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# **Motives and Construction of Independence, Competence, and Innovation Millenial Generation in Electronic**

**Moch. Ali Mashuri<sup>1</sup>**

<sup>1</sup>School Universitas Airlangga In Surabaya, Indonesia

[moch.ali.mashuri-2016@pasca.unair.ac.id](mailto:moch.ali.mashuri-2016@pasca.unair.ac.id)

**Subagyo Adam<sup>2</sup>**

<sup>2</sup>Social Polotical Sciences Universitas Airlangga In Surabaya, Indonesia

[adambagyo@unair.ac.id](mailto:adambagyo@unair.ac.id)

## **Abstract**

The purpose of this study is to understand the meaning of independence, competence, millenial generation innovation in the improvement of electronic-based services at the Department of Investment and Integrated Service One Door Sidoarjo regency. The research method used is qualitative. As a result, the potential of millennial generation can be constructed according to different characteristics in providing public services in the field of licensing. So in providing public service generation millennial have independence, competence, and innovation. In conclusion, the labor force has a motive in working are achievement, reward, responsibility, honesty, and cooperation.

**Keywords:** Independence, competence, innovation, millenial generation.

## *Motivos y construcción de la generación milenial de independencia, competencia e innovación en electrónica*

### **Resumen**

El propósito de este estudio es comprender el significado de independencia, competencia, innovación de generación milenaria en la mejora de los servicios electrónicos en el Departamento de Inversión y Regencia del Servicio Integrado de Una Puerta de Sidoarjo. El método de investigación utilizado es cualitativo. Como resultado, el potencial de la generación milenaria se puede construir de acuerdo con diferentes características en la prestación de servicios públicos en el campo de las licencias. Por lo tanto, en la generación del servicio público, la generación del milenio tiene independencia, competencia e innovación. En conclusión, la fuerza laboral tiene un motivo para trabajar: el logro, la recompensa, la responsabilidad, la honestidad y la cooperación.

**Palabras clave:** Independencia, competencia, innovación, generación milenaria.

### **1. INTRODUCTION**

The advancement of information technology has created various innovations including electronic-based public services. In line with the increasingly complex needs of society and want to be given ease in accessing services easily, quickly and accurately and on time. Conditions like this that make service providers must be alert and

responsive to community demands. So that service providers with the mastery of information technology will be more easily adapted to electronic-based service innovations. In this case, millennials are more adaptable to ICT technology than previous generations or baby boomers. The organization is a container of a social entity that is coordinated consciously, with a relatively identifiable limitation, which works on a relatively continuous basis to achieve a common goal or group of goals.

According to Michael Cohen, James March, and Johan Olse, an organization is a select society that is looking for problems, issues and feelings that are looking for decision situations that can disseminate it, solutions that are looking for issues. issues that might be answered, and decision makers who are looking for work. Large and complex public organizations that hold authority and play a role in dealing with various public problems of its citizens within a region are called the State. The presence of the state is very important in overcoming public problems because the state is responsible for safeguarding domestic and foreign conditions more conducive, especially the problems associated with global issues.

It is undeniable that the Indonesian state has huge human resource potential due to the demographic bonus. That Indonesia will get a demographic bonus, that is the number of workforce age (15-64 years) reaches about 70 percent, while 30 percent of unproductive people (ages 14 and under and over 65 years) will occur in 2020-2030. In the labor force world there are some terms in the classification of a generation. The Y generation that will fill the demographic bonus

period is largely a Millennial Generation (Gen Y) workforce. In summary Y generation is a child born in late 1980 to early 2000). For the previous generation, Generation X (born 1965-1979) and baby boomer (born 1946-1964). Gen Y dominates the workforce for the next fifteen years.

This generation is uniquely different from the previous generation. This generation is formed by adapting to the development of the times in which the role of information and communication technology is so rapidly. Some children born in the Y genes are already technology and internet literate early on. Similarly, everyday cannot be separated from the smartphone with intense interaction in social media and some other applications in (Strauss, 1991). From the observation, the Indonesian Population by Age Group and Total Work Force In 2016 from Table 1 below.

