

Enthusiast Analysis For Development Department of Digital Business Diploma III in Instituto Profisional SÃO JOÃO Batista East Timor in 2024

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ABSTRACT

The study in this study aims to examine in outline the extent to which enthusiasts for the development of digital business science at a high education level, it is known that the development of the era of industrial digitalization 4.0 has explored the world of international marketing, this is seen from the advancement of digitalization technology that has developed in a modern and sustainable manner both in the digital economy, Internet economy, Web economy, digital-based economy, new economy knowledge and innovation economy. The research method used in this study is descriptive qualitative research while to obtain the results of this research, in depth and for the benefit of proving about TL community enthusiasts regarding the development plan of the digital business department at IPJB Dili, the data collection techniques used in this study, in the form of; In-depth interviews, filling out questionnaires and questionnaires online and offline, direct observation in the field, document analysis and focus group discussion.

KEYWORDS

Enthusiast Analysis, Digital Business, High Education Level



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INTRODUCTION

In the current era, digital technology is very familiar to people at all ages in utilizing digital technology effectively and can have a positive impact on its users. Progress and evolution in the world of digitalization today is very important for the digital business transformation system, effectively and efficiently to contribute to significant economic development, to ensure a sustainable economic system Digital economy, Internet economy, Web economy, digital-based economy, new economy knowledge no innovation economy (Batubara, 2022).

The era of the Industrial Revolution 4.0 has brought significant changes in international business models (Kannan, 2017). This transformation is driven by the integration of advanced technologies such as the Internet of Things (IoT), Artificial Intelligence (AI), and automation. Some of the characteristics of international business models in this era include: digital interconnection where international

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businesses are increasingly connected through platforms digital that enables cross-border collaboration without physical barriers, improved operational and supply chain efficiency through technologies that can reduce costs and increase productivity; the establishment of interconnected business ecosystems in the form of cooperation with global partners to create added value.

Investing in the quality of education for the millennial generation for the future of Timor Leste is very important starting from now. It is known that the use of digital technology in the era of globalization is a very golden opportunity for the progress of a nation (Wardhana, 2024a). this statement is based on the constitution of Timor Leste, Article 59 paragraph (1) which states that the government recognizes all activities and the existence of educational institutions in Timor Leste and refers to the 2030 agenda on objectives development of sustentability ODS) regarding the sustainability of education development that has been determined in an inclusive and equitable manner, as well as based on the National Strategic Plan of Education (NESP) 2011-2023. Likewise, on February 26-29, 2024, Timor-Leste officially became a member of the World Trade Organization (WTO), with the aim of establishing trade between countries to become more open, prosper the global community and solve international economic problems, especially Timor-Leste's economic growth through economic transformation and economic science and technology sectors (Wardhana, 2024b).

Although the TL education system has been recognized nationally and internationally, it should be noted that there are still various obstacles and factors that affect the development of higher education quality, including, regulations governing the higher education system have not accommodated the basic needs of universities, the allocation of government aid funds for universities is still very limited for the purposes of increasing human resources, Infrastructure, learning facilities and the need for investment in information technology are still low so that it greatly affects our competitiveness in the market industry.

Based on some of the above, as well as advances and information technology for the use of digitalization business for industry and economic needs, it is very interesting for Fundação PIGU de Caridade to conduct this research on "Enthusiast Analysis for the Development of Digital Business Majors Diploma III Level at the São João Batista Timor Leste Profisional Instituto in 2024", This research involves several important informants in government, churches, non-governmental organizations, academics, students and students and the community in meningah and small business activities.

Research Objectives: (1) To find out the extent to which TL community enthusiasts in general, both medium and small businesses, are interested in developing digital business majors at IPJB Dili (2) Analyze in depth the knowledge and capabilities of the community regarding the use and operationalization of the internet for business, education, economic needs for everyday life (3) To find out the extent to which people understand about the digital marketing economic system in improving their business and business (4) The results of this research are also used as a reference for IPJB Dili to open a digital business diploma III department in 2025.

