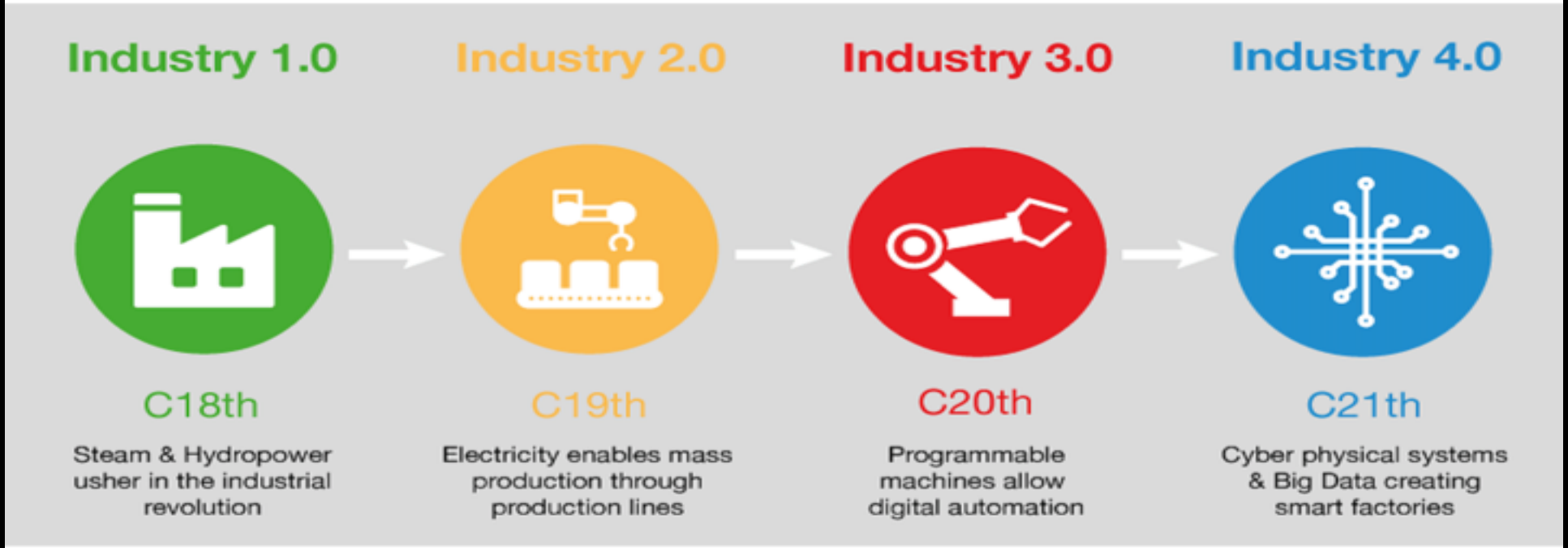
PERAN SDM HUMANIS DALAM PENGELOLAAN PARBUD

DJOHAN


Industry 1.0
Industry 2.0
Industry 3.0
Industry 4.0
C18th
Steam & Hydropower usher in the industrial revolution
C19th
Electricity enables mass production through production lines
C20th
Programmable machines allow digital automation
C21th
Cyber physical systems & Big Data creating smart factories

WELCOME TO THE 21ST CENTURY!

Our Phones 👉 Wireless
Cooking - 👉 Fireless
Cars - 👉 Keyless
Food - 👉 Fatless
Tyres - 👉 Tubeless
Tools - 👉 Cordless
Dress - 👉 Sleeveless
Youth - 👉 Jobless
Leaders - 👉 Shameless

Relationships-👉 Meaningless
Attitude - 👉 Careless
Wives - 👉 Fearless
Babies - 👉 Fatherless
Feelings - 👉 Heartless
Education - 👉 Valueless
Children - 👉 Mannerless
Government - 👉 Useless
PARLIAMENT-👉CLUELESS
MASSES - 👉 HELPLESS

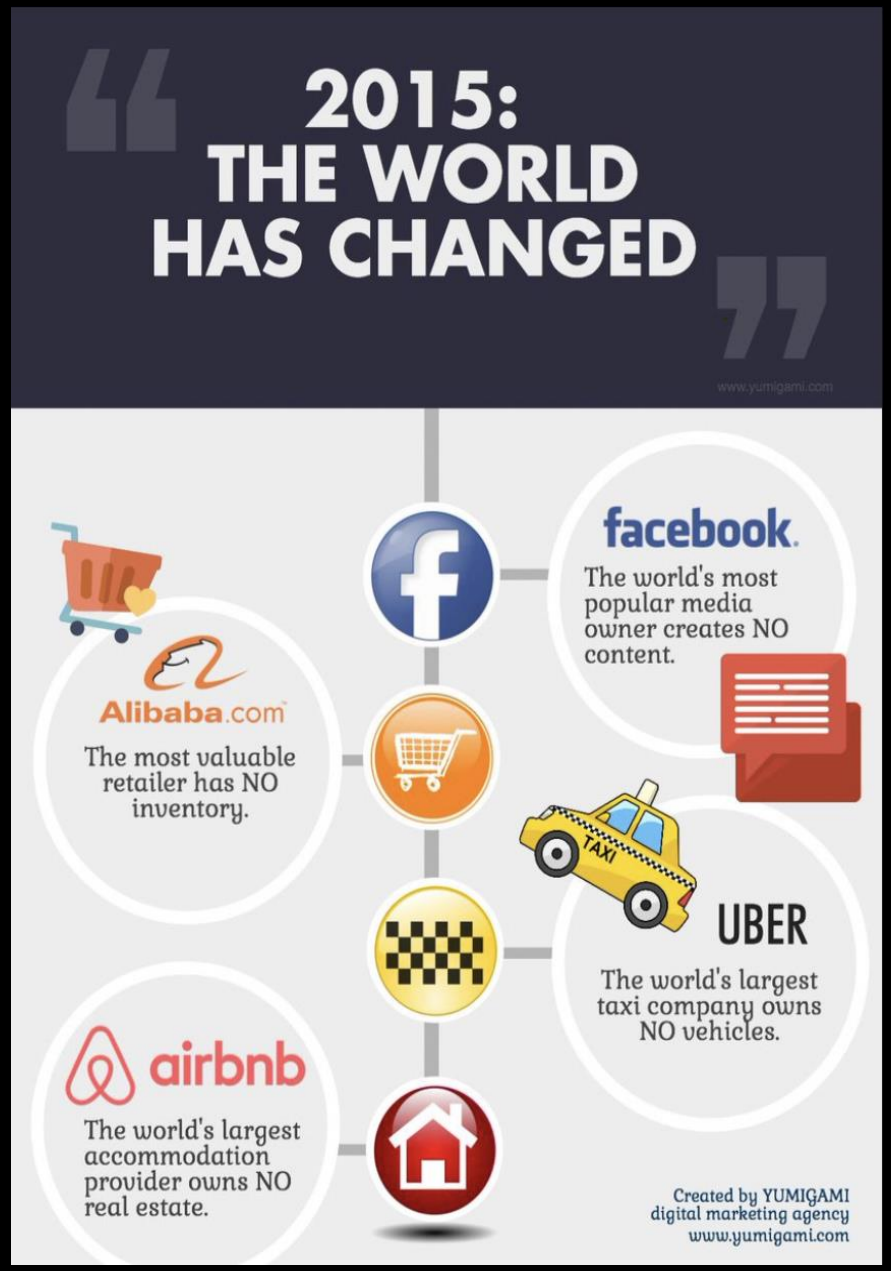
Leading and Managing in the Age of Disruption