No	Age group	Number of Work Force	Percentage of Work against the Work Force
1	15-19	6.219.598	71,91
2	20-24	14.735.371	84,20
3	25-29	15 520 185	92,92
4	30-34	15.389.189	96,37
5	35-39	15.360.465	97,79
6	40-44	14.736.098	97,95
7	45-49	13.054.067	98,65
8	50-54	10.986.355	98,34
9	55-59	8.479.281	98,45
10	60+	10.963.139	98,49
11	15-19	6.219.598	71,91
Percentage amount (%)		125.443.748	94,39

Table 1: Indonesian Population by Age Group and Total Work Force In 2016

Source: Indonesian Statistics 2017

Based on Table 1, it gives the meaning that the based on the population of Indonesia according to the age and number of workforce in 2016, it shows that Indonesia has great potential in terms of productivity and creativity. High productivity figures are 125,443,748 people with a percentage of productive numbers of 94.39% making the number of dependents of non-productive populations on the productive population low so that the demographic bonus provides an advantage for improving the welfare of the population. With regard to demographic bonuses and a large number of productive generations, forecasting in the future about public problems is very necessary because in the future public service issues will be increasingly complex. Especially regarding service providers or human resources needed to be qualified in providing public services.

Because all this time there has been a gap between service providers called baby boomers and millennial generations which are very influential in solving public service problems. A more active role of the younger generation is needed so that the millennial generation can develop and improve their competence, improve work ethic, and be more independent. Public service is in the spotlight of various public, private and public society actors. Public services that have been implemented must continue to be reformed and improved so as to foster community satisfaction and the need to innovate in the field of public services.

The implementation of public service innovations is increasingly being carried out by regencies or cities throughout Indonesia. The Ministry of Administrative Reform and Indonesian Bureaucratic Reform continues to initiate awards for regions that have implemented the best public service innovations with various prestigious national awards. One of them in Sidoarjo regency since 2008 has implemented public service innovations, namely Sidoarjo One Stop Investment Service and One-Stop Service (DPMPTSP) which provides solutions to meet the needs of the community so that they can easily manage permits. With this in mind, the development of human resources aims to produce a logically and comprehensively related framework for developing an environment where employees are encouraged to learn to grow (Sedarmayanti, 2008; Nikonova et al., 2017). The development of human resources is also a continuous effort to improve the quality of human resources in the broadest sense, through education, training and coaching (Silalahi, 2000). So this millennial generation should also be done the development of human resources by every organization where they work.

Related to this, the application of innovation of public service is intensively carried out by regencies or cities throughout Indonesia. Ministry of Administrative Reform and the Bureaucratic Reform Republic of Indonesia continues to initiate awards for regions that have implemented the best public service innovation with various national prestigious awards. One of them in Sidoarjo regency since 2008 has applied public service innovation namely Integrated Licensing Service Agency (DPMPTSP) Sidoarjo which provide a

solution to fulfill society requirement for easy in taking care of permit. Sidoarjo district government has implemented Government Regulation No. 41/2007 on the Organization of the Region. The applied quality management system was upgraded to ISO 9001: 2008 in 2010 and this year has started preparing to become ISO 9001: 2015.

In addition, to realize the public service in the field of sustainable licensing, it is necessary to develop human resources in order to serve the community with excellent and quality. This is also inseparable from the role of the young generation or millennial generation that is in the field of public services, because millennial generation is considered very productive and innovative and creative,(source:<http://dpmptsp.sidoarjakab.go.id/pages/post/profil-badan-pelayanan-perijinan-terpadu-kab-sidoarjo>, Accessed August 13, 2018). The report data can be seen in Table 2 below.

No	Employee Category	Employee Category	Employee Category
1	Civil servants (PNS)	7 people	43 people
2	Non Civil servants ( Non PNS)	19 people	0
Amount		26 people	43 people

Table 2: Number of Employees at DPMPTSP Sidoarjo 2018

Source: DPMPTSP Head of Student Affairs Sidoarjo, 2017

Based on the table above that employee who is productive or less than 37 years old are also called millennials, namely civil servants as many as 7 people and noncivil servants as many as 19 people so the total employees are 26 people. In addition, employees who are more



than 37 years old called baby boomers, namely civil servants as many as 43 people and non-civil servants are not available, so the total number of employees is 43 people. The comparison or gap between the millennial generation and the baby boomers in DPMPSTP Sidoarjo also greatly affects the quality of services that have implemented electronic-based services. Moreover, this public service is directly in contact with the community.

