



The Relevance Between Z Generation Lifestyle and Working Model of Startup Business in Information Technology Field

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Abstract: *The purpose of this soft skill seminar in class XII is to foster enthusiasm in improving soft skills and hard skills which will later be used in finding job opportunities, as well as providing an understanding of the work model of startup companies that are very related to the lifestyle of Generation Z. The method used is an educational method by way of fill in seminars to provide an overview of startup companies that are currently developing, as well as provide perspectives on students who will face graduation so that they remain optimistic in finding job opportunities at startups whose work models are related to the generation Z lifestyle. With the similarities between the Gen Z lifestyles With the startup king model, in terms of work, it will be better and will provide excellent career opportunities for Generation Z.*

Introduction

The development of Generation Z in Indonesia will increase every year, as referred to from the results of the 2020 census released by the Central Statistics Agency (BPS)¹ showing that the Indonesian population dominates in Generation Z, which has 74.93 million people or 27.94% of the population. total population of Indonesia. Generation Z is measurable who was born in 1997-2012, it is from this population that will affect economic growth in Indonesia². In addition to Generation Z, there are also generations that have been categorized by age, namely the Millennial Generation³ born between 1981-1996, Generation X born between 1965-1980, Baby Boomer Generation born

¹ Mariatul Khiptia Agis and Verto Septiandika, "Efektivitas Program Sensus Penduduk Kabupaten Probolinggo Secara Online Di Masa Pandemi Covid-19 Tahun 2020," *Publicio: Jurnal Ilmiah Politik, Kebijakan dan Sosial* 3, no. 2 (2021): 32-42.

² Endah Kurniawati and Catur Sugiyanto, "Pengaruh Struktur Umur Penduduk Terhadap Pertumbuhan Ekonomi Di Indonesia," *Jurnal Ekonomi dan Pembangunan Indonesia* 21 Januari (2021): 41-58.

³ R Willya Achmad W et al., "POTRET GENERASI MILENIAL PADA ERA REVOLUSI INDUSTRI 4.0," *Focus : Jurnal Pekerjaan Sosial* 2, no. 2 (2020): 187, <http://dx.doi.org/10.24198/focus.v2i2.26241>.

between 1946-1964, Pre-Boomer Generation born before 1946, and those born after 2013 are called Post Gen⁴.

From the largest population in Indonesia, Generation Z is growing during increasingly rapid technological developments. they also have characteristics that must be considered in terms of attitudes, such as providing education against cyberbullying in technology media⁵, then educators, teachers, and parents must be able to understand the learning style of Generation Z⁶, namely (1) liking Audio Visual, (2) dependence on technology, (3) easy to understand concrete examples, (4) critical when expressing opinions, (5) able to learn well from teachers or tutors who position themselves as friends, and (6) likes to innovate. The second point states that Generation Z is very dependent on technology which will certainly have an impact on internet consumption compared to the previous generation, where Generation Z is around 93.3% for internet connectivity compared to the Millennial Generation which is 84.4% and Generation X is 63.2 %⁷.

Along with the rapid development of technology in the era of Generation Z, and there are also more and more start-up companies commonly known as Startups⁸. A startup company itself is a company that is still in the development or research phase to continue to find markets and develop their products. Currently, the term startup company usually refers to technology-based products⁹. Startups are an important part of economic growth in Indonesia because companies can provide job opportunities, especially for Generation Z. Apart from working in technology, there are startup companies that are also engaged in other sectors, such as producing products, clothing, food, and beverages from their creations¹⁰. children of the nation, at this time startup

⁴ Lintang Citra Christiani and Prinisia Nurul Ikasari, "Generasi Z Dan Pemeliharaan Relasi Antar Generasi Dalam Perspektif Budaya Jawa," *Jurnal Komunikasi dan Kajian Media* 4, no. 2 (2020): 84–105.

⁵ Rangga Sa'adillah S.A.P., "Education and Mentoring About Cyberbullying Through Law of Information and Electronic Transaction and Islamic Teaching to 'Generation Z,'" *Engagement: Jurnal Pengabdian Kepada Masyarakat* 5, no. 2 (2021): 397–412, <http://dx.doi.org/10.29062/engagement.v5i2.929>.

