

Development Of Millennials Human Resources in Bandung Through Creative Digital Copyrights in An Effort to Deal with The Challenges of Society 5.0

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Abstract

The empowerment of millennial generations on human resources in Bandung for Digital Creativity has great potential in optimizing the creativity of copyrighted works; which is a determinant of overcoming challenges Society 5.0 in the industrial revolution 4.0. This research purposed to observe on how the millennial generation in Bandung regarding to human resources for digital creativity works enhance for especially overcome the global challenges Society 5.0. This paper implemented a cross sectional method. The specification of the research was descriptive quantitative analysis by optimizing purposive sampling and involving 26 respondents from the digital millennial creator community in Bandung. The results of the study indicated that the millennial generation of human resources in Bandung had high development of digital creativity in facing the era of Society 5.0. It was reflected through the five dimensions of development: professionalism, competitive power, functional competence, participatory excellence and collaboration from the millennial generation in Bandung, which was expected to be competent in interpreting the demands of digital creativity as an optimal competitive social transformation. The continuity of the development of the millennial generation in human resources was required for digital creativity; so, it could be proven by more creative digital works as the attainments of the millennial generation on human resources in Bandung dealing with the Society 5.0.

Keywords

Millennial Generation, Human Resources Development, Digital Creativity, Society 5.0

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Introduction

The millennial generation refers to a generation born in the early of 1980 to 2000; and the generation came with the growth and expansion of the digital era entered all areas of life (Barraket, Eversole, Luke, & Barth, 2019; Harahap & Rafika, 2020). In other words, the millennial generation exist among digitalization and technological developments in all aspects; and it relates to various changes in life. The millennial generation, or Generation Y, refers to a generation that is at an age who get easier to approach through online media, has familiarity with communication, media and digital technology; since they were raised by technological advances with creative, informative, passionate and productive characteristics. (AZZAM & HARSONO, 2021). Based on the data taken from APJII survey (Mangku, Yuliantini, Suastika, & Wirawan, 2021), urban communities become the majority of internet users for as much as 72.41 percent. The use is not only for communication, but also purchasing commodities, ordering transportation, conducting business as well as creating various creative digital works. For as 49.52 percent of internet users in Indonesia are in age of 19 to 34 years. This group legitimizes new professions in the virtual realm, among others, as Selebgram (Instagram celebrities) and YouTuber (YouTube content creators). On the second position, 29.55 percent of Indonesian internet users are in between 35 to 54 years. This group leads to people who are in productive age and they can easily adapt to changes. Teenagers aged 13 to 18 years occupy the third position with a share of 16.68 percent and older people over 54 years only for 4.24 percent who use the internet. Utilizing Human Resources (HR) of millennial generation which is blooming is crucial. However, equal to global challenges, the millennial generation must be able to adapt to various challenges, including the Society 5.0 era, to be able to produce new creativity and innovation by providing creative and innovative digital copyrighted products according to their potential; so, they are engaged to develop their potential of human resources (Partap, 2019). Based on "The Future of Jobs Report 2020" World Economic Forum, creativity was identified as skill with the highest requirement in Indonesia (Fansury, January, & Ali Wira Rahman, 2020) and it was in line with the article explained by Sharp (2020). Human resources become an important role, to reduce the roadmap of unemployment, considering that the Society 5 strives to make people capable to enjoy life comprehensively, technological progress and economic growth can be created in that direction. Therefore, the gap must be reduced by the increasing quality of life for the community in general. Even the road map comes from Japan, this concept must be able to solve human resources problems dealing with the industrial revolution 4.0. Regarding to these challenges, digital creativity is slightly increasing in a very essential stage. The Industrial Revolution 4.0 in the Society 5.0 requires to pay attention to the human aspect when it is purposed to transform the millions of data collected via the internet in all areas of life. The Indonesian millennial generation have a strategic role as the community that apply the roadmap. The millennial generation must be ready to deal with the Society 5.0 in Indonesia by utilizing quality of human resources in the competitive social transformation by prioritizing team work or collaboration. The results of the study (Ismail, Ruswandi, & Erihadiana, 2020; Kholifah, Achsin, Damayanti, Rohmadi, & Sudaryanto, 2020; Slebodnik, 2018; Tapscott, 2008) explain that the millennial generation at each stage of their life is very dissimilar. This millennial generation turn to be very dependent on social group. When they start growing up, the millennial generation will turn into people who are more enthusiastic when working in groups. They also have the characteristics of being confident, optimistic, expressive, free, and enthusiastic (Slebodnik, 2018). According to Kholifah et al. (2020), "Open to new things and always out of the box, using their creativity to create something new. This generation prefers to a relaxing work atmosphere and multi-taskers on several things simultaneously. This generation cares about style and adapt to technology. However, this generation easily gets bored and lacks of loyalty in occupation matters. According to Satria, Satria, and Mustiningsih (2019); Stewart and Brown (2019), stated that human resources who have competitive power are those who have the ability to participate in competition, in carrying out competitive tasks based on a high persistence and tenacity in carrying out tasks. As the result, it can produce temporary achievements in creative thinking to produce sustainable performance. The human resources of millennial generation in Society 5.0 who works in a professional community demand professional integrity in order to provide professional services and in accordance with community expectations. However, the potential for crucial problems that emerge among digital users in the form of acts of integrity related to piracy of copyright creative works, among others in the form of storing, distributing and using digital works on the internet easily without paying attention to copyright protection from the owner of the digital work (DAS, 2021). The most regular cases are the use of electronic books (e-