Responses and findings from the CEGOS survey of professionals across the Asia Pacific region

Cegos.com.sg

cegos

BEYOND KNOWLEDGE*



- Teknologi telah merobah bagaimana kita berkomunikasi
- Teknologi telah merobah bagaimana kita membayar dan mentransfer uang
- Teknologi telah merobah bagaimana kita menonton TV
- Teknologi telah merobah bagaimana kita membuat janji
- Teknologi telah merobah bagaimana kita hidup di dalam dan di luar rumah
- Teknologi telah merobah bagaimana kita sejahtera

APR 2019

DIGITAL AROUND THE WORLD IN APRIL 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

CHANGES IN DATA PROVIDER METHODOLOGIES MEAN THAT DATA ON THIS SLIDE IS NOT DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS

TOTAL POPULATION	UNIQUE MOBILE USERS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SOCIAL MEDIA USERS
7.697 BILLION	5.110 BILLION	4.437 BILLION	3.499 BILLION	3.429 BILLION
URBANISATION: 56%	PENETRATION: 66%	PENETRATION: 58%	PENETRATION: 45%	PENETRATION: 45%

6

SOURCES: WORLDOMETERS; UNITED NATIONS; U.S. CENSUS BUREAU; GSMA INTELLIGENCE; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA; SOCIAL MEDIA PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES; AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE RU (ALL LATEST AVAILABLE DATA IN APRIL 2019)

Hootsuite™ we are social

THE TIMES

Computer painting equals price of a Pablo Picasso at auction

Will Pavia, New York

October 26 2018, 12:01am,
The Times

Europe | France | Art

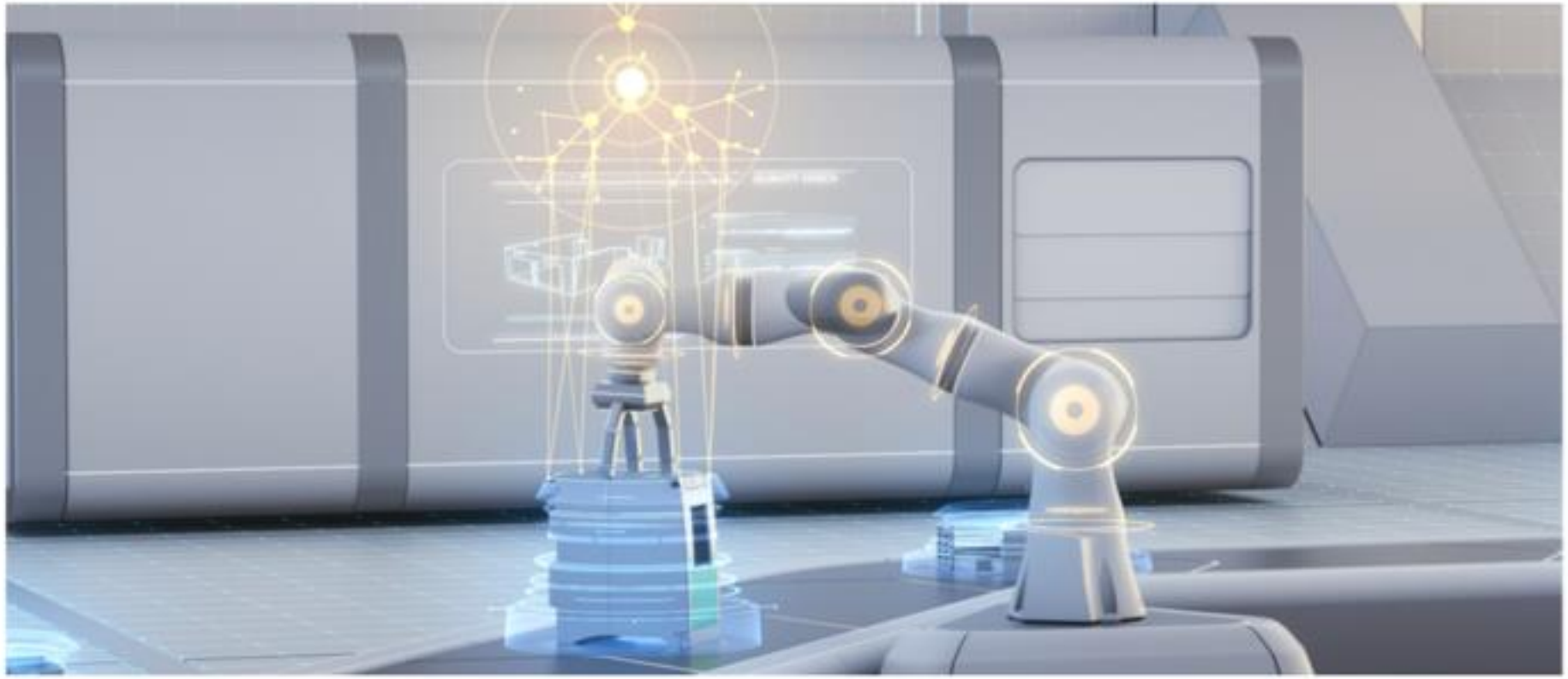
Portrait of Edmond Belamy fetched nearly 45 times the presale estimate
TIMOTHY A. CLARY/AFP/GETTY IMAGES

