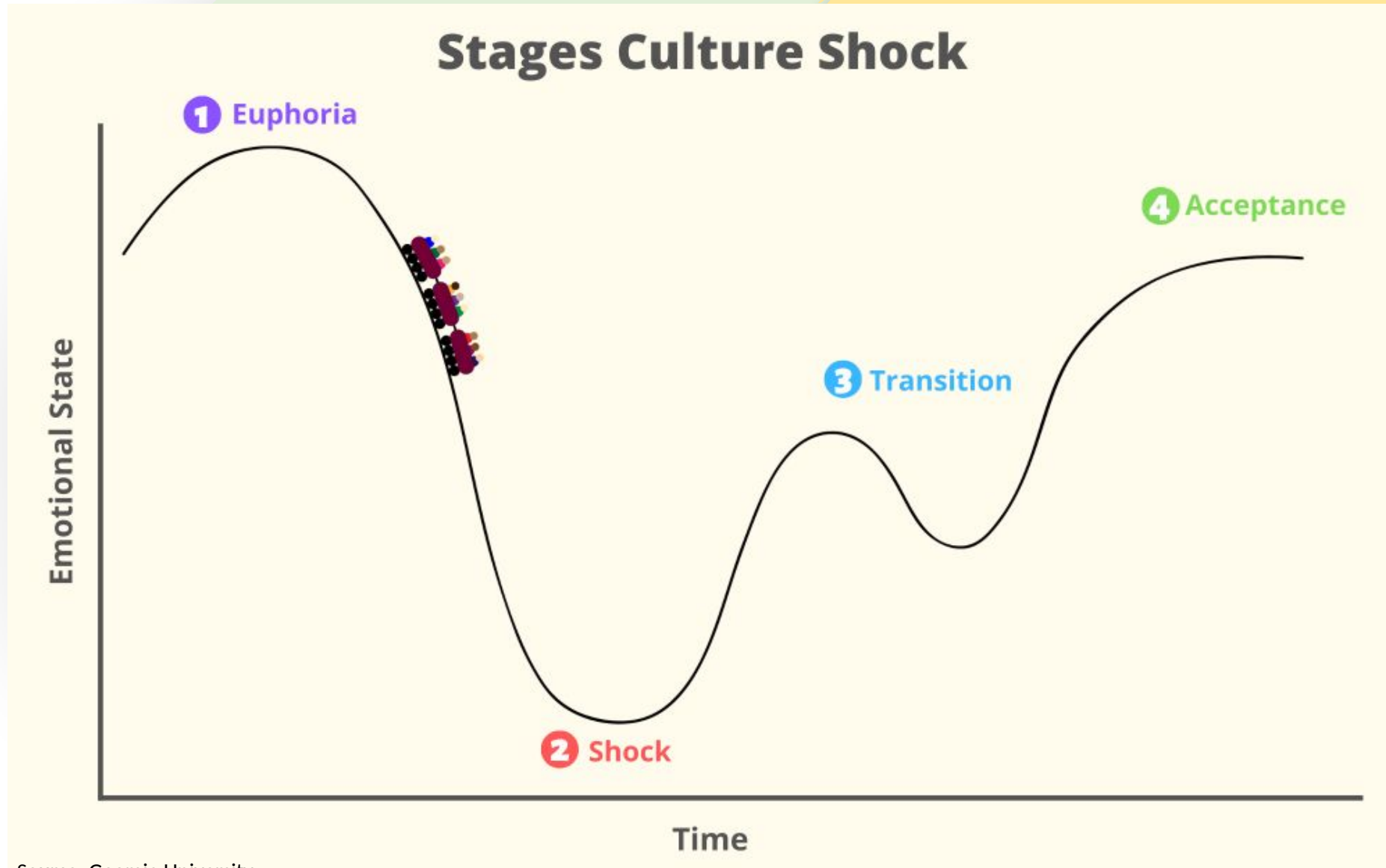


Cultural
WAVE

CULTURE SHOCK.



Culture Shock



Source: Georgia University



@ 1996 research paper by marketing strategist, Dr. Dan Herman, who coined the term "fear of missing out."

Source:

<https://www.verywellmind.com/how-to-cope-with-fomo-4174664>

Apa itu **FOMO**?

Fear of Missing Out (FOMO) diartikan sebagai ketakutan tertinggal informasi atau momen di media sosial. Istilah FOMO diperkenalkan oleh Patrick Mc Gannis dalam artikel yang berjudul "*Social Theory at HBS: McGinnis' Two FOs*"

Seseorang yang mengalami FOMO menganggap kehidupan orang lain lebih menyenangkan, sehingga berusaha melakukan hal yang sama.

FOMO, FOGO DAN FONO, APAKAH ITU?

FOMO

(*Fear of Missing Out*)

adalah perilaku merasa takut atau khawatir berlebihan bila tidak mengetahui berita atau tren terkini.

Orang yang tidak bisa dipisahkan sedetik pun dari ponsel bisa jadi tanda mengalami gangguan FOMO ini.

FOGO

(*Fear of Going Out*)

adalah gangguan yang mengacu pada kecemasan atau rasa takut untuk keluar rumah.