⁶ Nur Habibah, Siti Rahmawati, and Andita Sayekti, "PENGARUH GAYA BELAJAR TERHADAP PRESTASI MAHASISWA GENERASI Z DI PERGURUAN TINGGI," *Perspektif Ilmu Pendidikan* 33, no. 2 (2019): 7–18, <http://dx.doi.org/10.21009/pip.332.2>.

⁷ TALHAH AJMAIN, "Impacts and Effective Communication on Generation Z in Industrial Revolution 4.0 Era," *JETAL: Journal of English Teaching & Applied Linguistic* 2, no. 1 (2020): 37–42, <http://dx.doi.org/10.36655/jetal.v2i1.204>.

⁸ Ghea Dwi Rahmadiane et al., "PENGEMBANGAN BISNIS STARTUP UNTUK MEMINIMALISIR KEGAGALAN DALAM BERBISNIS," *Jurnal Vokasi* 5, no. 1 (2020): 46, <http://dx.doi.org/10.30811/vokasi.v4i2.1893>.

⁹ Muhamad Nafik Hadi Ryandono, "Fintech Waqaf: Solusi Permodalan Perusahaan Startup Wirausaha Muda," *Jurnal Studi Pemuda* 7, no. 2 (2019): 111, <http://dx.doi.org/10.22146/studipemudaugm.39347>.

¹⁰ Rully Adi Nugroho et al., "Using a Participatory Learning and Action Approach to Improve Young Papuans and Moluccans' Knowledge of Herbal Drinks to Increase Immunity During the COVID-19

companies are very much supported by the government to help startups to be more advanced. It can be seen from the government holding programs to support startup companies, such as startup competition programs, incubators, and acceleration¹¹. From the full support of the government, more startups in Indonesia will appear and a great opportunity for Generation Z at this time.

In terms of the rapid development of startups, there will be a need for manpower for startup companies. The startup company itself has a work model that is very related to Generation Z, such as flexible working hours, open communication between teams, generational equality which will make employees feel more comfortable. Then the availability of space to improve skills¹², both hard skills and soft skills supported by startup companies, such as training and training programs. However, Generation Z still expects to start working experience at a corporate company which is considered a secure and more stable company, therefore it is necessary to educate Generation Z to find out the working model in a startup company¹³.

Method

There are several ways to provide knowledge related to startup work models in Generation Z, including internship programs at startup companies, education by startups to relevant agencies supported by the agency, such as holding seminars or similar training. To introduce the relevance of Generation Z's lifestyle to our startup work model, we use the method of filling out materials or seminars with the target of class XII Vocational High School students with the aim that they will gain knowledge about job opportunities at startups. Our location is doing community service with the aim of opening new knowledge and supporting Indonesia's young generation to develop more advanced. This activity was held at the SMK Telekomunikasi Telesandi Bekasi with the theme Soft Skill activities for class XII students, which is located at Mekarsari Village, Tambun Selatan District, Bekasi Regency, West Java 17510 with the following:

- 1) Rita Wahyuni Arifin, M. Kom, as coach in soft skills seminar for class XII students
- 2) Sasmitoh Rahmad Riady S.Kom., M.Sc, as the head of community service activities and at the same time a resource person for the material "StartUp Lifestyle for Gen Z"

Pandemic," *Engagement: Jurnal Pengabdian Kepada Masyarakat* 5, no. 2 (2021): 297–311, <http://dx.doi.org/10.29062/engagement.v5i2.788>.

¹¹ Eka Putri Agustina, "Perkembangan Start-Up Di Era Digital Dan Dampak Dunia Usaha Pada Masa Pandemi Covid-19 Terhadap Perekonomian Negara RI" (Jakarta: Universitas Negeri Jakarta, 2021).

¹² Dina Hastalona and Atma Jonar Asih, "PKM PENTINGNYA PENGUASAAN SOFT SKILL BAGI GENERASI Z DI KALANGAN SISWA-SISWI SMA INTI NUSANTARA TEBING" 1, no. 4 (2021): 162–167.

¹³ Rudi Hardiansyah and Dodie Tricahyono, "Identifikasi Faktor-Faktor Kesuksesan Start Up Digital Di Kota Bandung," *Jurnal Ekonomi*, no. 27 (2019): 134–145.

- 3) M. Baydhowi, M.Kom, as a member and speaker with the theme "BackEnd/FrontEnd Developer"
- 4) Rika Apriani, M.Kom, as a member and moderator of the activity

The following is the flow method that we do in carrying out community service so that the output in this activity is achieved.

