***COMPANIES IN INDONESIA TO SURVIVE AMIDST
GLOBAL ECONOMIC UNCERTAINTY***

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ABSTRACT : The best alternative for companies in Indonesia to survive in the midst of global economic uncertainty is by transforming their business and human resources, given that changes in business concepts are highly driven and patterned by advances in information technology that are exponentially increasing.

Keywords : Economic Disruption, Good Corporate Governance, Employee Engagement.

INTRODUCTION

Various efforts to improve the ranking of ease of doing business in Indonesia throughout 2018 are still restrained by exports and imports that have consistently tended to decline since 2015. The condition of the global economy in 2018 tends to be sluggish and unbalanced, followed by high global financial uncertainty. In addition, the volume of world trade is also expected to be low due to deteriorating trade relations between countries. In the era of economic disruption, which is expected to happen until 2020, business people in Indonesia are required to constantly renew, innovate, and create diversification so that they can survive in the market.

PROBLEMS

The growing competition in the market faced by business people makes company leaders tend to make changes continuously where each element must be an important pillar in order to support the company's vision and mission, including optimizing the strategies that have been determined to obtain profit maximization. The reality in the field shows that many companies in Indonesia still do not know what to do. . Many companies are trying out the latest management systems to deal with the global economic disruption with an expectation that the companies will be sustainable and adaptive to the times.

REVIEW

From 2016 to 2018, economic and business developments have experienced rapid development with tighter business competition. All companies strive to demonstrate their respective advantages, but some fail. Theoretically, only large and strong companies can survive in the global era. Companies are often faced with the power of a rapidly changing global competitive environment which may add to business uncertainty, including advancement in digital technology, changes in socio-political conditions, and the emergence of new markets. The company strives to make adjustments by creating change, experimenting with new business capital, transforming businesses and human resources, and adjusting to the industrial revolution 4.0.

RESEARCH

From 2014 to 2017, there was an increase in the population of large and medium industries, from 25,094 business entities in 2014 to 30,992 business entities in 2017, or an increase of 5,898 business entities. Small industry sector also experienced an increase, from 3.52 million business entities in 2014 to 4.49 million business entities in 2017, or an increase of 970 thousand small business entities over 4 years. Investment in the manufacturing industry sector in 2014 was IDR 195.74 trillion and rose to IDR 274.09 trillion in 2017. In the first semester of 2018, investment activities in the manufacturing industry sector reached IDR 121.56 trillion (Ministry of Industry of the Republic of Indonesia, 2018).

At present, the industrial sector that is closely associated with the use of high technology tends to be aggressive in opening up recruitment of new workers.

DISCUSSION

The competitiveness of companies in Indonesia in facing economic disruption and industrial revolution 4.0 is actually very dependent on the ability to take advantage of changes along with technological advancement that has been increasing exponentially in order to survive, develop, and provide significant added value to all stakeholders. The effort to improve the capability to become sustainable organizations is an introspection of current conditions. In addition, an organization should try to predict its future condition in a clear framework so that the vision and mission of the organization are clear and measurable and the execution of strategies is right on target. In general, the organizational goals are represented by vision, mission, and strategy. Similarly, the organizational structure is always aligned with the organizational strategy where each work unit should have a clear function and contribute to the achievement of the organizational goals.

CONCLUSION

Competitive advantage has become a necessity for every company in Indonesia in facing economic disruption when the company wants to survive in the domestic and global markets through a massive transformation at all levels and business units operated as well as continuous innovation. Economic disruption has made company leaders face very difficult challenges. The leaders have to strive to be more adaptive in facing the future that is full of volatility, uncertainty, complexity, and ambiguity (VUCA), including being able to bring a positive aura to all employees.

REVERENCES

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