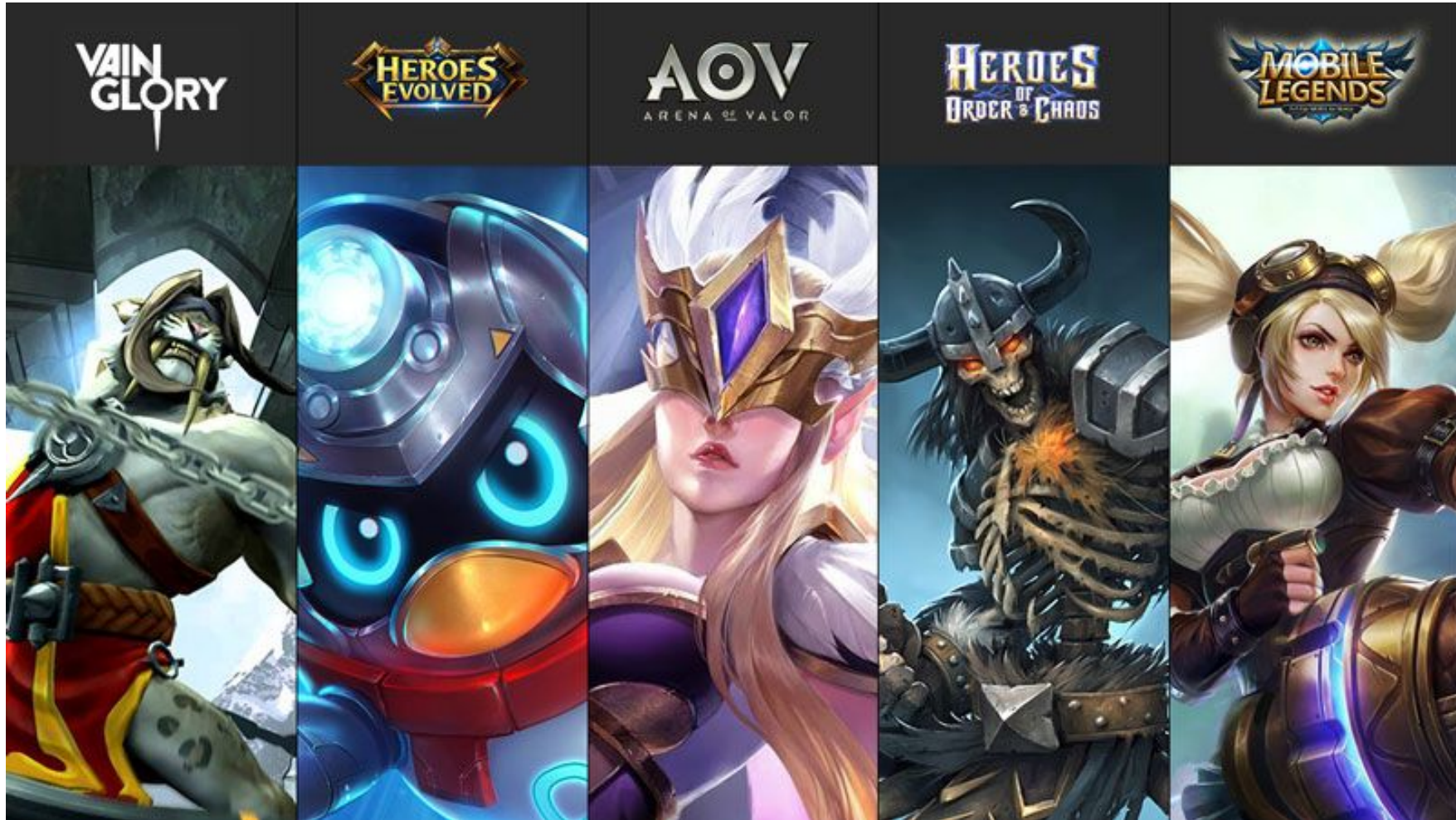
Merasa gugup untuk pergi keluar dan berada di lingkungan yang ramai. Memiliki persepsi bahwa ada sesuatu yang menakutkan di luar.

FONO

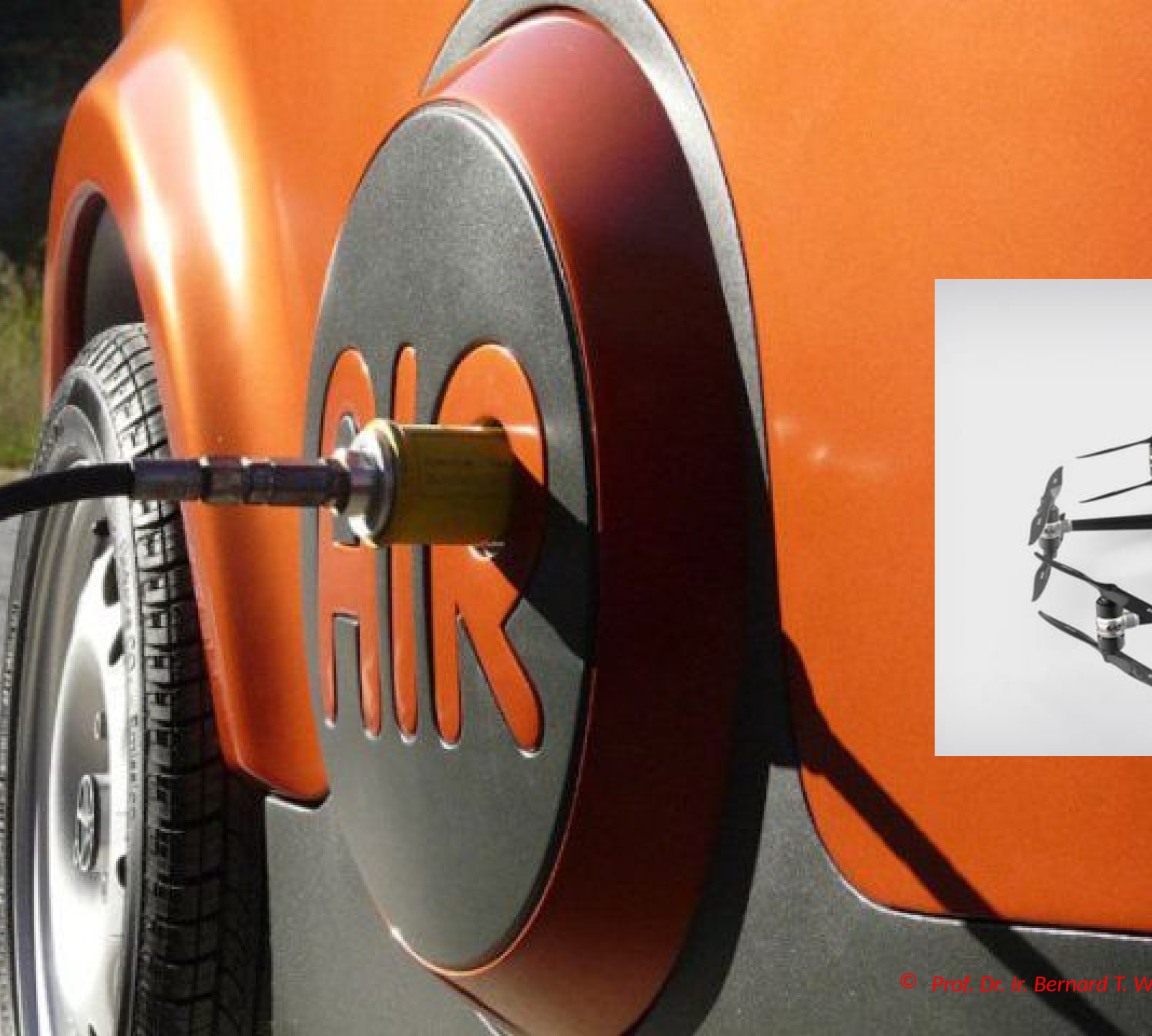
(*Fear of Normal*)

adalah gangguan mengacu pada ketakutan untuk menjalani kehidupan normal lagi.

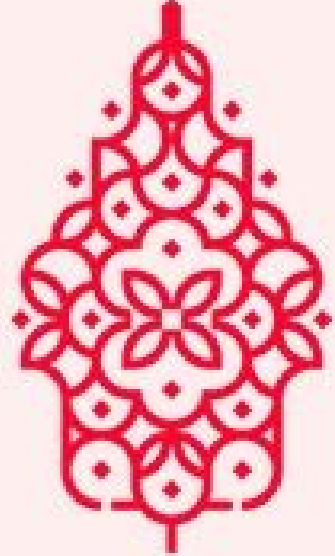
Terbiasa melakukan segala sesuatu secara virtual selama pandemi sehingga tidak ingin kembali ke kehidupan seperti sedia kala.