RESEARCH METHOD

The results of research in this study show that, in accordance with the results of in-depth interviews and direct observations in the field of a total of 387 informants, with online and offline methods through a list of questions consisting of three indicators, namely; (1) internet understanding and knowledge, (2) Knowledge of digital marketing and (3) Digital business knowledge/enthusiasts (Bungin, 2007; Nasrullah, 2020; Pujileksono, 2015). This study carried out in 14 districts including the Oecusse regional region, showed that the more dominant answer approved the Instituto Profisioanal Sao Joao Batista (IPJB) Dili, namely 222 respondents or equivalent to (57.4%) when compared to respondents who disapproved only (2) respondents or equivalent to (0.5%) (Creswell & Clark, 2017; Sos & MM, 2023). On the other hand, please also note that the statement of some answers based on a list of questions and indicators that exist, also shows that respondents who have the ability and knowledge of internet use are also dominant in daily needs including online shopping, online salling and internet use for academic and employee circles. Thus, based on the results of this research and discussion, it can be concluded that in order to increase quality human resources for the economic sustainability of society in a modern way in the industrial era 4.0, the implementation and application of digital business is very important for the future of Timor Leste's young generation in the future (Singarimbun, 1989).

To obtain the results of this research, in depth and for the benefit of proving TL community enthusiasts regarding the development plan of the digital business department at IPJB Dili, then, the data collection techniques used in this study, in the form of; In-depth interviews, filling out questionnaires and questionnaires online and offline, direct observation in the field, document analysis and focus group discussion (Promalessy, 2021; Yunus, 2010).

To facilitate the research team in this study, in order to run systematically, Bogdan was used in Sugiyono, which is the process of finding and compiling systematically the data obtained from interviews, field notes, and other materials so that it can be easily understood and the findings can be informed to others, qualitative data analysis is inductive, namely analysis based on the data obtained. Meanwhile, according to Miles & Huberman (1992: 16) the analysis consists of three lines of activity that occurs simultaneously, namely: data reduction, data presentation, conclusion drawing / verification.

RESULT AND DISCUSSION

The General description of informants

At this stage, the researcher explained in general the number of informants who participated in providing opinions and contributions to this study with the title "Analysis of Enthusiasts for the Development of Digital Business Majors Diploma III Level at the Instituto Profisioanal São João Batista Timor Leste in 2024", totaling 387, consisting of 14 districts including the regional capital Oecusse, an indicator used by researchers in collecting important information that Related to the title of the research above, there are three (3), namely; (1) the extent of the informant's knowledge about the use of the internet, (2) the extent to which the informant

understands about digital marketing and (3) the extent to which the informant understands about digital business.

From the results of this study, researchers also concluded that the participation of informants who contributed to this study amounted to 387 informants and more dominantly consisted of Dili Regency with 85 informants (22%), Viqueque with 67 informants (17.3), and Baucau with 48 informants (12.4%), as shown in the graph below:

