



The Role of Diaspora in Digital Transformation in Indonesia

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Abstract: Digital transformation in Indonesia has brought about major changes that affect various sectors of life, including in terms of diaspora. The growing phenomenon of digital diaspora amidst advances in information and communication technology has brought about changes in the way individuals or diaspora groups interact, communicate, and maintain their cultural identity. In the context of Indonesia, the digital diaspora has played a key role in strengthening relations between Indonesian communities abroad and the homeland, as well as in spreading Indonesian culture globally. This journal aims to explore the impact of digital transformation on the Indonesian diaspora, with a focus on changes in social interaction patterns, maintenance of cultural identity, and the economic and social contributions offered by diaspora communities through digital technology.

Keywords : Digital diaspora, digital transformation, Indonesia, information technology, cultural identity, global community, social media

INTRODUCTION

Over the past few decades, Indonesia has experienced rapid technological progress, which has transformed various dimensions of social, economic, and cultural life. One phenomenon that has emerged from this digital transformation is the development of the digital diaspora, namely individuals or groups who are connected through information technology despite being geographically separated.

The concept of diaspora has long been known in migration studies. Traditionally, diaspora refers to a group of people who originate from a particular country or region and live outside their homeland. However, with technological advances and increasing global mobility, the meaning of diaspora has evolved. In addition to acting as an economic bridge through remittances, diaspora now also plays a role in various fields, such as cultural

exchange, education, and technological development.

The role of the diaspora in the development of their home countries is increasingly being noticed by many countries. They not only contribute foreign exchange through remittances, but also play a role in increasing the country's competitiveness by introducing new technologies, establishing international cooperation, and promoting culture. However, the diaspora also faces various obstacles in making optimal contributions to the development of their home countries, such as difficulties in adjusting to the social, political, and economic situations in their homeland.

LITERATURE REVIEW

According to information from the Wikipedia page (<https://id.wikipedia.org/wiki/Diaspora> , nd), the term diaspora was first used by Greek society to refer to citizens from a royal city who migrated to a colony with the aim of colonization, to assimilate the area as part of the kingdom. Over time, the word diaspora came to be used to describe nations or ethnic groups driven to leave their traditional homelands, as well as their dispersion to various parts of the world and the cultural impact that emerged as a result of this dispersion. The Big Indonesian Dictionary (KBBI, 2017) explains that diaspora refers to a time when a nation is spread throughout the world and does not have a country. Meanwhile, according to another Wikipedia page (https://id.wikipedia.org/wiki/Orang_Indonesia_Perantauan), the Indonesian diaspora refers to Indonesian people living abroad. This expression refers to those who choose to become permanent residents in another country or reside temporarily abroad after being born in Indonesia and having Indonesian ancestry. The diaspora is a group that has its own uniqueness as a potential national capital because it is accustomed to global competitiveness. Based on this definition, it can be concluded that the Indonesian diaspora consists of Indonesian individuals or their descendants who, for various reasons, choose to move outside Indonesia, either as... long-term and temporary residents.

METHOD

Method study on basically is method scientific used For obtain data with objective And benefit certain (Sugiyono , 2014:24). In writing article scientific This is the method used is method study literature or study literature . Study literature refer to on material readings whose theories relevant with object study And used For analyze object (Andi , 2012) . Study literature This functioning as runway theoretical that becomes guidelines in compilation study . In writing this , study literature done with refer to on various source written like books , journals , reports research , and document other For to obtain deep understanding about the topic being researched . All article scientifically cited originate from Mendeley And *Google Scholar*.

RESULT AND DISCUSSION

Diaspora can interpreted as room post- national connecting And to question connection between nation , land as well as identity . The word diaspora comes from the Greek *diaspeiro* which means spread. The use of the word diaspora in Greek times began to be introduced in the 3rd century BC by a legendary Jewish scholar in Alexandria. However, over time the word diaspora was only interpreted as the spread of religious groups (society, church or congregation) who live as a minority among other communities and groups.

Diaspora can also be interpreted as a journey of a country that is still limited by its tribal land, where there is a relationship between the diaspora and its nation of origin. In a public context, the diaspora has the potential to become an important figure in changing public events in their country, especially for the nation where they come from. By paying attention to the relationship between the nation of origin and the destination nation, the diaspora can act as a liaison between the two. The presence of the diaspora in emerging countries can open up opportunities for work, exchange, business, social trade, and wisdom. Meanwhile, objective countries can strengthen intercultural trust and build business, exchange, social, and discretionary organizations. This diaspora empowers individuals to contribute more to public improvement in their country of origin. The diaspora can be utilized as an important element in the progress of the country of origin. In developing countries, the diaspora can contribute in various sectors, both in finance and social. For example, by contributing through remittances, inter-country business, and other participation. In addition, the diaspora can also encourage world progress through their participation in global associations, both by providing financial commitments and allocating their time.