MOBA
Multiplayer Online Battle Arena



INDONESIA!
HEBAT!



G20

INDONESIA
2022



87.5% PDB Dunia **64.7 % Ekspor Dunia** **65.0 % Populasi Dunia**
(Tahun 2021)

Sumber: Kompas, 07 Nov 2022



MARKET

INVESTMENT

NEWS

ENTREPRENEUR

SYARIAH

TECH

LIFESTYLE

INSIGHT

Ekonomi RI Meroket 5,72%, Juara 2 di Level Negara Elit!

NEWS - Maesaroh, CNBC Indonesia

07 November 2022 13:05



Foto: Kemacetan panjang terjadi di Pondok Indah arah Fatmawati, Jakarta Selatan. (CNBC Indonesia/Tri Susilo)

KONSUMSI DOMESTIK



“Apalagi konsumsi rumah tangga memegang porsi terbesar yaitu 54,4% dan investasi 30,8%. Investasi selama pandemi sempat terpukul, sehingga harus bisa tumbuh lebih tinggi idealnya di atas 5%, bahkan investasi harus tumbuh di atas 6% kembali” Sri Mulyani.

PENGGERAK EKONOMI INDONESIA



Jumlah UMKM
64,2 juta



UMKM berjualan daring
17,1%



Kontribusi PDB
56-59%



Penyerapan investasi
50%



Menyerap angkatan kerja
97% UMKM



Pertanian, peternakan,
kehutanan, perikanan
49%
Perdagangan
29%



Total lapangan kerja
99%

Sumber: BPS (2020), Kementerian Keuangan (2019),
Kementerian Komunikasi & Informatika (2019), diolah

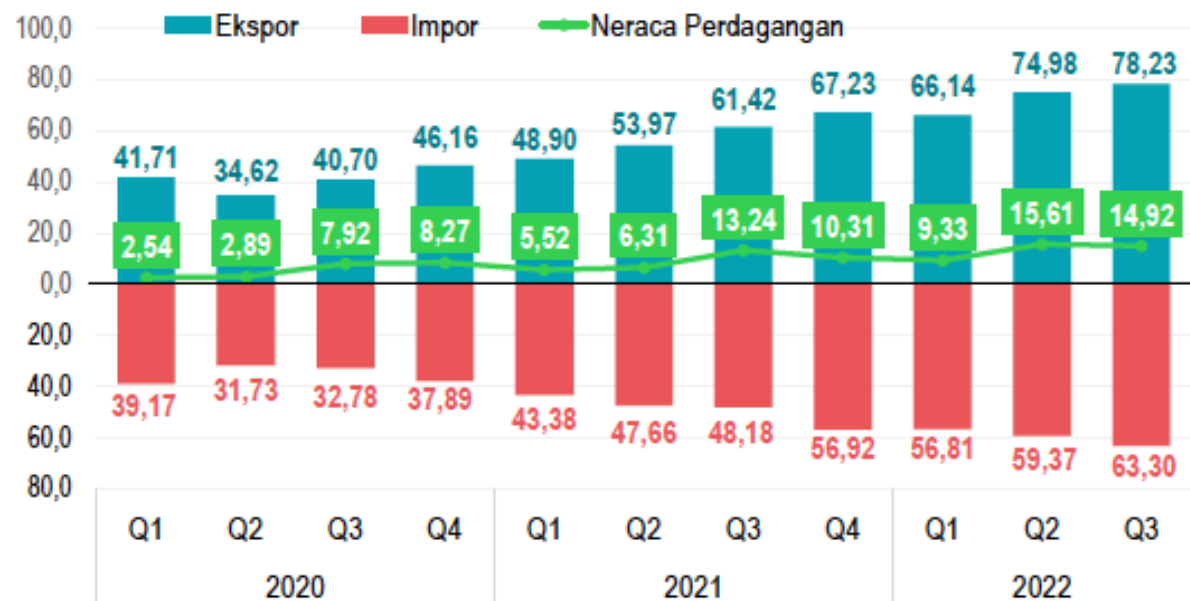
INDONESIA:

- Kontribusi UMKM terhadap PDB tahun 2021: Rp. 8.574 T atau 61,07% (Menko Perekonomian, 2022)



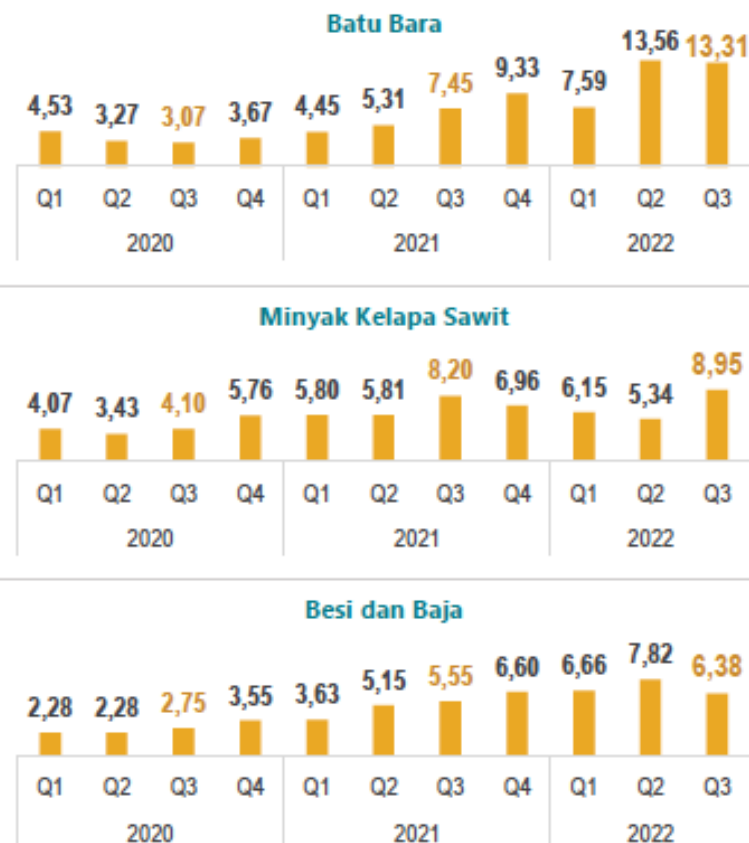
SURPLUS NERACA PERDAGANGAN TERUS BERLANJUT

Perkembangan Ekspor, Impor, dan Neraca Perdagangan Indonesia (Miliar US\$)