Robots 'to replace up to 20 million factory jobs' by 2030

26 June 2019 | 359

Share

Future technologies that will drive Industry 4.0



Future scenarios are gradually becoming a reality in industrial production.

Image: Siemens

18 Jan 2019

This article is part of the World Economic Forum Annual Meeting

Klaus Helmrich

THE ASIAN AGE

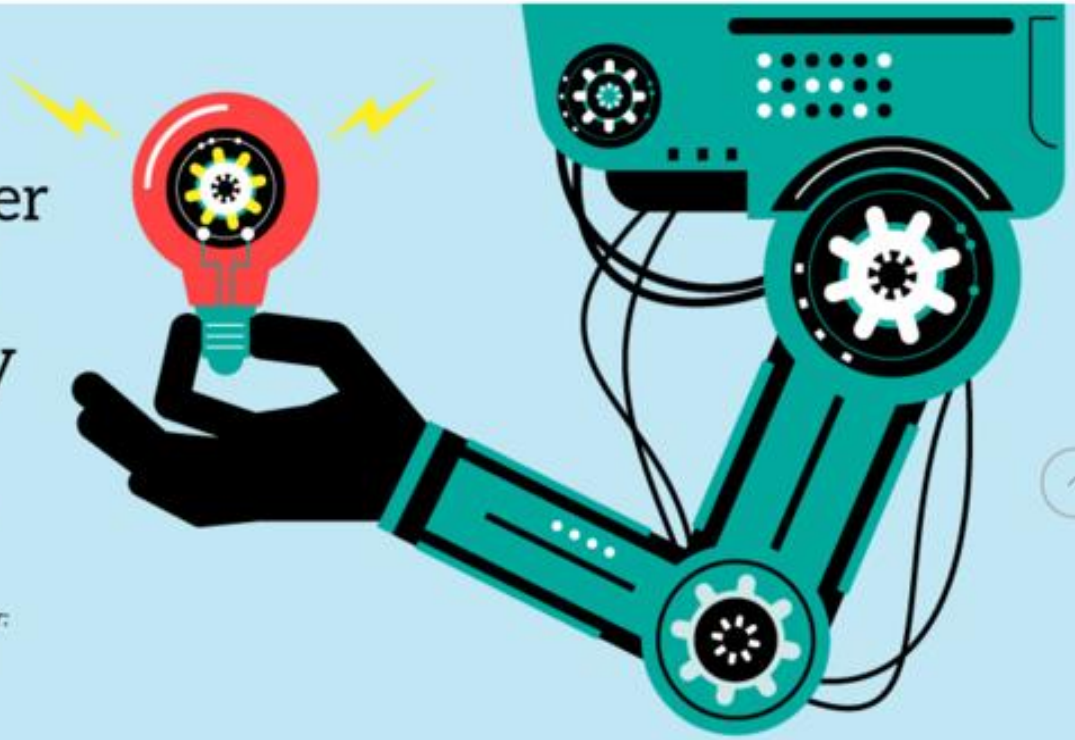
In 30 years, robots will take charge as CEO: Jack Ma Robots quicker, more rational than human as they lack emotions