The Indonesian diaspora plays an important role in contributing to national development. The influence of the diaspora extends to various aspects, including cultural exchange, economic partnerships, and knowledge transfer. To harness this potential, an effective human resource planning strategy is needed that leverages the skills, expertise, and networks of the diaspora community.

HR planning aims to ensure that the needs of the organization or company related to employees can be met optimally. The first and most important step that needs to be taken in an organization is HR planning. The concept of competency-based HR management connects HR operations in the organization with core competencies that will be prioritized.

Planning source Power human beings, who are seen as a continuous process And organized, generally understood as effort For determine amount power work required company, good from aspect quality and also appropriate quantity. Purpose main from planning This is For ensure achievement harmony between worker And work they. Besides that, the planning process This Also functioning For avoid imbalance power work, namely ensure amount suitable employee with need. Three target main planning source Power man includes: a) predicting need power work; b) manage balance between offer And request power work; and c) maintain harmony between projection offer And request the.

The definition of human resource development includes all actions taken by a company or organization with the aim of improving the capabilities and skills of human resources in a certain period. In more detail, human resource development begins with the identification of training needs, continues with a situation survey, and then ends with the implementation of a training program. With Thus, development source Power man can viewed as the most proactive subfunction. While that, development organization is a process-oriented on objective in term long, while training is practice ongoing ongoing in term short.

Plan comprehensive organization For development source Power man covers confession And award on improvement quality. Each employee is given an award for their achievements. Assessment of HR as Human Capital covers several aspects. This includes HR Planning and Management, where the level of HR planning is linked to the company's strategy, the relationship between HR and quality improvement targets, and the use of employee data to improve HR management. Employee Improvement focuses on the extent of employee involvement in quality improvement, empowerment in managing work areas, and the methodology for measuring and monitoring internal employee quality

progress. Education and Training includes the creation of training initiatives and education programs, assessing the relationship between training and employee performance, and the impact of training on specific job areas. Employee Performance and Rewards evaluates how reward programs support quality improvement goals and how these programs are reviewed and improved. Employee Satisfaction considers the development of service programs for employees, their satisfaction assessment and evaluation systems, and the completeness of data on employee improvement and services.

Human resources are one of the most important factors in an organization to achieve the goals of the organization. A company's goals can be realized if the company's human resources can support the company's business processes. Human resources in this case are employees or personnel who actively participate in achieving the goals of the organization or company as planners, implementers, and controllers. Improving and utilizing employee potential to the maximum is one strategy in increasing the company's competitiveness. One of the employee potentials that needs to be improved now is mastery of technology.

Along with the information technology revolution marked by increasing access to online communication that began in 1990 and the term digital diaspora emerged. Digital diaspora means international immigrants living outside their home country who use Communication and Information Technology comprehensively to organize diaspora communities and maintain sentiment with their home country.

In this era of information technology revolution, the information technology revolution occurred because of the growth of globalization which had a major influence on national borders and caused the spread of information from one region to another very easily. Digital diaspora itself refers to the increasing use of technology in communities to build a diaspora that is integrated with the international world in the contemporary world era.

Topics regarding the diaspora and globalization become very interesting Because progress technology information And transportation that makes it easier mobility man as well as connection between individual . Along with progress said , the number of people who migrated to outside country Keep going increase as impact from globalization . Phenomenon This bring up challenge like brain drain, where the more Lots generation young educated tall And talented person who chooses For settle outside country . However , in a number of year Lastly , the term brain gain emerged , which describes importance utilise skill And potential professional from the diaspora to contribute in progress knowledge knowledge , technology , power competitive , and productivity in the country origin they . Condition This awaken governments , including Indonesia, will importance tighten connection with the diaspora and dig potential them for progress nation And country

The digital diaspora in Indonesia, especially those living in developed countries, have greater access to the latest technological developments. Many of them have careers in the information technology, innovation, and research sectors. The transfer of knowledge and technology through seminars, conferences, research collaborations, and digital forums has become one way they have contributed to technological developments in Indonesia. For example, several Indonesian diaspora working in Silicon Valley, United States, have played a role in introducing new concepts in the field of digital technology, such as artificial intelligence (AI), blockchain, and the Internet of Things (IoT), which have begun to be applied in various sectors in Indonesia.

The Internet is presented as a tool for unlimited communication and development for diaspora communities. The Internet is also a means and facility of communication tools that connect diaspora populations in communicating and expressing liberal values and freedom of speech and opinion. This shows that cyberspace is an ideal place to connect

global diasporas.

CONCLUSION

The digital diaspora in Indonesia has a very important role in accelerating digital transformation in Indonesia. Through knowledge transfer, startup ecosystem development, and collaboration with the government and private sector, they can drive technological innovation that can have a positive impact on Indonesia's development. However, infrastructure challenges and cultural differences need to be overcome so that the impact of this digital transformation can be more evenly distributed and inclusive. Closer collaboration between all related parties will maximize the potential of the diaspora in driving digital progress in Indonesia.

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