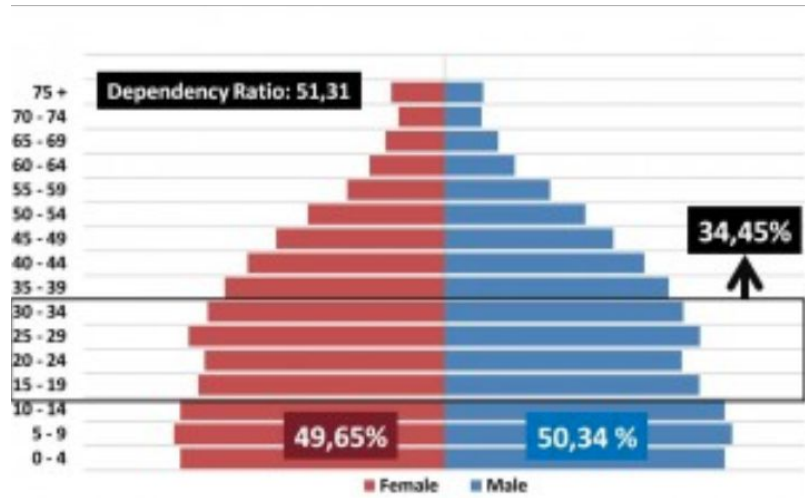
Neraca Perdagangan Indonesia **surplus 14,92 Miliar US\$** pada Triwulan 3-2022, atau **tumbuh sebesar 12,58% (y-on-y)**

Ekspor Komoditas Unggulan (Miliar US\$)



Sumber: BPS, Okt 2022

DEMOGRAPHIC BONUS



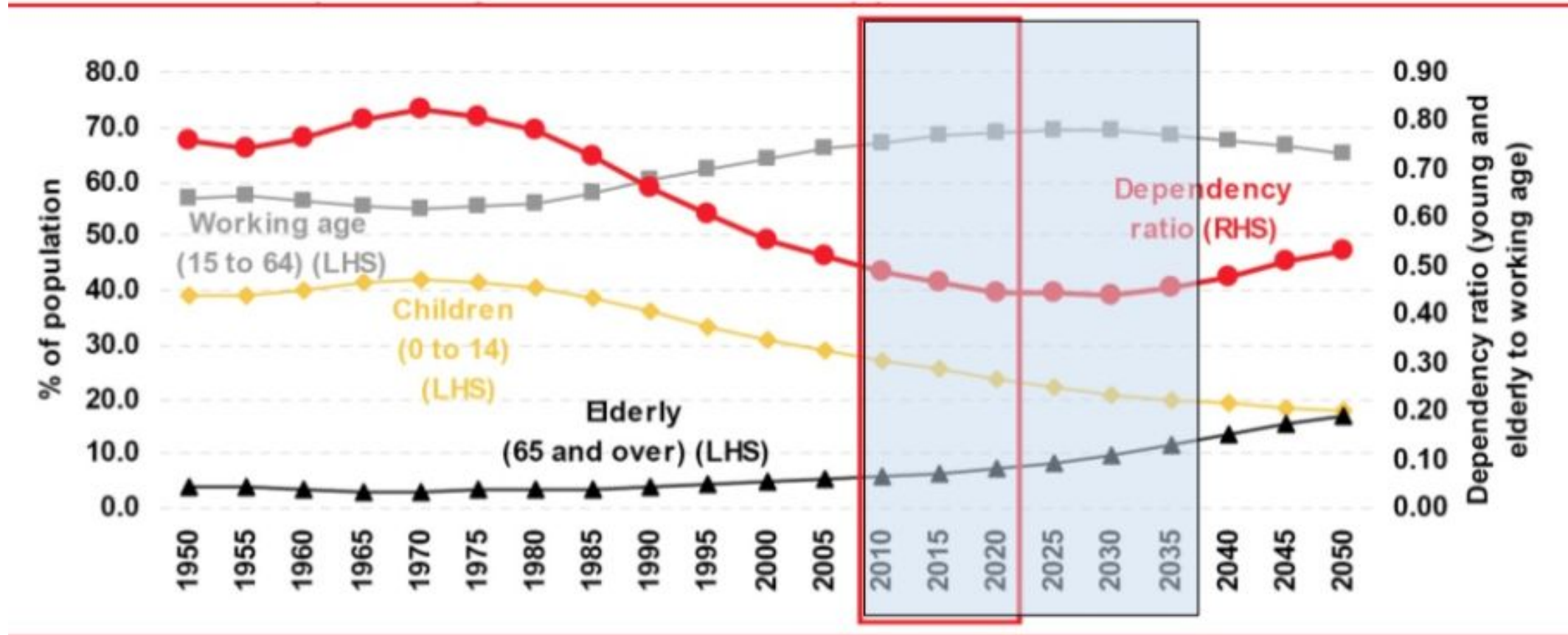
Source: <https://andaluzd.files.wordpress.com>



Fig.: Finacialku.com

Window Of Opportunity

Demographic Bonus



Source: Ministry of Coordinator for Economic Affairs



INDONESIA

NATURAL RICHNESS

A group of four people in traditional Indonesian attire are walking from left to right in the foreground. The woman on the far left is wearing a pink and orange outfit and has a decorative headdress. The woman next to her is wearing a pink and yellow outfit and has a large, ornate headdress. The boy next to her is wearing a white shirt and a brown sarong, and is holding a large yellow umbrella. The man on the far right is wearing a white shirt and a dark sarong, and is holding a small bowl. In the background, there are several ancient stone temples with tiered roofs, and a large mountain range under a blue sky. The scene is filled with a soft, hazy light, suggesting early morning or late afternoon. The text "INNOVATION UNIQUELY INDONESIA" is overlaid in large, white, bold letters across the center of the image.

INNOVATION UNIQUELY INDONESIA



GLOCAL

BALANCING GLOBAL AND LOCAL

GLOBAL
COLLABORATION
TECHNOLOGY
BRAND POSITIONING

LOCAL POTENTIALS
LOCAL BASED
INNOVATION
LOCAL FLAVOR
LOCALLY SOURCED

LIPSTICK EFFECT

Anggota boyband, Sehun EXO menggelar acara *fan meeting* sebagai bentuk kerjasamanya dengan brand *skincare* Whitelab pada hari ini, Minggu (6/11). Acara yang bertemakan "One Memorable Day with Scientist Ganteng" itu diselenggarakan di Laguna Atrium, Central Park dan Tribeca Park, Jakarta.

LIPSTICK EFFECT



Ajang Piala Dunia 2022 yang akan diselenggarakan di Qatar sudah memastikan 32 negara peserta.

32 NEGARA PESERTA PIALA DUNIA 2022

GRUP A

- QATAR
- EKUADOR
- SENEGAL
- BELANDA

GRUP B

- INGGRIS
- IRAN
- AMERIKA SERIKAT
- WALES

GRUP C

- ARGENTINA
- ARAB SAUDI
- MEKSIKO
- POLANDIA

GRUP D

- PRANCIS
- AUSTRALIA
- DENMARK
- TUNISIA

GRUP E

- SPANYOL
- KOSTA RIKA
- JERMAN
- JEPANG

GRUP F

- BELGIA
- KANADA
- MAROKO
- KROASIA

GRUP G

- BRASIL
- SERBIA
- SWISS
- KAMERUN

GRUP H

- PORTUGAL
- GHANA
- URUGUAY
- KOREA SELATAN



Piala Dunia 2022 di Qatar akan dimulai pada 21 November 2022 hingga 18 Desember 2022.