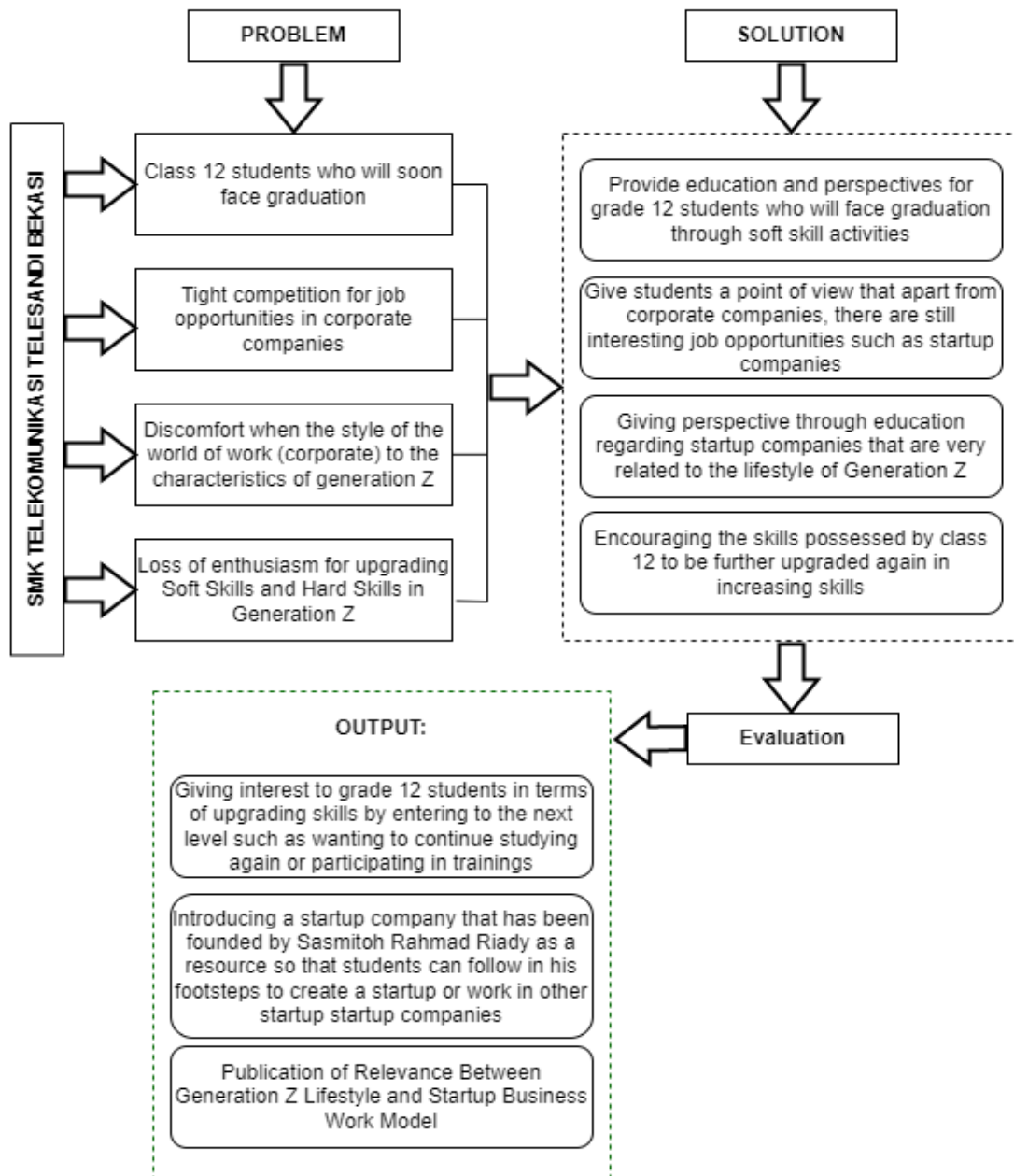


Figure 1. Flow method in seminar soft skill activities at SMK Telekomunikasi Telesandi

In Figure 1 there are important points, namely from the location of community

service, problems, solutions, evaluations and expected outputs which will be continuously evaluated so that Generation Z can get the best results.