According to Spencer (1993), there are five things to say about competence, first, the motive about what someone thinks or thinks and what causes action. The motive of directing, directing or choosing behavior towards certain actions or goals and away from others. Second, physical characteristics and consistent responses to situations or information. Third, self-concept or attitude, value or self-image. Fourth, knowledge or information that someone has in a particular content area. Fifth, skill or ability to perform certain physical or mental tasks. According to Ancok (2012) human capital that supports individual innovation consists of: creativity, intellectual, emotional, social, tenacity or fortitude, moral or integrity, and physical and spiritual health of humans. Based on the phenomenon of millennial generation and the three concepts of independence, competence, and innovation, the novelty of the research plan is the construction of Millennial generation independence, competence and innovation in the implementation of electronic-based public services. The following is the mindset of this research.

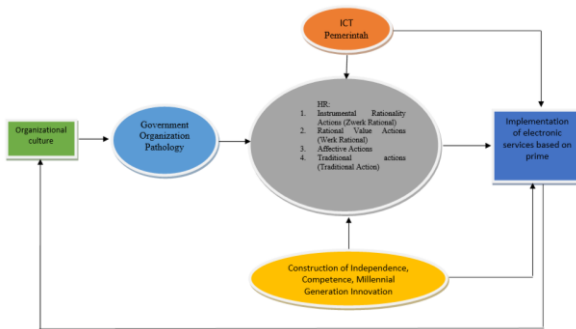


Figure 1: Concept Research Framework

## 2. METHODOLOGY

This research data collection method used is the method used in qualitative research. Qualitative data research focuses on interviewing key information about millennial generation development that needs to be treated related to work ethic and skills, participation, independence and competence. Researchers will visit the informants who have key information at DPMPTSP Sidoarjo. Qualitative data is always related to findings obtained in interviews with information because researchers used interviews and long conversations to obtain data sources (Subagyo and Andreas, 2004; Lima et al., 2018).

With the basis of the conception of qualitative research, the researcher will continue to ask the informant about what he knows and experiences related to the development of the millennial generation in improving electronic-based services, Moleong. The method of this participant was carried out by the researcher to understand more in the

life of the subject who was the object under study. Based on direct interviews with informants, the experience of the researcher as a participant is also a comparison of the results of the observation with the results of interviews directly conducted by researchers since the initial observation and carried out throughout the study when information data was obtained from informants.

Data in qualitative research always develop according to the needs of researchers, which is why the data collection process will always adjust to the conditions and needs of research. Developments in qualitative research are related to the snowball theory. According to Sugyono snowball is the technique of sampling data sources, which is the number of its crew is small, over time becomes large. Qualitative data analysis in this study was carried out by referring to interactive models of data collection or data collection with data analysis according to Huberman.

This research is to describe the motive and construction of millennial generation that has independence, competence, and innovation in improving the service based on electronics located in the Department of Investment and Integrated Service One Door Sidoarjo regency. Therefore, the researchers used qualitative methods. Informants are all employees of the apparatus in the Department of Investment and Integrated Service One Door Sidoarjo regency less than 37 years (millennial generation). They are millennials who can and are capable of developing human resources through increased competence, independence, and soft skill by taking into account the characteristics of the millennial generation.

### **3. RESULT AND DISCUSSION**

Civil Servants at the Department of Investment and Integrated Service One Door Sidoarjo regency amounted to 51 people, with details of 44 people in the category of generation X and 7 millennial (Y). In addition, employees who are productive age or less than 37 years is also called the millennial generation of Civil Servants as many as 7 people and non-Civil Servants as many as 19 people so the total employee as many as 26 people. In addition, employees over the age of 37 years called baby boomer generation of Civil Servants as many as 43 people and Non Civil Servants did not exist so a total of 43 employees. Comparison between millennial and baby boomer generation also greatly affects the quality of services that have implemented electronic-based services. Moreover, this public service is directly in contact with the community.