books) specifically for novels and many illegal websites that provide books in electronic format, including the Laskar Pelangi novel of Andrea Hirata and the website <http://www.rajaebookfree.com>, the Twilight Saga Novel by Stephenie Mayer and the website <http://www.indobizline.com> and also The Percy Jackson Series, by the author Rick Riordan and the website <http://bacabookgratisworldpress.com> (Reardon, McCorkle, Radon, & Abraha, 2019). These rights are to produce, distribute, export, reproduce or announce themselves apart from granting licenses and transferring intellectual property rights to other parties based on a rights agreement (Nurani, Nurjanah, & Prihantoro, 2021). Another thing is that the millennial generation who are influenced by the internet tend to be alone since they regularly spend their time on the internet. This may result loneliness, even though the millennial generation in early adulthood should have close relationships with colleagues and the community to support their creative potential so that intimacy occurs. However, the influence of the internet causes the process of socialization and intimacy to not run appropriately. The impact of the internet may cause addiction, especially for the millennial generation of early adults. An example that has occurred in Asian countries is internet gaming disorder, refers to an addiction to show symptoms such as not being able to control oneself, losing interest in hobbies (Ismail et al., 2020). The explanation above can bring up the potential for creating individualistic advantages displayed by human resources of millennial generation by utilizing their abilities for personal interests, to give birth to the homo homini lupus type; even though what is needed by superior millennial generation in a participatory manner is the advantage of developing self-potential to participate in life, both competitive and cooperative and social solidarity. If it is related to the effectiveness of functional competence, it is shown by the ability of human resources who are motivated, both intrinsic motivation which is closely related to work ethic and extrinsic motivation that can come from interactions with colleagues, institutions and the community as well. Therefore, it is necessary to develop millennial generation of human resources considering that there are still gaps in the character of millennial human resources in various fields which will have implications for the decline of digital creativity in dealing with global challenges in the era of Society 5.0. Based on the results of a study from the Eden Strategy Institute (Mak & Lam, 2021), Bandung is the only area in Indonesia that is ranked in the 50 big cities (smart city). As a smart city, Bandung is in 28th position, which is between the position of Oslo (ranked 27th) and the City of Hangzhou (ranked 29th). In addition to success in implementing technology solutions, according to this study, Bandung as a smart city requires to improve its leadership strategy with a focus on human resources, ecosystem policies, incentives and talent in determining the success and effectiveness of technology implemented in smart cities. This is also supported by the facilities at LIPI's Digital Creative&Co-Working Space in Bandung providing access to Mahameru LIPI's High Performance Computing (HPC) which has been used by various universities and industries, including the animation industry. Animation industries that have used HPC facilities include PT. Ayena Mandiri Cinema, PT. Citra Anima Kreasi, CV, and Lintas Imaji, function as business incubators. Currently LIPI already has 18 tenants who have joined," (Grahito, Maulana, & Munawar, 2016) from the Center for Utilization and Innovation of LIPI Science and Technology in "LIPI Presents Digital Creative & Co-Working Space for Bandung Creative Economy Actors). Furthermore, dealing with the challenges of Society 5.0 as a complement to the Industrial Revolution 4.0, the millennial generation in Bandung must be able to provide various new innovations in the form of digital creative works. Therefore, it needs to be directed at the development of the millennial generation of human resources for more creative, inspiring, innovative and productive behavior with strong interpersonal skills enriched by adequate soft skills to create professionalism, competitive power, functional competence, participatory excellence based on cooperation. It refers to produce superior digital creative works. Based on the description of the background above, the problem that will be discussed in this paper is how to develop the human resources of millennial generation in Bandung's Human Resources for Digital Creativity in dealing with the Society 5.0.

