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Scale Up Your Potential in Digital Age ; Melejitkan Potensi Diri Milenial di Era Digital

Hanifa : Klaten; 2020; 978-602-5964-16-9; 256 pages

Scale Up Your Potential in Digital Age is a book about a group of millennials with spectacular potential in this digital era. Therefore, the purpose of writing this book is to shape the personality of millennials to be more creative, innovative, and so forth.

This book was made to show readers, particularly the millennial generation who, with all its advantages, is still in need of vast information concerning the era of the industrial revolution 4.0. It contains the latest information and strategies on how to deal with the disruption of the industrial revolution 4.0 era. Hence, it is suitable for the millennial generation. In addition, this publication can also be read by Generation X and Generation Y because it contains ways to build a business and manage finances in that era.

New information presented here is a detailed elaboration in regards to the disruption that occurs in the industrial revolution 4.0 era, as well as several strategies to deal with said disruption. For example, the Avoid FOD (Fear of Disruption) approach means that we should not be afraid of the disruption, and through Unlearn, we need to change our mindset from assuming that we know various things to “not knowing anything.” Therefore, we are always on the look for new and old things.

This review aims to provide information contained in it, which will later benefit the millennial community. In addition, the role of this review plays a major impact in enhancing the knowledge of the readers.

Scale Up Your Potential in Digital Age by Hanifa is sufficient to meet the needs of the millennial generation in determining their careers to face the disruption that takes place in the industrial revolution 4.0 era. Moreover, it also contains strategies to deal with the era of disruption and to build a good business. It is also suitable to be read by Generation X and Generation Z as there are strategies to find ideas and develop business in the era.

New information presented in this work conveys the disruption of the industrial revolution 4.0 era and its strategies. This book is a self-development book on how to be productive and skillful millennials. It also provides information on what millennials need to achieve success, both by becoming employees and becoming entrepreneurs through this strategy.

Scale Up Your Potential in Digital Age has a major influence on its readers, especially the millennial generation who wants to make a change. Millennials will be able to obtain knowledge about how they can gain capital in a business, build teams and business partners, develop brands, and grow their businesses.

The influence of Hanifa’s work does not only come from presenting information as knowledge for running a business but also from various other things, such as strategies and a mental awakening to face the disruption of the industrial revolution 4.0. Furthermore, it also describes millennial entrepreneurial figures who have successfully built their businesses and further influenced readers to run a digital business.

The evidence contained in this writing is the characteristics of the millennial generation taken from the research conducted by the Boston Consulting Group (BCG) with the University of Bakley. The study concludes that millennials prefer to read via smartphones and that

conventional reading interest has decreased. When compared to the previous generation, millennials are more familiar with the technology. By using these devices, they become more productive and efficient individuals because they can do anything from just sending short messages, accessing educational features, doing business online, and ordering online transportation services.

As the title implies, this book is quite convincing for millennials because it can help them to build their potential in facing the digital era. One of the ways is by describing good millennial financial management. According to Hanifa, there are several ways to manage finances, one of which is the need for financial literacy. Financial literacy refers to a person's ability to understand all matters related to his or her finances. This financial literacy focuses on the ability to manage personal finances efficiently, such as investments, insurance, property, assets, tuition fees, budgets, pensions, and tax planning.

On pages 138-140, this publication describes the financial mistakes of the millennial mindset that are caused by demands for lifestyle, association, or social pressure. One of the mistakes discussed in this book is the consumptive attitude that millennials still make to improve their social status. An example of this condition can be seen in how individuals would wear a slightly expensive local branded bag but still need to wear something that symbolizes the ability to afford it.

In her writing, Hanifa uses diction that makes it easier for readers to understand the contents of the book, especially the millennial generation because they have already understood the terms that are often used in the digital era. The writing organization is an approach to the millennial generation who wants to develop their potential to face the industrial revolution 4.0 era. The size of this book also supports the author to convey the content and purpose.

The information provided here is consistent with the research that the authors have compiled. An example is a survey conducted by BPS in 2017 regarding the level of education and health of the millennial generation. Therefore, there are no studies, facts, or ideas that were ignored by the author because the information has been provided according to the survey that has been conducted.

The strength of this book is that it is packed with information that is very much needed by the millennial generation who has the desire to develop their potential. The contents are also straightforward and lead directly to the points of discussion. The information contained here is in accordance with the problems that are currently faced by the millennial generation.

The drawback of this book is that the appearance of every page seems boring because it only uses monochrome colours. Consequently, it easily bores the readers. Moreover, people who have no relation to the purpose of it will tend to be less interested. It also lacks the use of punctuation marks where the dots in the sentence look wasteful.

Suggestion for the readers of this book is to be able to implement the contents and information contained in this work into their lives properly. Meanwhile, a suggestion for Hanifa is to improve its appearance to make it more attractive and avoid making the readers feel bored when reading her written work.

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AUTHOR SHORT-BIODATA

Hanifah, a writer who lives in Yogyakarta, is devoted to writing and editing. As a mother of two children, the author is also a "financial manager" in her family. Managing a family financial budget is a daily task, which she has been successful in doing as she has a *passion for budgeting*. Part of what is written in this publication is her experience during her career and in managing finances.