26 Apr 2017 +3 more AGE CORRESPONDENT

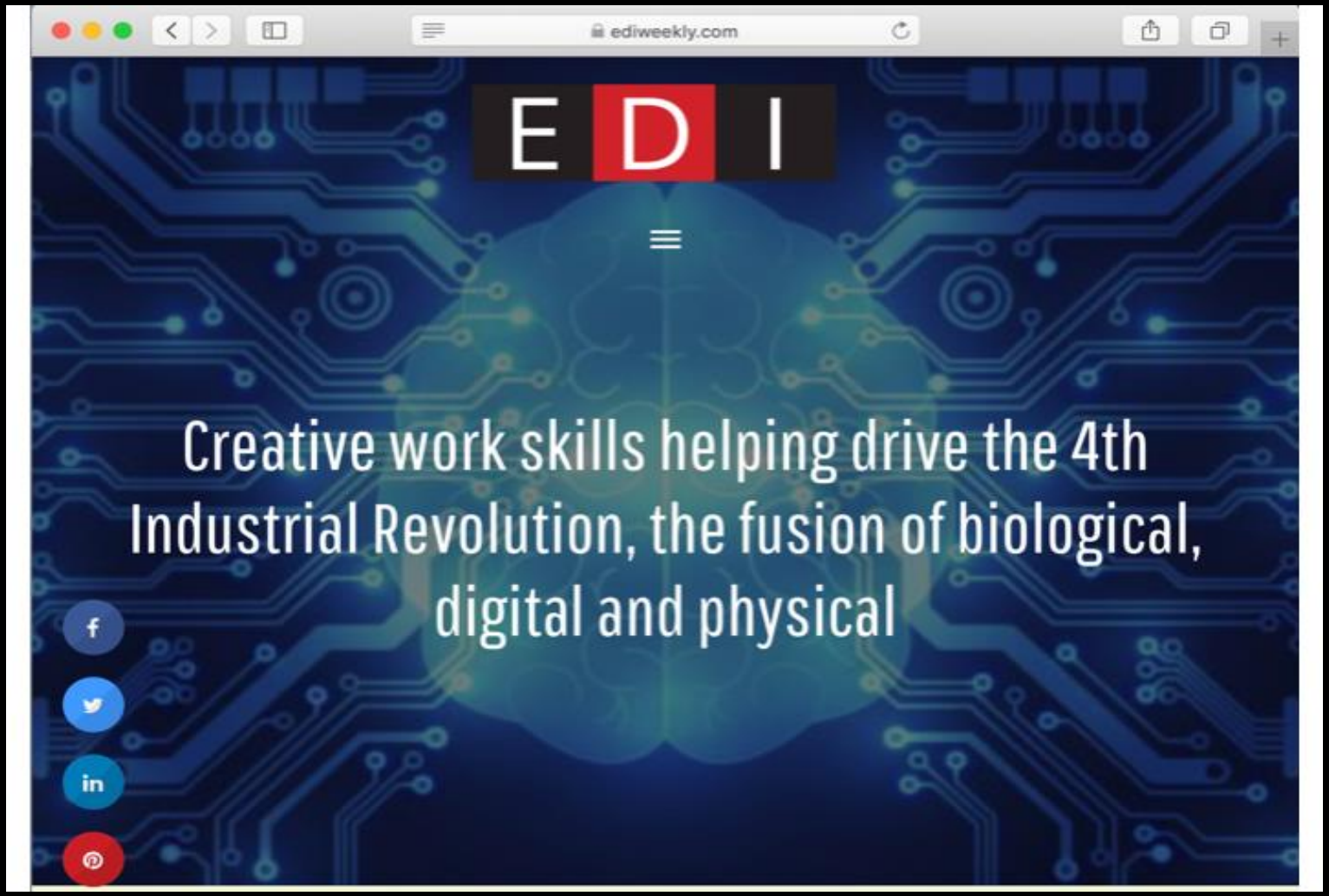
Technological advancements are taking place at a rapid pace. While in many ways, this is a good thing for the human race; many feel like technology will eventually take control of the society. People are terrified of a robot uprising. In fact, nearly two out of every three people say an "android takeover" in the near future is a "genuine concern," according to a small survey of 2,000 British people. Even top tech executives think they could be replaced by robots one day and among them is Alibaba founder Jack Ma.

"AI has the potential to deliver additional global economic activity of around $13 trillion by 2030."

- McKinsey & Company, "Notes from the AI frontier: Modeling the impact of AI on the world economy"



SMARTERCX


ediweekly.com
EDI
Creative work skills helping drive the 4th Industrial Revolution, the fusion of biological, digital and physical

- Budaya adalah penggerak perkembangan, diawali oleh pertumbuhan sektor budaya dan industri kreatif
- Budaya memungkinkan terjadinya perubahan berkelanjutan untuk kemashalatan dunia.
- Pemahaman budaya, dalam semua perbedaannya, dapat memperkuat identitas dan kohesi masyarakat pada masa ketidak pastian.
- Budaya merupakan sumber yang kuat untuk kreativitas dan inovasi.
- Tidak ada perkembangan berkelanjutan tanpa budaya .

THE CONVERSATION
Academic rigour, journalistic fair

Why art and culture contribute more to an economy than growth and jobs

January 20, 2016 2.59pm AEDT

Cultural and Creative Industries

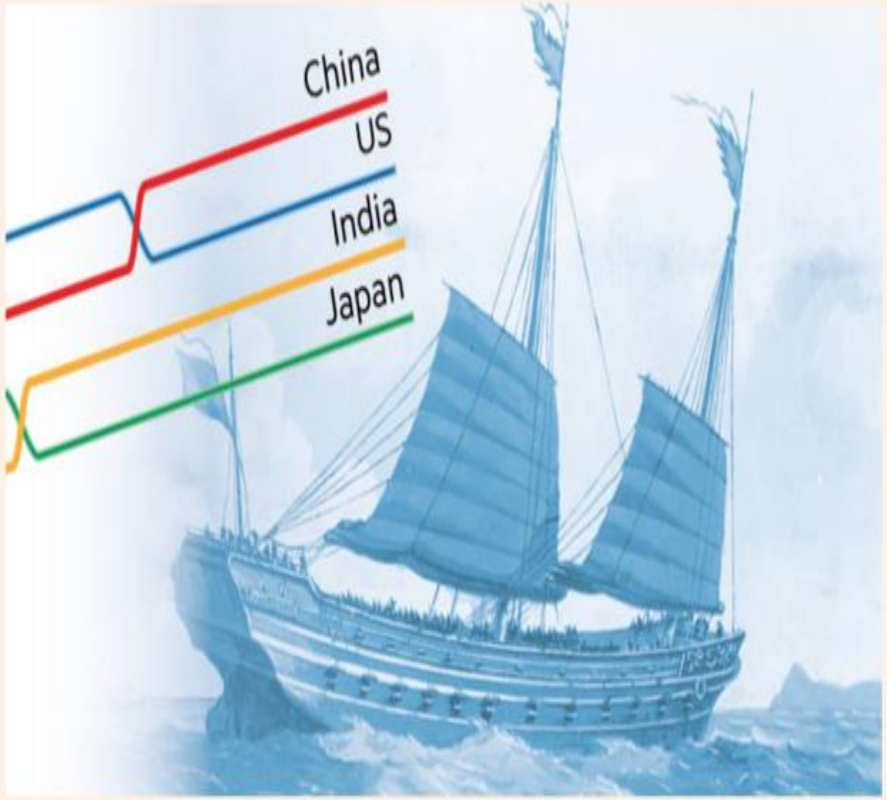
- **US$2,250 billion** in revenues
  - 3% of World GDP
- **29.5 million jobs**
  - 1% of the world's active population
  - Exceed Telecom services revenues (US$1,570bn)
  - Surpass combined jobs of Automotive industry in Europe, Japan, and US (25 million)
- **Drive the digital economy**
  - US$200bn contribution to global digital sales