Theoretical Background

The word millennial originally taken from Williams Strauss and Neil in their work entitled *Millennials Rising: The Next Great Generation* in 1987. At that time, children born in 1982 entered pre-school. At that time the new media associated with the word millennium upon graduating from high school in 2000. Howe, Strauss, and Matson (2000) defined that the Baby Boomers Generation is every individual born around 1943 to 1960. While Generation X is every individual born around 1943 until 1960. 1961 to 1981. Another opinion written by Elwood Carlson in his work entitled *The*

Lucky Few: Between the Greatest Generation and The Baby Boom (2008), the millennial generation referred to children born in the range of 1983 - 2001. Based on generation theory according to Karl Mannheim in 1923, the millennial generation was the generation born in between 1980 to 2000. The millennial generation was also referred to as generation Y (Widjaja, 2019). According to Andreja, the Industrial Revolution 4.0 and Society 5.0 are real movements towards the development of increasingly sophisticated information and technology (Ellitan, 2020; Rojko, 2017). These advances create challenges for all components of society. Therefore, to face the emergence of Society 5.0, some breakthroughs are required as an effort to face the challenges that will be occurred by society 5.0. The concept of Society 5.0 was adopted by the Japanese government in anticipation of global trends as a result of the emergence of the industrial revolution 4.0. This term of Society 5.0 tends to a natural thing that must happen due to the emergence of the industrial revolution 4.0. The industrial revolution 4.0 has given birth to various innovations in the industrial world and also society in general. Society 5.0 becomes the answer to the challenges that arise due to the era of the industrial revolution 4.0 which was accompanied by a disruption marked by a world full of turmoil, uncertainty, complexity and ambiguity. The millennial generation deal with challenges regarding to the Society 5.0 as a complement to the Industrial Revolution 4.0. The concept of Society 5.0 is a super smart society concept that technology is important but the role of humans is much more important as an actor in life (Deguchi et al., 2020; Permatasari & Iqbal, 2019). The concept of Community (Society) starts from the Concept of Society 1.0 which focused on the hunting community; the concept of Society 2.0 focused on an agricultural society; The concept of Society 3.0 focused on industrial society and the concept of Society 4.0 focused on the information society (Deguchi et al., 2020; Permatasari & Iqbal, 2019). The rapid development of technology has implications for changing the role of human resources (HR) to be replaced by the existence of robots, changes in socializing, ways of communicating, obtaining information, ways of thinking and acting on the problems solved. Therefore, it is necessary to develop human resources towards digital creativity based on spirituality and culture according to the understanding of society 5.0 by the concept of technology-based human-centered society. This effort is a provision for the millennial generation of human resource development processes that need to prepare themselves to deal with problems and challenges. Therefore, the demand turns to develop themselves according to their potential is essential (Lent, Morris, Penn, & Ireland, 2019). The development of millennial generation of human resources for digital creativity works is based on the principle of improving quality and work ability. There are several objectives of human resource development, including: (1) improving competence conceptually and technically; (2) increasing work productivity; (3) escalating efficiency and effectiveness; (4) enhancing work status and career; (5) raising services to clients; (6) improving moral-ethical; and (7) developing welfare. According to Stewart and Brown (2019), there are two types of human resource development; first, formal human resource development which refers to human resources assigned by institutions to attend education or training that are empirical and predictive requirements for the existence and sustainability of the institution. Second, informal human resource development leads to the development of the quality of human resources individually based on their own awareness and desire to improve their quality. There are five domains of human resource development as an effort to realize quality human resources to prepare the millennial generation to face competitive social transformation. Where education and training are effective medium for the realization of quality millennial generation human resources. The five domains can be explained as follows:

Professionalism

Professionalism is the level of quality or ability possessed by human resource in carrying out their profession. While professionalism is an attitude towards the profession and professionalism it has. Professional of millennial generation in human resources refers to the expertise and skills through the education and training process. These abilities include technical skills and conceptual abilities in providing formal services according to their profession and expertise. Based on the ability of human resources in carrying out their duties, the community will recognize and appreciate it. In other words, public appreciation and recognition depend on the professionalism of the millennial generation of human resource. Public recognition of a profession is required, so it will relate to quality of human resources. Human resources in the education sector, they work in a professional community that demands professional honesty in order to provide professional services in accordance with community expectations. However, professional honesty needs to be

addressed with efforts to improve professionalism. Therefore, developing human resources in a professional direction is a strategic step. Human resources who carry out their profession based on professionalism have the ability to align themselves with the vision and mission of the institution. This means that these human resources will actualize all existing potentials and utilize them in providing services to the community, so that people feel the benefits and acknowledge their existence.

Competitiveness

Human resources with competitive potency are those who have the ability to participate in the competition. Carrying out tasks is a competition, so human resource who have competitive tendency are those who can think creatively and productively. Human resources who think creatively can compete and can bring up new creations. Creative thinking is based on the ability to think exponentially and explore various components diligently and tenaciously to produce an innovation. Innovative human resources are not only limited to the ability to carry out work according to their duties, but the ability to find and use new ways to complete these tasks. Perseverance and tenacity in carrying out tasks can only produce temporary achievements, while perseverance and tenacity in creative thinking will result in sustainable performance. One of the characteristics of innovative human resource is that they are not satisfied with what they have done and produced, but are curious about their performance. Innovative human resources can only be produced through the process of developing creative thinking skills. Human resource who have competitive power must have intellectual intelligence so that they can have many alternatives in choosing and determining the most appropriate strategy.

Functional competence

Competence is an individual's ability to carry out his/her profession. Competence refers to a system of conceptual knowledge, techniques, selecting and utilizing which when actualized simultaneously, the benefits can be received by the person concerned and the community. Competencies are categorized into three levels: conceptual, technical, and deciding ability which are potential competencies. Meanwhile, competence at the application level is on time and on target, that is functional competence. Functional competence will show its effectiveness when human resource is motivated called intrinsic motivation and extrinsic motivation. Intrinsic motivation is closely related to work ethic, while extrinsic motivation can come from colleagues, institutions, and society. Human resources who have functional competence are human resources who have the ability to utilize their own potential (potential competence) that is donated (the ability to apply appropriately) in carrying out their duties or profession. Human resource development by providing motivation is one of the strategies that can be chosen in the form of position or salary. According to Borisova, Frolova, and Artamonova (2019), human resource development in addition to improving professional abilities also increases position and income.