Result

To achieve the target results in this activity, the participatory education model in implementation, students are given through brainstorming and seminars. Seminars are used to understand important concepts by students regarding the characteristics of Generation Z and Startup Work Styles. This method is carried out based on the consideration that the seminar method provides an opportunity to convey relatively large amounts of material in a dense, fast, and easy manner. In detail, the implementation of education is divided into two parts with the theme "StartUp Lifestyle for Gen Z" and "BackEnd/FrontEnd Developer". In this paper, we will discuss in detail about the "StartUp Lifestyle for Gen Z" material.

The main activities are described as follows. After the participants were given the opportunity to express what they understood so far about Generation Z, startup companies and their types, then they were given a presentation or explanation using a seminar about what Generation Z and startups are. On this occasion, participants were given an explanation and keywords to understand the characteristics of Generation Z and the point of view of startup companies by explaining that Generation Z is a generation that grew up in an era of developing technology and similarly to startup companies who are very attached to the Gen Z lifestyle and models. startup work. This discussion also explains the level of startup companies based on the valuation value of startup companies. Then the startup work model and workspace for large startup companies, then also explained the risks of working in startup companies. The following is a picture of filling out the material in the softskill activity.



Figure 2. Explanation of "StartUp Lifestyle for Gen Z" Material

The explanation of the material "StartUp Life Style for Gen Z" lasted about one hour, which was presented by Sasmitoh Rahmad Riady, S.Kom, M.Sc with class XII students at SMK Telekomunikasi Telesandi Bekasi. The material presented is divided into several sections as shown in table 1 below.

Table 1. StartUp LifeStyle for Gen Z Material

No	Sub Material	Duration
1	Description about Z Generation	10 minutes
2	Z Generation Characteristics	10 minutes
3	Description about Startup	10 minutes
4	Startup Level	10 minutes
5	Description about Startup Growth in Indonesia	10 minutes
6	Sample of Startup Business	5 minutes
7	Sample of Startup's Working Space	5 minutes
8	Startup Culture	5 minutes
9	Job Opportunity in Startup	5 minutes

From the explanation of the speakers, the theme was finished, followed by the second speaker, which was about BackEnd/FrontEnd Developer job opportunities. In this section the material is filled in by M. Baydhowi, M.Kom with the aim that class XII students

can upgrade their skills in the field of programming. By participating in trainings, both online and offline, the following is a picture of filling out the material.



Figure 3. Explanation of "BackEnd/FrontEnd Developer" Material

Next is part of the question & answer session between the presenters and students which aims to make students understand the material presented. The following is a picture of the questioning side of a class XII student.

Figure 4 Q&A Session

After the question and answer session, we distributed a book written by Sasmitoh Rahmad Riady, M.Sc, entitled "Mobile Programming Using Flutter" to the three participants with the best questions. This book distribution method aims to make students more interested in today's relevant technology and have the desire to continue to upgrade their skills. The following is a picture of distributing books to students for the

best questions.

Figure 5. Book Handover Session for the 3 Best Question

Discussion

Basically, students do not understand about startup companies, what they know is that it is a large or stable company. This causes little interest in students to work in startup companies. The speaker provided an understanding of the startup company level based on the company's valuation¹⁴, as shown in table 2 below.

<i>Table 2. Startup Level</i>		
No	Level	Description
1	Cockroach	Startup companies that are still small or have just been started. The valuation value of the company is still relatively small
2	Ponies	Startup company that has a valuation value of up to USD 10 million
3	Centaurs	Startup companies that have a valuation value of up to USD 100 million
4	Unicorn	A startup company that has a valuation of USD 1 billion
5	Decacorn	Startup company that has a valuation value of more than USD 10 billion
6	Hectocorn	Startup company with a valuation of more than USD 100 billion

¹⁴ Tarek Miloud, Arild Aspelund, and Mathieu Cabrol, "Startup Valuation by Venture Capitalists: An Empirical Study," *Venture Capital* 14, no. 2-3 (2012): 151-174, <http://dx.doi.org/10.1080/13691066.2012.667907>.

It can be seen in table 2 that the levels of startup companies based on these valuations will provide a perspective on class XII students after graduating to determine which startup company will be targeted as a place to work. From this, there may still be doubts for a new graduate to work because startup companies have unstable characteristics when viewed from the side of startup growth in Indonesia¹⁵. However, based on statistics taken from the Central Statistics Agency, the state of Indonesia is ranked first in Southeast Asia in 2022 as shown in Figure 6 below.