www.worldcreative.org
#worldcreative

Source: EY, December 2015

The Asian century is set to begin

The region was the envy of Europe in 17th century and the world is about to turn full circle



Asian economies, as defined by Unctad, will be larger than the rest of the world combined in 2020, for the first time since the 19th century

Valentina Romei in London and **John Reed** in Bangkok MARCH 26 2019 385

Advanced Asia (Australia, Japan, New Zealand, Singapore, and South Korea). These economies all have high per capita GDP of between $30,000 and $60,000, and are highly urbanised and connected. They provide technology, capital, and a market for more high-end consumption to the rest of Asia. Their outbound FDI was $1 trillion in 2013–17, accounting for 54 percent of total regional FDI outflows.

China. As the second largest economy in the world, China is big enough and sufficiently distinct from others in the region to stand in its own category. It is Asia's anchor economy and a considerable connectivity and innovation platform for neighbouring countries. Asia has accounted for about 60 percent of China's total imports over the past decade. In 2013–17, China accounted for 35 percent of total Asian outbound FDI.

Emerging Asia (Bhutan, Brunei, Cambodia, Indonesia, Laos, Malaysia, Mongolia, Myanmar, Nepal, the Philippines, Thailand, and Vietnam). This is a diverse group of largely small but intraregionally connected economies. The average share of intraregional flows of goods, capital, and people in these economies is 79 percent, the highest of the four Asias. They provide labour and growth to the rest of Asia while being highly culturally diverse.

Frontier Asia and India (Afghanistan, Bangladesh, Fiji, India, Kazakhstan, Kyrgyzstan, Maldives, Pakistan, Sri Lanka, Tajikistan, Turkmenistan, and Uzbekistan). Historically, these economies have looked west rather than east and therefore today are less integrated with the rest of Asia although this is now changing. The average intraregional share of goods, capital, and people is only 31 percent, the lowest of the four Asias. They are major producers of services— notably business services, have young labour forces, and offer new markets as they integrate into the rest of Asia.

World Cities Culture Report (2012)

- Budaya belum dipahami dapat memberikan keberhasilan sosial dan ekonomi pada kota-kota dunia.
- Budaya yang membuat kota-kota berbeda dan kompetitif dalam skala dunia serta sebagai kunci keberhasilan ekonomi dalam kaitan dengan bakat yang unik serta bisnis masa depan.
- Menggunakan 60 indikator, the *World Cities Culture Report 2012* memberikan konsep dan strategi geo-politik bagaimana suatu negara atau bangsa dapat memperoleh pengaruh melalui daya pikat budayanya, nilai politis dan kebijakan asing.

GDP, $ trillion
2017
2040
Advanced Asia
8
11
may be bigger than
Middle East & Africa
China
13
36
may be as big as
North America
Emerging Asia
3
7
may be comparable to
Latin America
Frontier Asia and India
4
13

World Cities Culture Report 2013

- Membahas 18 kota termasuk: Amsterdam, Berlin, Bogotá, Buenos Aires, Hong Kong, Istanbul, Johannesburg, London, Los Angeles, Montréal, Mumbai, New York, Paris, Rio de Janeiro, São Paulo, Seoul, Shanghai, Singapore, Sydney, Tokyo and Toronto.
- Kota-kota ini secara bersama-sama tidak hanya teruji tetapi menguasai ***pentingnya budaya pada kota-kota dunia.***
- Laporan ini menunjukkan bahwa dinamisme, skala dan perbedaan kota-kota dunia mendukung cakupan dan kedalaman aktivitas budaya yang tidak dapat dilakukan oleh kota lainnya– menunjukkan kemampuan bagaimana memanfaatkan kekuatan budaya untuk mendukung sasaran sosial dan ekonomi secara lebih luas.

CULTURE AND THE HUMAN CITY

-Untuk menjawab tantangan global, kota-kotaa dunia menyeimbangkan ulang kebijakan kulturalnya – mendukung dan menciptakan program agar budayanya lebih inklusif juga terpusat pada warganya.

-Kebijakan ini fokus pada pengenalan dan mendukung bentuk baru dari budayanya, ruang dengan teknologi dan oleh kreator baru yang dinikmati audiens baru.

-Keberhasilan kota dunia tidak cukup hanya memiliki budaya sebagai rangkaian kebijakan urban. Budaya juga perlu terbuka bagi semua orang dan tempat baru, ide berbeda dengan bentuk yang baru pula.

-Sehingga semua masyarakat di kota dapat melihat tempat bagi mereka sendiri dan hidup bersama serta berkolaborasi dengan tetangganya lebih dari pada hanya sikap tersinggung atau saling mencurigai.

accenture
INTO THE NEW
The Post-Digital Era is Upon Us
ARE YOU READY FOR WHAT'S NEXT?
Accenture Technology Vision 2019

Where Is

ARTIFICIAL INTELLIGENCE

At Right Now?

2 out of 3

consumers are already using AI without even knowing they are interacting with chatbots.

AI will grow into a

$190B

industry by 2025.

By the year 2020,

60%

of companies will be using artificial intelligence for driving digital revenue.