Participative advantage

Superior human resources are qualified human resources who have more abilities than others, able to develop their potential and other resources as optimally as possible, able to target achievements for their own progress, able to survive in a competitive life, because they have many choices and intelligence in making great decisions. There are two types of superior human resources; first, individualistic excellence which is human resources who use their abilities for personal gain to give birth the type of homo homini lupus. This is harmful, because individualistic superior human resources can give birth to homo homini lupus type human beings. Second, participatory superior human resources are appropriate, since they develop their potential to participate in life, both competitive and collaborative and social solidarity.

Collaboration

Human resources who have the ability to work together must be in line with the ability to develop networks as a catalyst for achieving work effectiveness and efficiency. The ability needed is to develop the ability to integrate one's own abilities with the abilities of partners in a cooperative

orientation. For this reason, the development of aspects of dedication, discipline, and integrity are absolutely essential. According to Fukuyama (1996), without integrity, it is impossible for someone to work together well. Based on previous research, there are several studies that gave the author perspective as an enrichment of research materials, as follows: (1) Permatasari and Iqbal (2019) "Marketing Transformation in the Society 5.0: Excellent Human Resources, Character, and Forward Towards Society 5.0. (2) Satria et al. (2019) "Millennial Generation Ready to Face the Era of the Digital Revolution (Society 5.0 and Industrial Revolution 4.0) in Education Through Human Resource Development" (3) Harahap and Rafika (2020), "Millennial Leadership in Libraries: Opportunities and Challenges in Facing the Industrial Revolution 4.0. The difference between this research and previous research is that this research focuses on the development of the millennial generation of human resources in Bandung for digital creativity in dealing with the challenges of the Society 5.0.

Research Methodology

This study applied a cross sectional method (Nurani et al., 2021) to explain the frequency of the millennial generation in carrying out human resource development activities for the millennial generation that reflected the dimensions of professionalism, competitiveness, functional competence, participatory advantage and collaboration. The research specification used was descriptive quantitative analysis. For descriptive quantitative analysis, the population in this study was a community of digital creators in Bandung. The sample obtained was taken from 26 respondents by using purposive sampling, using a non-probability selection method that selected samples from the digital creator population of Bandung. In addition, the data collection techniques to support quantitative descriptive analysis carried out by field research in the form of data collection through questionnaires and literature studies. In supporting qualitative normative juridical analysis, it was carried out by literature studies to collect and compile data related to the problems studied by referring to secondary and tertiary data sources as primary data to support it. This research was expected to be able to examine the development of the Millennial Generation Human Resource in Bandung. The specifications of this research were descriptive quantitative analysis using the cross sectional method.

Human Resources Development For The Millennial Generation Of Bandung City For Digital Creativity Copyright Works In Facing The Challenges Of The Society Era.5.0

The millennial generation is a competent human resource in dealing with problems and challenges. Therefore, the human resource development process is essential for the millennial generation. The millennial generation is a human resource that has the ability to collaborate the innate thinking power (basic capital) and its physical power (Stewart & Brown, 2019) and is equipped with skills obtained from educational efforts. The Millennial Generation Human Resource component is believed to be strategic, if quality human resources may utilize other components, so as to achieve effectiveness and efficiency in achieving goals. Therefore, to realize this, quality of millennial generation human resources can be achieved through development. As it was stated by Stewart and Brown (2019) that the development of millennial generation human resources is an effort to improve their technical, theoretical, conceptual, and moral abilities in accordance with the requirements of the job/position through education and training. According to Bella, education and training altogether with development create a process of improving work skills, both technically and managerially. Education is theory-oriented and lasts a long time, while training is practice-oriented with a relatively short time. According to Howard, O'Brien, Kay, and O'Rourke (2019), there are three demands on millennial generation human resources in the era of globalization, they are superior human resources, continuous learning and indigenous values. The fulfillment of these three demands can be achieved through the development of human resources; therefore, five important domains are needed in the development of millennial human resources through education: professionalism, competitiveness, functional competence, participatory advantage, and collaboration. Having the capabilities of these five domains is the main source for the millennial generation of human resources in facing a dynamic knowledge society. The concept that underlies the importance of the five domains.