Peluang Ciamik Bisnis Kosmetik

Pebisnis kosmetik dalam negeri makin bertambah banyak. Upaya menjadi cantik atau ganteng, rupanya jadi peluang besar untuk digarap. Menurut catatan BPOM, dalam lima tahun terakhir, mereka mengeluarkan 411.410 izin edar produk kosmetik. Artinya, dalam sehari ada 288 produk baru yang diedarkan.

Pasar yang menganga dan kemudahan mencari maklon untuk produksi, bikin pebisnis kosmetik tumbuh subur. Hanya saja, belum lama ini, BPOM menemukan beberapa produk kosmetik ternyata mengandung pewarna yang berbahaya bagi manusia.

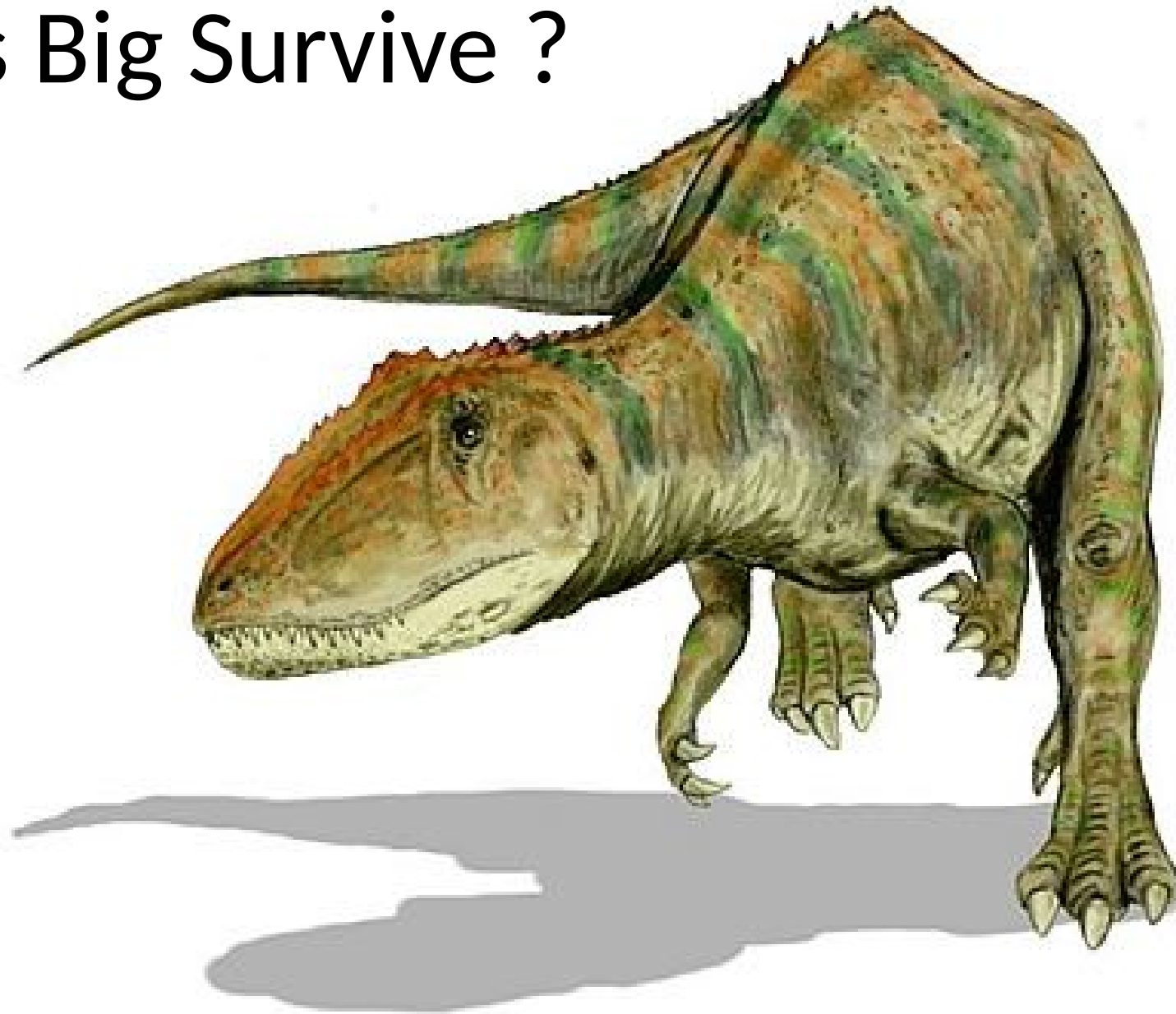
Bagaimana prospek pasar kosmetik ke depan? Simak juga cara aman berburu maklon produk kosmetik.

Halaman 14-17

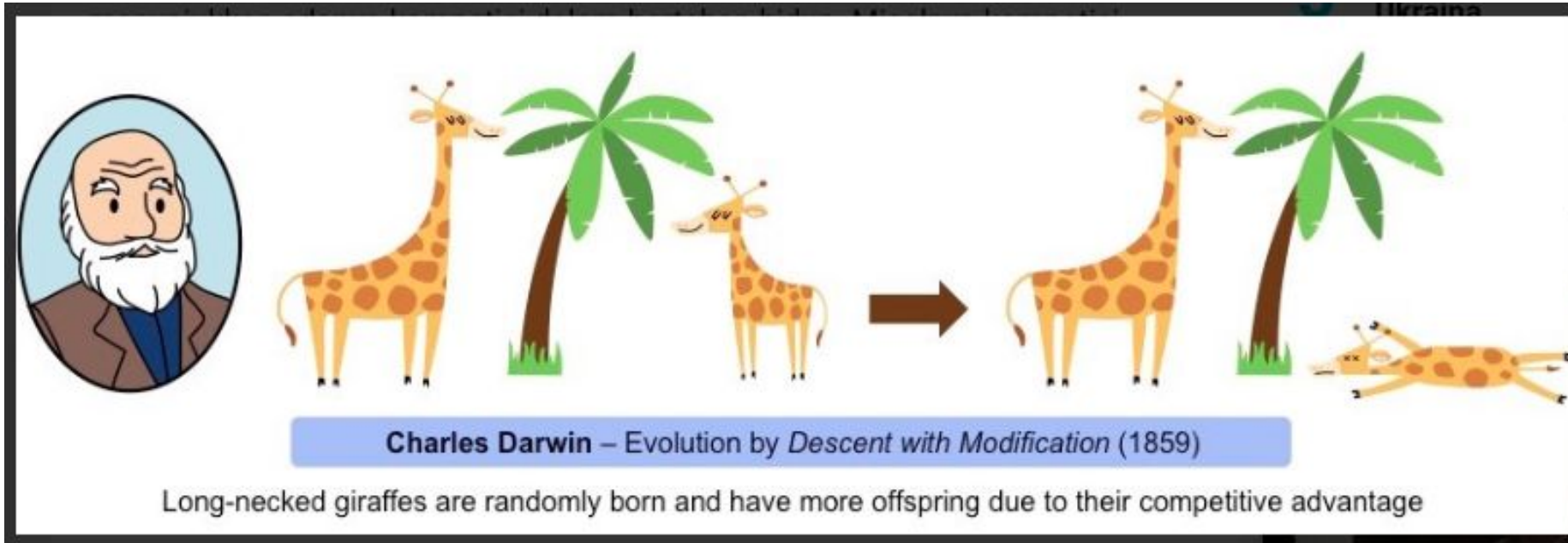
Source: Kontan Nov 2022

Tapping the Opportunity

Is Big Survive ?