97%

of mobile users are already using AI-powered voice assistants.

71%

B2B marketers are interested in using AI for personalization.

The many faces of the robot revolution

	Humanoid Robots	Stationary Robots	Aerial and Underwater Robots	Non-humanoid Land Robots
Adoption among companies by 2022	23%	37%	19%	33%
First movers	(35%) Financial Services and Investors	(53%) Automotive, Aerospace, Suppy Chain	(52%) Oil and Gas	(42%) Automotive, Aerospace, Suppy Chain

Source: Future of Jobs Report 2018, World Economic Forum

Rate of automation

Division of labour as share of hours spent (%)

Source: Future of Jobs Report 2018, World Economic Forum

Knowledge
Economy
Society
Systems
Organizations
Self
You can alter your mind and body in ways you never imagined. Will you still be you?
Your organization will be amplified by a new generation of connected, innovative people. Will you be able do more, better?
Systems will suffer from increasing shocks. How can you transform them to be more resilient?
Your sense of community and your own identity are changing in a global society. How will you shape our shared world?
Your community will have the tools and know-how to produce custom goods. What will you make?
Your movements in the world create new kinds of data. How will you make sense of it all?

5 KETERAMPILAN *SOFT SKILL* YANG DIBTUHKAN 2019

- 1. KREATIVITAS
- 2. PERSUASI
- 3. KOLABORASI
- 4. ADAPTASI
- 5. MANAJEMEN WAKTU

Sumber: LinkedIn

PEKERJAAN YANG DIBUTUHKAN SAAT INI

- BERPIKIR ANALITIS DAN INOVASI
- PEMECAHAN MASALAH YANG KOMPLEKS
- BERPIKIR KRITIS
- PEMBELAJARAN AKTIF DAN STRATEGIS
- KREATIVITAS, ORISINALITAS DAN INISIATIF
- PERHATIAN PADA DETIL, DAPAT DIPERCAYA
- KECERDASAN EMOSIONAL
- PENALARAN DAN PEMECAHAN MASALAH
- KEPEMIMPINAN DAN PENGARUH SOSIAL
- KOORDINASI DAN MANAJEMEN WAKTU

Sumber world economic forum

KECENDERUNGAN, 2022

- BERPIKIR ANALITIS DAN INOVASI
- BELAJAR SECARA AKTIF DAN STRATEGIS
- KREATIVITAS, ORISINALITAS DAN INISIATIF
- RANCANGAN DAN PROGRAM TEKNOLOGI
- BERPIKIR KRITIS DAN ANALITIS
- PEMECAHAN MASALAH YANG KOMPLEKS
- KEPEMIMPINAN DAN PENGARUH SOSIAL
- KECERDASAN EMOSIONAL
- PENALARAN DAN PEMAHAMAN
- SISTEM ANALISIS DAN EVALUASI

KEMEROSOTAN , 2022

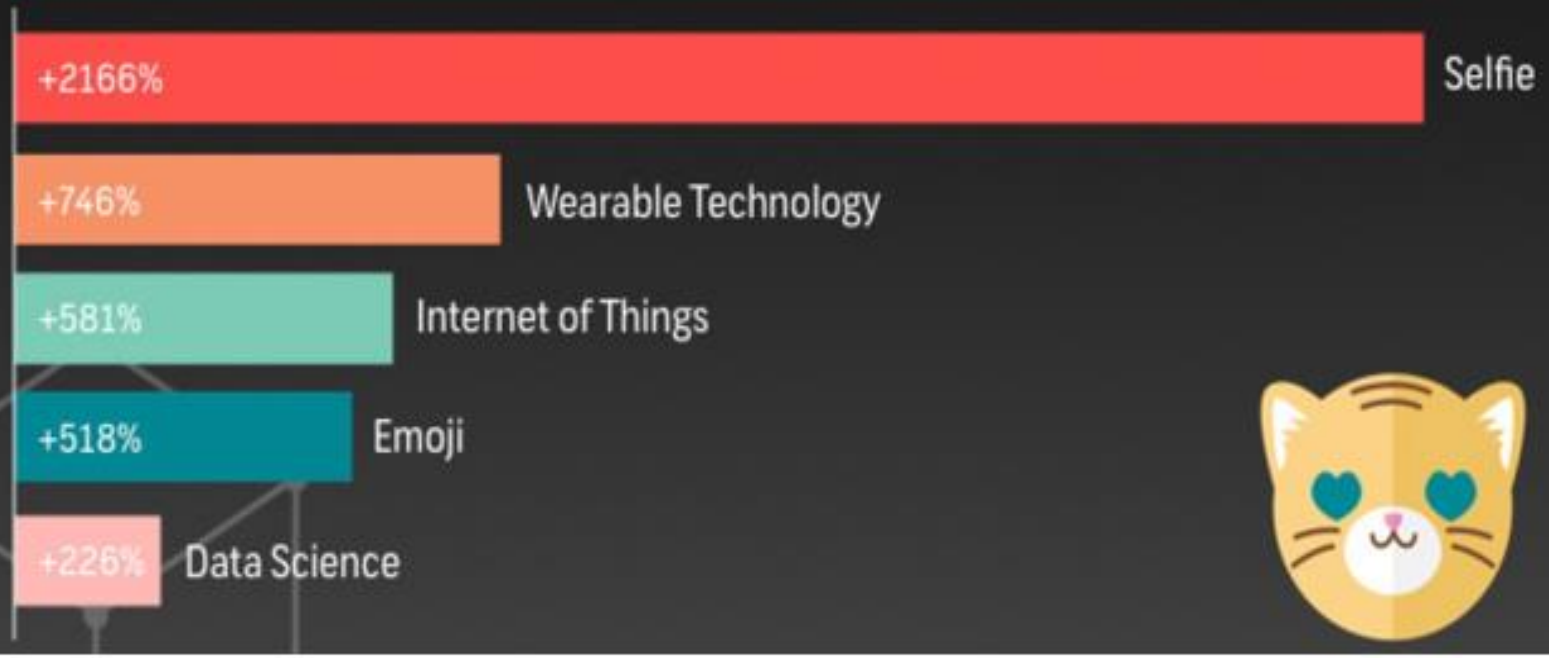
- KETERAMPILAN MANUAL, KETAHANAN DAN PRESISI, KEMAMPUAN MEMORI, VERBAL, AUDITORI DAN SPASIAL
- MANAJEMEN KEUANGAN
- SUMBER MATERIAL
- INSTALASI TEKNOLOGI DAN PEMELIHARAAN
- MEMBACA, MENULIS, MATEMATIKA DAN AKTIF MENDENGARKAN
- MANAJEMEN PERSONAL
- KONTROL KUALITAS DAN KESADARAN KEAMANAN
- KOORDINASI DAN MANAJEMEN WAKTU
- KEMAMPUAN VISUAL, AUDITORI DAN BICARA
- PENGGUNAAN TEKNOLOGI, MONITORING DAN KONTROL