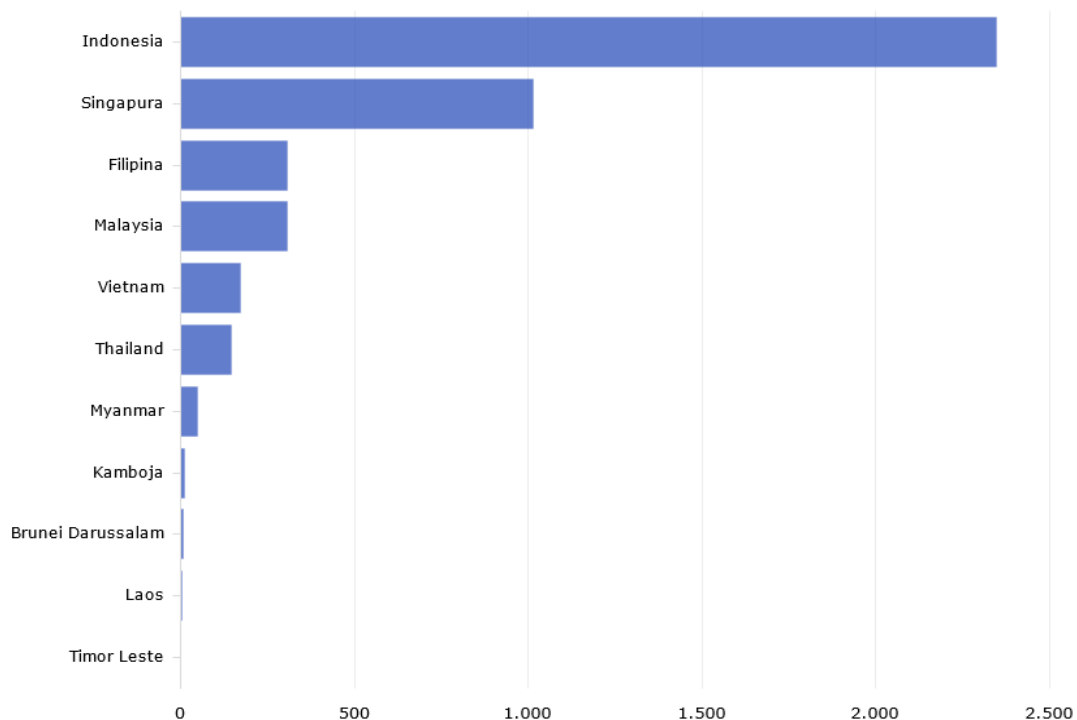


Figure 6. Most startup ranking in Southeast Asia
(Source: <https://databoks.katadata.co.id/datapublish/2022/04/13/saingi-singapura-jumlah-startup-indonesia-terbanyak-di-asia-tenggara>)

Figure 6 shows that Indonesia occupies the first position with the most startups in Southeast Asia. Meanwhile, at the world level, Indonesia's growth in startup companies is ranked 5¹⁶. From this, the government has promoted many incubator¹⁷ programs to

¹⁵ Alghifari Mahdi Igamo et al., "Business Environment and Start-Up in Indonesia: Empirical Evidence from Province-Level Data," *Journal of Economic Development, Environment and People* 9, no. 4 (2020), <http://dx.doi.org/10.26458/jedep.v9i4.680>.

¹⁶ *Innovate Indonesia*: (Asian Development Bank, 2020), <http://dx.doi.org/10.22617/sgp200085-2>.

¹⁷ Wendy Zulkarnain and Sheila Andini, "Inkubator Bisnis Modern Berbasis I-Learning Untuk Menciptakan Kreativitas Startup Di Indonesia," *ADI Pengabdian Kepada Masyarakat* 1, no. 1 (2021): 77–86, <http://dx.doi.org/10.34306/adimas.v1i1.252>.

increase income and attract investors to provide funds to startups¹⁸. For now, investors are very interested in startup companies in the fintech field to invest their capital, followed by other startups in investing in startup companies¹⁹.

There are several examples of startup companies²⁰ that have developed from various fields as shown in Figure 7 below which have been classified according to their fields.