Adaptability to Survive



#1

**BUSINESS SUSTAINABILITY
&
FLEXIBILITY MANAGEMENT**

There are numerous signs of distress—and a distressed company is typically dealing with multiple signs.



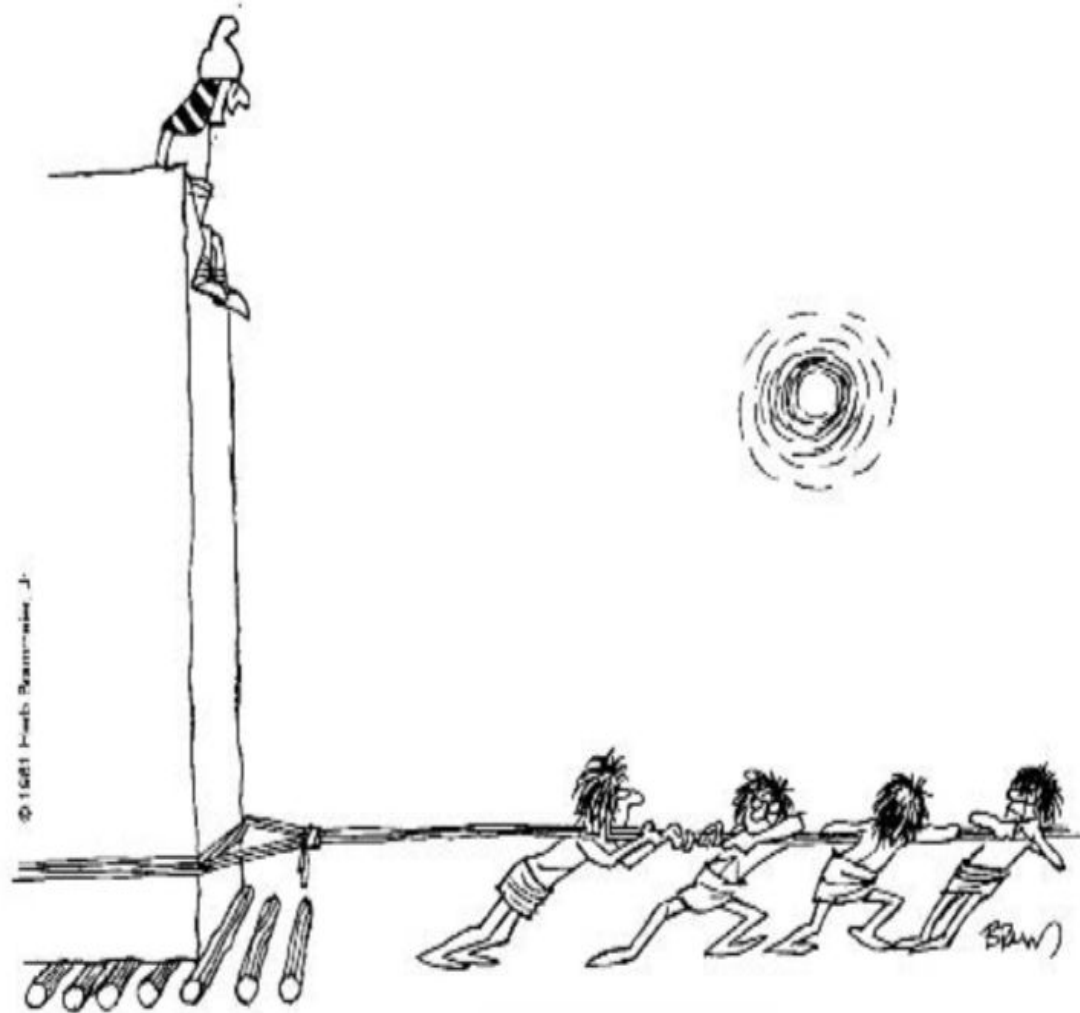
RESET BUSINESS MODEL

- # Flexible & Lean
- # Proper Size
- # Learning Organization
- # Talent Management
- # Speed

More Digital...
more Decentralized...