a. Number of informants from 14 districts including regional capitals of oecusse

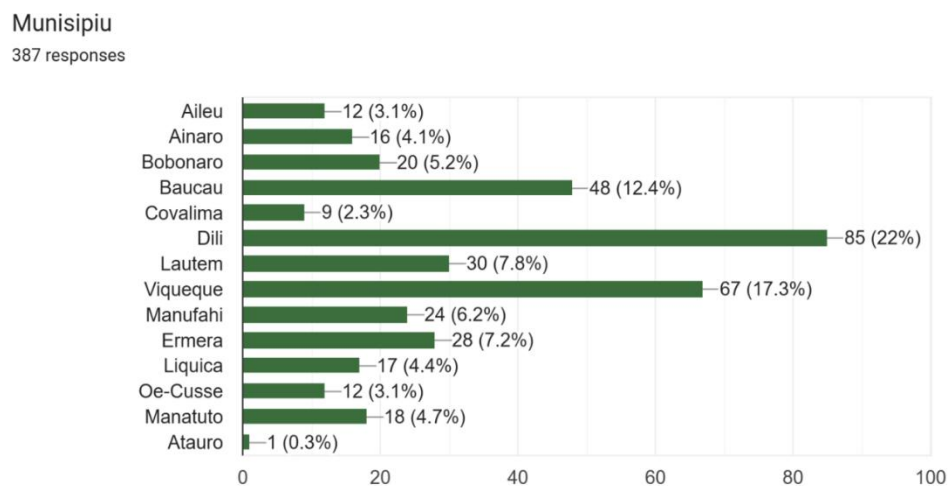


Figure 1. Number of informants from 14 districts

b. Informants based on gender

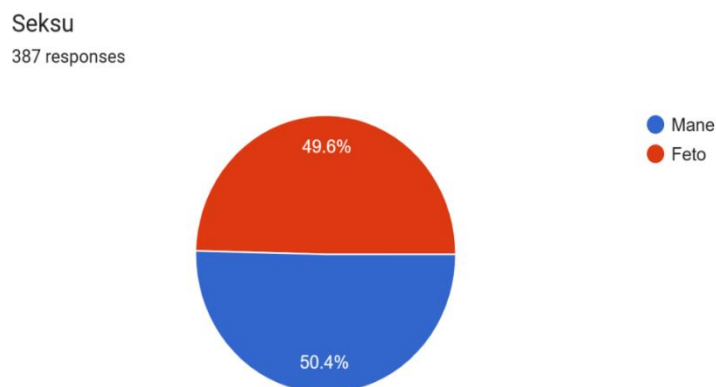


Figure 2. Informants based on gender

Based on the results above, it shows that the participation of male gender informants is more dominant with the number of informants 195 (50.4%) while the female sex 192 informants (49.6%).

Research Results

The process and evolution of the world of digitalization today is very important for changes in business systems that are more applicable quickly and modernly in our daily lives. Digital business has a significant impact on the growth of advanced economic changes and develops efficiently and effectively and contributes to saving time much more efficiently for entrepreneurs. The development of digital business greatly provides motivation and guarantees economic sustainability of traditional systems into digital economy systems, internet economy, web economy, digital-based economy, new economy knowledge no innovation economy

A good investment will have a good economic impact on the people of Timor Leste, especially the diversification and economic prosperity of the community through the improvement and implementation of the economic digitalization system, the contribution and growth of the strategic industry sector even though it is in the process of growth, but based on data from the Ministry of Economy or called SERVE. IP, shows that 25,851 small and medium enterprises are currently adapting to advances in electrified technology despite still experiencing several obstacles, such as online registration, online payments and online product sales. On the other hand, to improve the services and applications of the government digitization system through TIC Timor, it is currently striving to improve and develop a modern application system that can benefit government and private institutions to provide effective solutions and efficiency for services to the community and make it easier for all groups to access important information, such as the electronic passport processing process, tax payments, digitization of personnel data, government and private sector websites.

1,3% and Instituto São João Batista, are committed that, it is very important in Timor Leste to open opportunities for the younger generation to improve their skills and expertise in the field of digital business through the Instituto Profisional São João Batista (IPJB) Dili, Diploma III level. This commitment is based on the results of research on "Enthusiast Analysis for the Development of Digital Business Majors Diploma III Level at the Instituto Profisional São João Batista Timor Leste in 2024" as shown in the table below:

Table 1. This commitment

| Code P | AL | Pr. % | A | Pr. % | N | Pr. % | LA | Pr. % | LAL | Pr. % |
|--|---|--|-----|-------|------|-------|------|-------|------|-------|
| Part I: Knowledge of Internet use and knowledge | | | | | | | | | | |
| P1 | 249 | 64,3 | 115 | 29,7 | 13 | 3,4 | 9 | 2,3 | 1 | 0,3 |
| P2 | 216 | 55,8 | 126 | 32,6 | 28 | 7,2 | 13 | 3,4 | 4 | 1 |
| P3 | 168 | 43,4 | 128 | 33,1 | 35 | 9 | 41 | 10,6 | 15 | 3,9 |
| P4 | 212 | 54,8 | 140 | 36,2 | 18 | 4,7 | 13 | 3,4 | 4 | 1 |
| P5 | 220 | 56,3 | 148 | 38,2 | 14 | 3,6 | 5 | 1,3 | 0 | 0 |
| Part II: Digital Marketing Implementation | | | | | | | | | | |
| P1 | 217 | 56,1 | 116 | 30 | 41 | 10,6 | 12 | 3,1 | 1 | 0,3 |
| P2 | 171 | 44,2 | 127 | 32,8 | 45 | 11,6 | 36 | 9,3 | 8 | 2,1 |
| P3 | 186 | 48,1 | 148 | 38,2 | 30 | 7,8 | 19 | 4,9 | 4 | 1 |
| P4 | 178 | 46 | 113 | 29,2 | 63 | 16,3 | 29 | 7,5 | 4 | 1 |
| P5 | 164 | 42,4 | 103 | 26,6 | 74 | 19,1 | 37 | 9,6 | 9 | 2,3 |
| Part III: Digital Business | | | | | | | | | | |
| P1 | P Code | AL | Pr. | A | Pr. | N | Pr. | LA | Pr. | LAL |
| Pr. | Part I: Knowledge of Internet use and knowledge | P1 | 249 | 64,3 | 115 | 29,7 | 13 | 3,4 | 9 | 2,3 |
| 1 | 0,3 | P2 | 216 | 55,8 | 126 | 32,6 | 28 | 7,2 | 13 | 3,4 |
| 4 | 1 | P3 | 168 | 43,4 | 128 | 33,1 | 35 | 9 | 41 | 10,6 |
| 15 | 3,9 | P4 | 212 | 54,8 | 140 | 36,2 | 18 | 4,7 | 13 | 3,4 |
| 4 | 1 | P5 | 220 | 56,3 | 148 | 38,2 | 14 | 3,6 | 5 | 1,3 |
| 0 | 0 | Part II : Implementation of Digital Marketing | P1 | 217 | 56,1 | 116 | 30 | 41 | 10,6 | 12 |
| 3,1 | 1 | 0,3 | P2 | 171 | 44,2 | 127 | 32,8 | 45 | 11,6 | 36 |
| 9,3 | 8 | 2,1 | P3 | 186 | 48,1 | 148 | 38,2 | 30 | 7,8 | 19 |
| 4,9 | 4 | 1 | P4 | 178 | 46 | 113 | 29,2 | 63 | 16,3 | 29 |

Based on the tabulation of the data above, the results of research in this study show that, in accordance with the results of in-depth interviews and direct observations in the field of a total of 387 informants, with online and offline methods through a list of questions consisting of three (3) indicators, namely; (1) internet understanding and knowledge, (2) Knowledge of digital marketing and (3) Digital business knowledge/enthusiasts carried out in 14 districts including the Oecusse regional region, showed that the more dominant answer approved the Instituto Profisioanal Sao Joao Batista (IPJB) Dili, namely 222 respondents or equivalent to (57.4%) when compared to respondents who disapproved only (2) respondents or equivalent to (0.5%). On the other hand, please also note that the statement of some answers based on a list of questions and indicators that exist, also shows that respondents who have the ability and knowledge of internet use are also dominant in daily needs including online shopping, online salling and internet use

for academic and employee circles. Thus, based on the results of this research and discussion, it can be concluded that in order to increase quality human resources for sustainability for the modern community economy in the industrial era 4.0, the implementation and application of digital business is very important for the future of Timor-Leste's young generation in the future.

CONCLUSION

Based on the results of the research and discussion above, the research team in this study concluded several important points that will be a reference in the implementation of digital business programs, including: (1) To improve the quality of human resources in the field of business digitalization for sustainable economic growth, it is very important for Timor Leste to develop digital business education at the university level, especially at the Instituto Profisional São João Batista (IPJB) Dili (2) The era of the Industrial Revolution 4.0 has brought significant changes in international business models, for that Timor Leste is very important to prioritize the advancement of information technology for the needs of the nation and state as a very meaningful investment capital for the future of the younger generation. (3) The study, conducted in 14 districts including the Oecusse regional region, showed that the more dominant answer approved the Instituto Profisioanal São João Batista (IPJB) Dili, namely 222 respondents or equivalent to (57.4%) when compared to respondents who disapproved only (2) respondents or equivalent to (0.5%).

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