Figure 7. Startup companies in various fields

In Figure 7 there are various fields engaged in e-Commerce, Education, Finance, Transportation, Health, Insurance, Travel and Accommodation, and Agriculture in Indonesia. This means that the more startups that grow in Indonesia, the better the economic growth will be.

The startup company itself has the characteristics and culture²¹ in the work model so that when viewed from this perspective, it will be very related to the current Generation Z lifestyle. It is from this culture that it will have an impact on the performance

¹⁸ Meita Clara Wijaya Rosa, Eko Ganis Sukoharsono, and Erwin Saraswati, "The Role of Venture Capital on Start-up Business Development in Indonesia," *Journal of Accounting and Investment* 20, no. 1 (2018), <http://dx.doi.org/10.18196/jai.2001108>.

¹⁹ D.Ch. Putri, I Fahmi, and A I Suroso, "FACTORS AFFECTING INVESTOR DECISIONS TO INVEST IN STARTUP: A CASE STUDY OF STARTUP XYZ," *Russian Journal of Agricultural and Socio-Economic Sciences* 89, no. 5 (2019): 217–226, <http://dx.doi.org/10.18551/rjoas.2019-05.27>.

²⁰ Rahmat Nurcahyo, Mohammad Ilhamsyah Akbar, and Djoko Sihono Gabriel, "Characteristics of Startup Company and Its Strategy: Analysis of Indonesia Fashion Startup Companies," *International Journal of Engineering & Technology* 7, no. 2.34 (2018): 44, <http://dx.doi.org/10.14419/ijet.v7i2.34.13908>.

²¹ Cezary Kwiatkowski, "Characteristics of the Start-up Culture from the Perspective of the Organizational Culture Model," *Czech Journal of Social Sciences, Business and Economics* 5, no. 3 (2016): 28–36, <http://dx.doi.org/10.24984/cjssbe.2016.5.3.3>.

of the startup company itself, even for the careers of Generation Z who will work at the company²². There are several startups which are summarized in table 3 below.

<i>Table3. Startup Working Model</i>		
Culture	Work system	Habit
The ever-changing work role	Jobs are always changing	Startup employees must be willing to take risks
Flexible working hours	Free working hours with reference to completed work targets	High initiative
Fun work atmosphere	Jobs are expected to work with multitasking	Startup employees are always ready for change
Open communication space	Open communication between divisions or superiors	Quickly learn
Training for employees		Ready to go the extra mile
Responsibility in each individual		Always think positive
		Creative-minded startup employee character

Judging from the table, the startup work model is very related to the lifestyle of the current generation Z. For generation Z, it can be used as a reference for work targets. Judging from the startup work culture, it is very suitable for Generation Z, considering that Generation Z prefers a high level of mobility²³. For this reason, it is important for Generation Z to recognize the startup work culture so that later they will not hesitate in determining which company to work for. Apart from the startup work culture, Generation Z must also pay attention to the skill-building side. In addition, agencies, such as universities, have an obligation to improve the competence²⁴ of students, as well as high

²² Pri Agung Danarahmanto and Yudi Azis, "A Business Model to Support Sustainable Performance of Digital Startup Companies," *CSID Journal of Infrastructure Development* 2, no. 2 (2019): 168, <http://dx.doi.org/10.32783/csid-jid.v2i2.73>.

²³ Delipiter Lase and Dorkas Orienti Daeli, "Pembelajaran Antargenerasi Untuk Masyarakat Berkelanjutan: Sebuah Kajian Literatur Dan Implikasi," *Jurnal Ilmiah Ilmu Sosial* 6, no. 2 (2020): 89, <http://dx.doi.org/10.23887/jiis.v6i2.28138>.

²⁴ Revolusi Industri et al., "KOMPETENSI GENERASI Z DALAM MENGHADAPI ERA" 3, no. 3 (2020):

school/vocational schools that must prepare strategies from an early age to develop Generation Z resources to face this digital era²⁵.

Conclusion

Generation Z is a generation that was born in an era of increasingly rapid technological development, where this generation has unique characteristics, both in communication, work, or learning. This generation can create excellent innovations and high creativity. Startup companies have a flexible work culture, open to ideas, and brainstorming methods for making decisions. In addition, startup companies are required to work with multitasking in a way that the employee will be provided with learning or training. This side is also closely related to the characteristics of Generation Z who are thirsty for knowledge and like high mobility.

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