ALIGNMENT

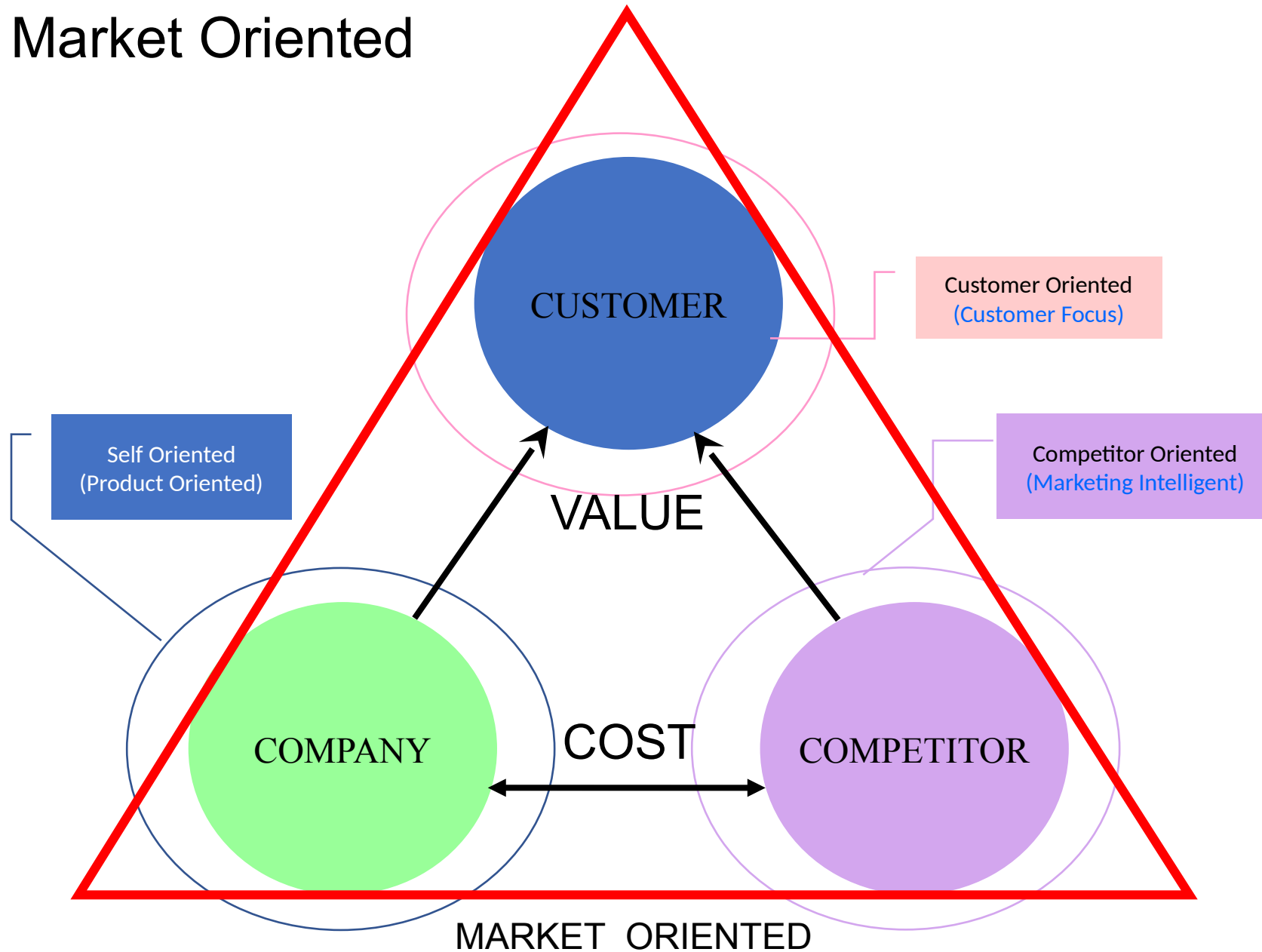


"Believe me, fellows, everyone from the Pharaoh on down is an equally valued member of the team."

#2

THE POWER OF
FOCUS

Market Oriented





IMPACT

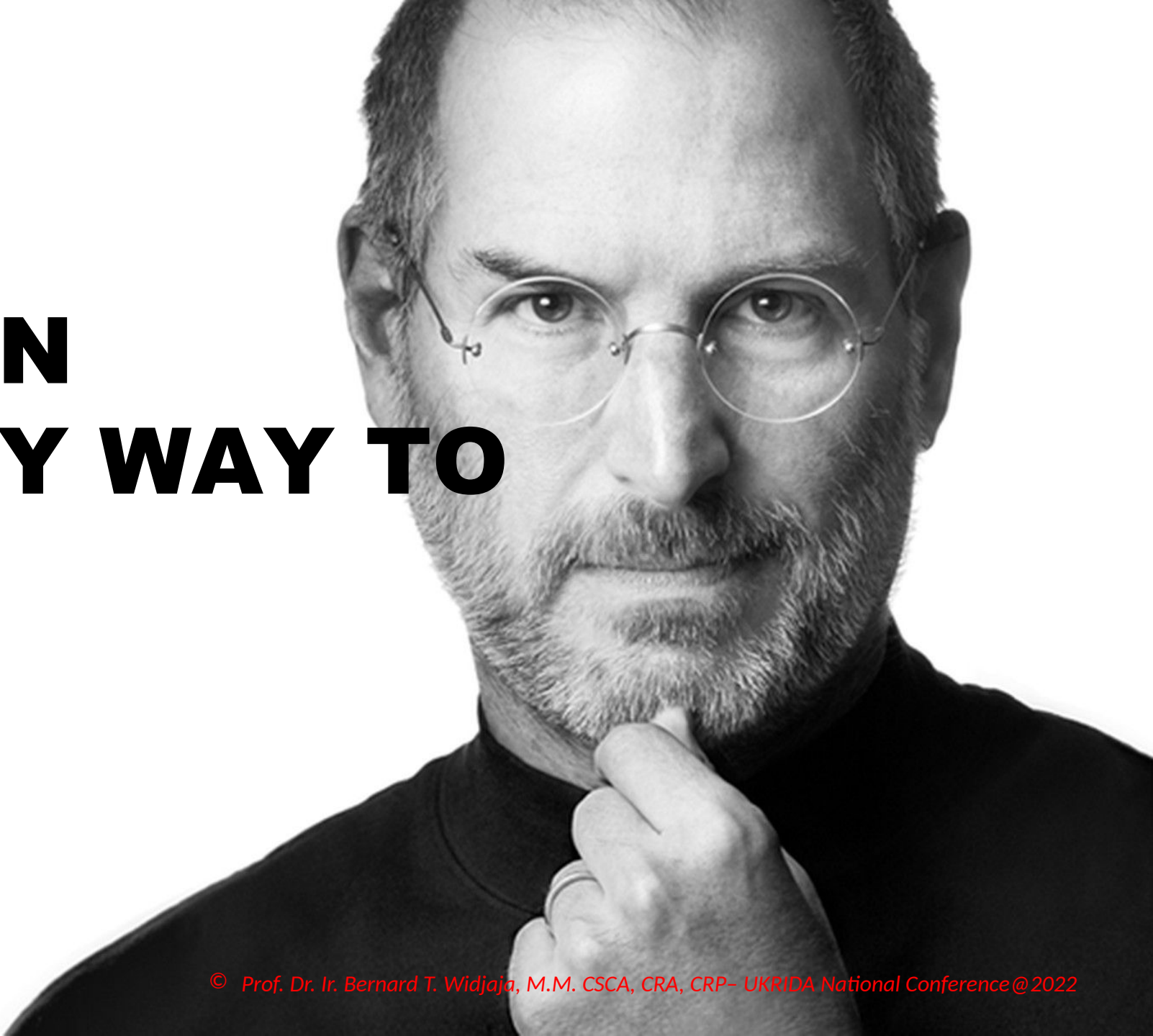
- Gap Analysis
- Problem (No Pit Fall)
- Root Cause
- Measureable
- Time Line
- Reasonable Cost