KETERAMPILAN ABAD 21
LITERASI DIGITAL:

- LITERASI DASAR, SAINTIFIK DAN TEKNOLOGI
- LITERASI VISUAL DAN INFORMASI
- LITERASI BUDAYA DAN KESADARAN GLOBAL

Cultural Trends

Technology continues to evolve ever more quickly, and this was certainly reflected in our data, with breakout digital trends like "emoji," "Internet of Things," and "selfie" on the rise.

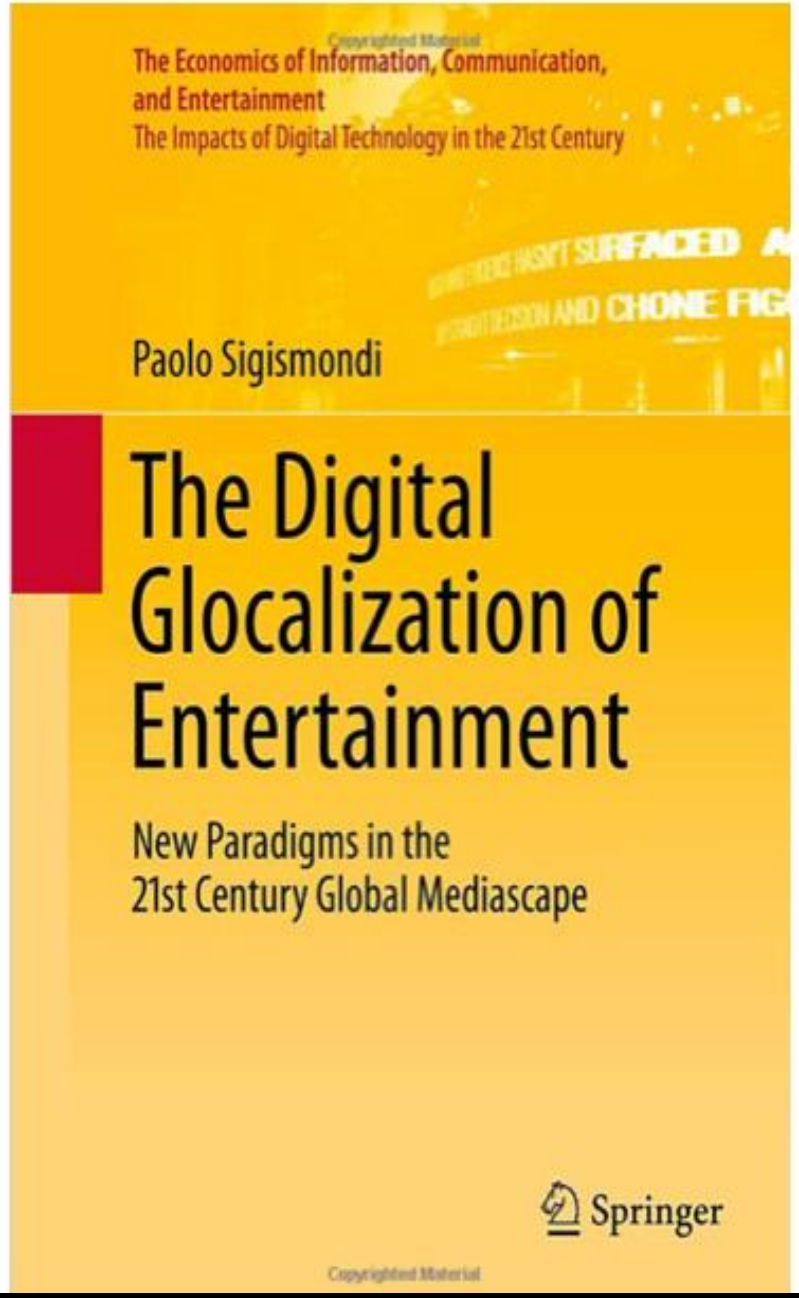


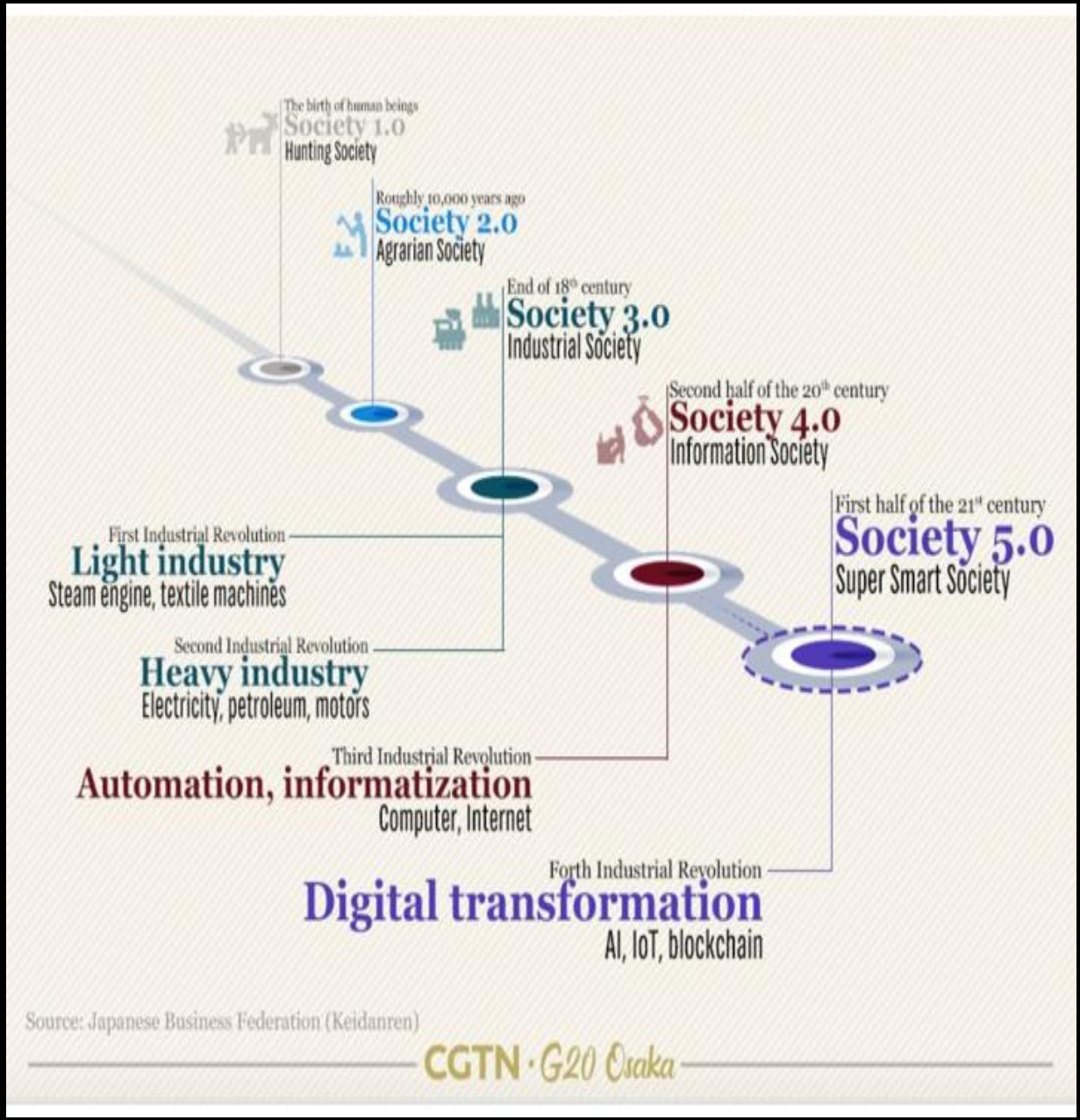
Globalization of Culture

Picture Credit: UNESCO

Technology has now created the possibility and even the likelihood of a global culture. The Internet, fax machines, satellites, and cable TV are sweeping away cultural boundaries. Global entertainment companies shape the perceptions and dreams of ordinary citizens, wherever they live. This spread of values, norms, and culture tends to promote Western ideals of capitalism. Will local cultures inevitably fall victim to this global "consumer" culture? Will English eradicate all other languages? Will consumer values overwhelm peoples' sense of community and social solidarity? Or, on the contrary, will a common culture lead the way to greater shared values and political unity?

'Hollywoodization'


The Economics of Information, Communication, and Entertainment
The Impacts of Digital Technology in the 21st Century
Paolo Sigismondi
The Digital Glocalization of Entertainment
New Paradigms in the 21st Century Global Mediascape
Springer


The birth of human beings
Society 1.0
Hunting Society
Roughly 10,000 years ago