The concept of competence is not something new, even foreign in the hearing, about the development of the movement (evolution) according to the organization of the psychological industry in the United States, the history of competence began around 1960 until the early 1970s. Corresponding movements and the development of the concept of competence at the time, a lot of studies and research that shows that the results of the test attitude (attitude) and knowledge (knowledge), skills (skills), academic achievement in schools or diploma in the United States do not can show and predict work

performance or performance as well as success in one's individual life in (Moeheriono, 2009; Mansouri & Hosseini, 2018).

In line with the thinking Sanghi (2007) conveyed that competence is five things, first, the motive about what one thinks or thinks and what causes action. Motives direct or choose behavior toward a particular action or purpose and away from others. Second, physical characteristics and responses are consistent with the situation or information. Third, the concept of self or attitudes, values or self-image of a person. Fourth, the knowledge or information that a person has in a particular content area. Fifth, skill or ability to perform certain physical or mental tasks.

This is in line with opinion Janeve et al. (2017) that millennium competence by paying attention to continuous or periodic transparency, personalization, and formative assessment, so that the CBME Milestone framework (competency-based medical education) is in line with Millennium generation learning preferences. In the implementation of the Sidoarjo regency licensing service field, this millennial generation of competency is determined by the characteristics of each individual. So in providing excellent service to the organization of the millennial generation of government is strongly influenced by the nature of a characteristic of each individual. In addition, these characteristics are also influenced by the behavior and organizational culture in which millennials work.

Innovation Diffusion about how a new idea and technology spread in a culture. Diffusion is the process by which an innovation is communicated through a variety of channels and time frames within a

social system. Innovation is an idea, practice or object considered new by humans or other adoption units. The innovation diffused throughout the community in a pattern that could be predicted. Some groups of people adopt innovation as soon as they hear the innovation. While some other community groups take a long time to then adopt the innovation. Diffusion of innovation in the perspective of Rogers (2003) that Elements in innovation diffusion theory consist of: innovation, type of communication channel, adoption rate, and social system.

In line with the thinking of Blackburn (2011) that innovation millennial generation, especially on Millennial generation employee, is innovators and early adopters with the application of technology diffused into the library and has implemented a diffusion lens innovation and adoption stage as outlined by Roger Everett against this action. Through unique personality characteristics, librarians are more likely to be agents of change or as part of the innovation process. They can realize the adoption of new technologies in their respective organizations through the diffusion stages, including communication through the tangible channels among members of the social system. They are able to provide product knowledge to the organization, persuade their constituents to decide on new technology, apply it, and assess its performance.

In the implementation in the field of licensing services Sidoarjo regency, about the innovation of this millennial generation is influenced by the characteristics of each individual. In providing excellent service in the organization of millennial government is

strongly influenced by the motive of each individual that is achievement, reward, responsibility, honesty, and cooperation. In addition, the motive of social action is also influenced by the behavior and organizational culture where millennials work. Implementation of innovation diffusion elements by demanding individuals to innovate, enabling the type of communication channel, implementation level or adoption rate, and taking into account social systems that are environmental factors.

#### **4. CONCLUSIONS**

This labor force has a motive in working is achievement, reward, responsibility, honesty, and cooperation. It is just that in providing millennial generations more indifferent and very suitable when there is behind the desk. The generation of the workforce (millennial) is an individual who has characteristics such as Street Smart, aware, lifestyle center, Independently dependent, tech-savvy, stimulus junkies, skepticism, impatient or intolerant, and when working wants total work, responsibility, promotional opportunities, challenges, fair, seeking development, individuality and creativity, flexibility, ethical and fun, belonging and being involved, modern, optimistic. Look at these characteristics that each individual generation millennial has the value of independence, competence, and innovation that varies in motive so that in interacting with the environment is

strongly influenced by the culture and behavior of the organization where work or activity.

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