(IM)POSSIBLE



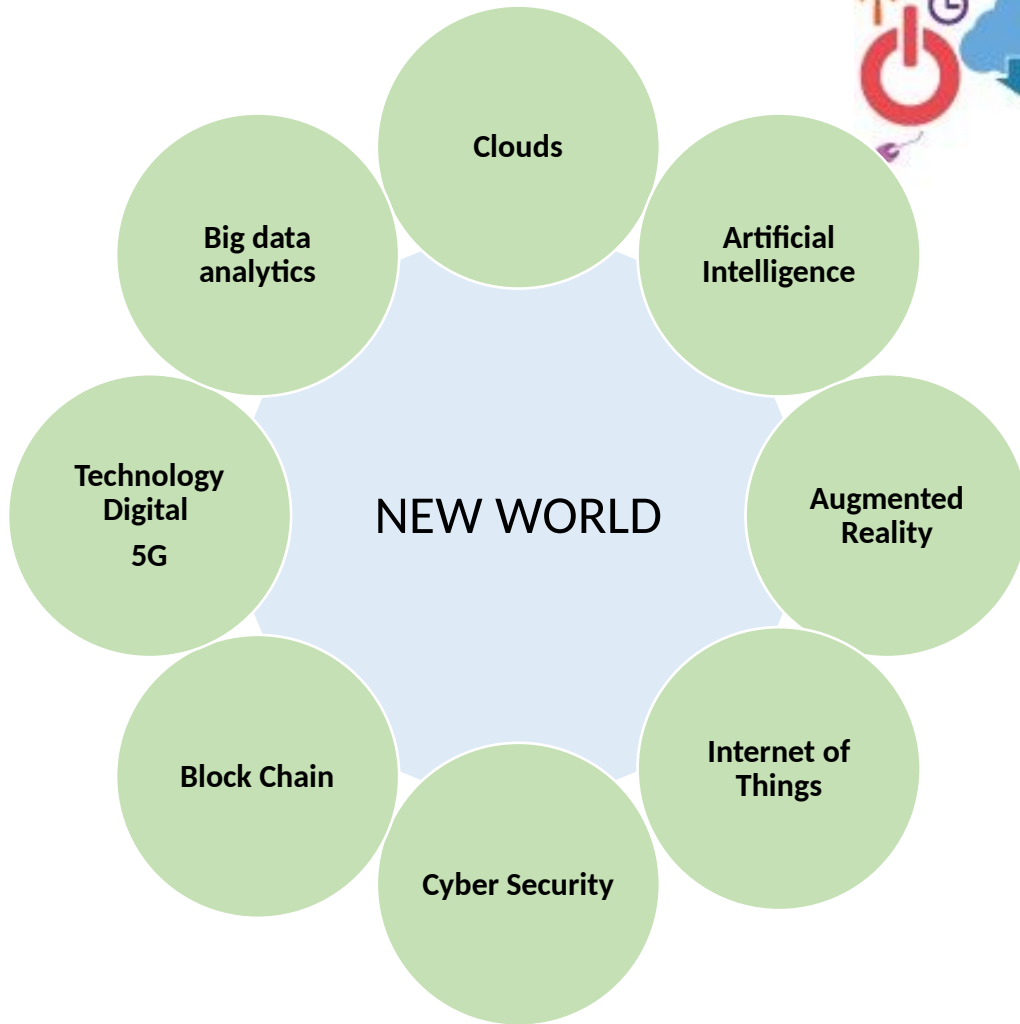
**INNOVATION
IS THE ONLY WAY TO
WIN.**

STEVES JOBS



#3

Digitalization



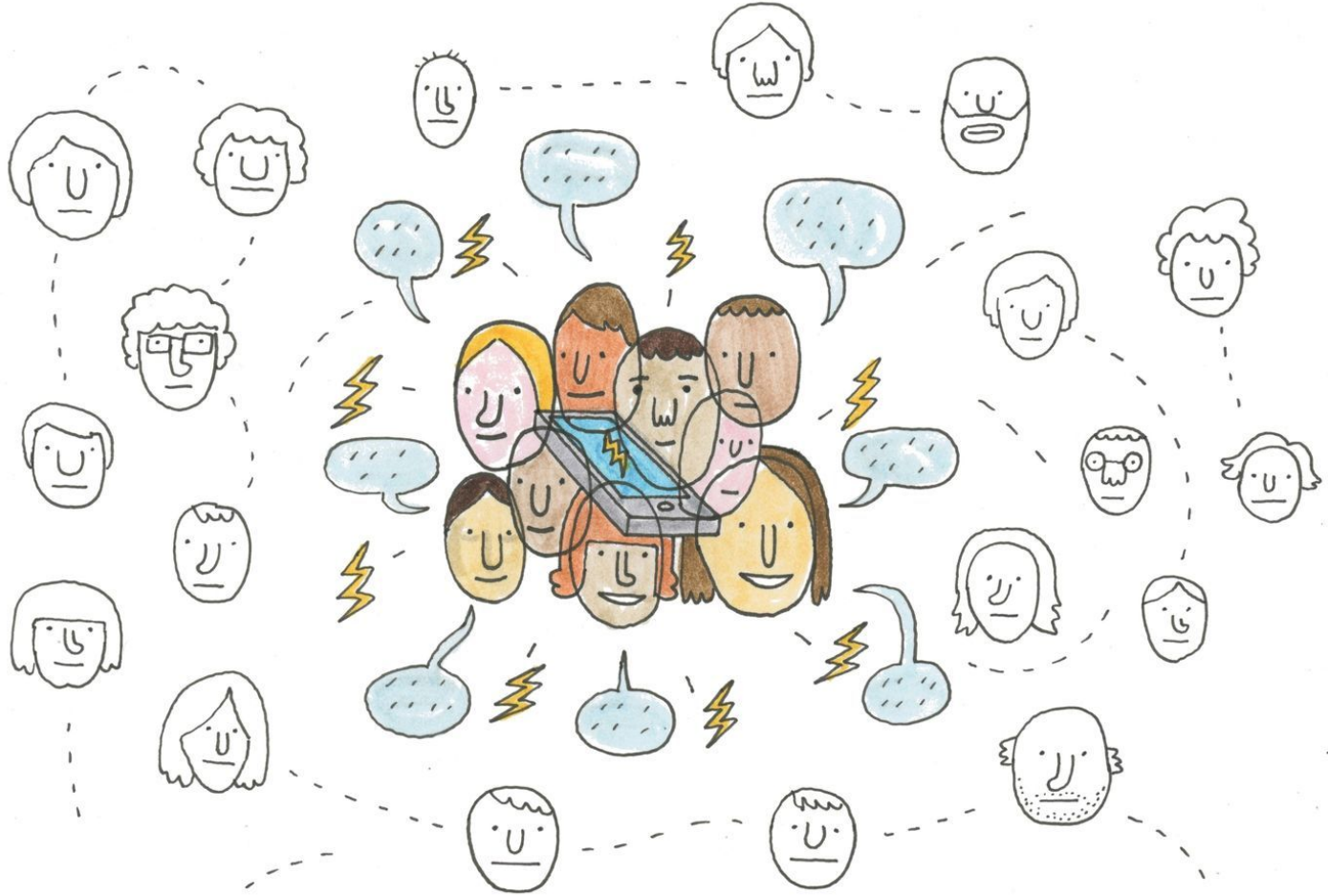
#4

Network & Strategic Collaboration

Unique Resources

Superior Resources

Inferior Resources



Thank You

ukrida.ac.id



UKRIDA
Universitas Kristen Krida Wacana