Society 2.0
Agrarian Society
End of 18th century
Society 3.0
Industrial Society
Second half of the 20th century
Society 4.0
Information Society
First half of the 21st century
Society 5.0
Super Smart Society
First Industrial Revolution
Light industry
Steam engine, textile machines
Second Industrial Revolution
Heavy industry
Electricity, petroleum, motors
Third Industrial Revolution
Automation, informatization
Computer, Internet
Forth Industrial Revolution
Digital transformation
AI, IoT, blockchain
Source: Japanese Business Federation (Keidanren)
CGTN · G20 Osaka

Lingkungan kompetitif saat ini

- *Organisasi tidak hanya berkompetisi melawan bisnis lain, tetapi juga dengan pekerja lepas yang—ketika mereka dapat memperoleh keuntungan dari teknologi tingkat tinggi dalam industri dan menyediakan produk/pelayanan yang sama dengan harga lebih murah atau kualitas lebih tinggi.*
- *Hal ini berarti uang bukan lagi satu-satunya cara untuk membedakan organisasi dengan pekerja dan konsumen yang prospektif.*
- *Pendidikan seolah hanya untuk mendorong pertumbuhan ekonomi dengan SDM siap pakai*

Cara Menyikapi

- Meningkatkan kemampuan SDM tidak hanya menguasai teknologi canggih tetapi juga yang humanis
- Memahami budaya tidak hanya sebatas benda warisan tetapi perlu disertai narasi tanpa mengabaikan identitas
- Memiliki kepekaan dan pengetahuan atas budaya lain
- Sistem dan model pendidikan perlu mempertajam nalar kritis-analitik
- Mampu bekerja sama, adaptif,kreatif dan manajemen waktu

TERIMA KASIH