Table 1.

Percentage of Respondents Responses to the 5-Dimensional Indicators of Human Resource Development for the Millennial Generation in Dealing with the Challenges of the Era of Society 5.0

Number	Indicators	Percentage (%)					
		1	2	3	4	5	6
Millennial Generation Human Resource Development Through Digital Creativity Creations Facing the Challenges of the Society Era 5.0							
a. Professionalism Dimension							
1	Do you have digital creativity with expertise, skills through education/training	3,8	3,8	11,5	15,4	11,5	53,8
2	Have you received public respect and recognition from your profession?	7,7	0	15,4	15,4	42,3	19,2
3	Are you doing digital creativity based on professional integrity?	3,8	0	11,5	15,4	42,3	26,9
4	Are you doing digital creativity in accordance with people's expectations.	0	7,7	11,5	19,2	34,6	26,9
b. Competitiveness							
1	Are you bringing up new digital creations?	0	3,8	7,7	23,1	46,2	19,2
2	Are you in creative thinking your orientation is to win in the competition?	0	0	0	23,1	42,3	34,6
3	Are you in creative thinking producing sustainable achievements?	0	3,8	0	23,1	46,2	26,9
4	Are you always satisfied with the creations that have been done?	0	3,8	11,5	7,7	42,3	34,6
5	Do you come up with a lot of alternatives to determine the right strategy?	0	0	7,7	0	61,5	30,8
c. Functional Competency							
1	Do you have the motivation to work habits to produce sustainable achievement?	0	3,8	3,8	11,5	15,4	65,4
2	Are you creative because you are motivated to get a position or salary?	0	3,8	0	26,9	30,8	38,5
d. Participative Dimension							
1	Are you creative and superior to be able to achieve achievements for self-improvement?	0	3,8	0	11,5	34,6	50
2	Are you creative in optimizing your potential in cooperative competition & social solidarity?	0	3,8	3,8	23,1	26,9	42,3
e. Collaborative Dimension							
1	Are you creative in developing a network of collaborative (network)?	0	0	0	3,8	53,8	42,3
2	Do you need dedication, discipline, and integrity for your abilities?	0	0	0	15,4	34,6	50
Information: 1=N (Never), 2=O (Once), 3=S (Seldom), 4=ST (Several Time), 5=R (Regularly), 6=VO (Very Often).							

used to research the development of millennial generation of human resources for digital

creativity. Respondents involved for this research were as many as 26 participants of the millennial generation in Bandung. The sampling technique used was purposive sampling. Respondents' profiles were analyzed based on age, gender, education, institutions/individuals that teach the internet, the number of uploading and downloading activities. Millennial Human Resource Development for Digital Creativity Works, Regarding Digital Creativity, was reflected through five development dimensions, which are professionalism, competitiveness, functional competence, participatory advantage, and collaboration with descriptive statistical data taken from 26 respondents of the creative digital millennial community in Bandung. The age of the millennial generation in Bandung showed that the majority of 65.3% are in age 27 years and below. This particular age was the main capital in developing potential through creative digital works. The gender majority was men by 62.6%. with an undergraduate education of 46.1%, a diploma of 3.2%, and a master degree of 23.1%, and a high school education of 22.1%. It was indicating the quality of education has the potential to improve and develop the potential quality of Digital Copyrights. The study of descriptive statistical data from the result of research on 26 millennial community respondents through creative digital works in Bandung can be explained according to the table below:

Professional Dimension

Digital creativity is based on expertise and skills through the process of education and training, the frequency is more than 2 to 6 times by 96%. This shows that the millennial generation have high digital creativity according to their profession, both quality and technical ability and conceptual ability in carrying out their profession of providing services to the community. Public appreciation and recognition from the millennial generation of HR professionals in Bandung, the frequency is more than 2 to 6 times by 92% %. This shows that millennial generation human resources have high public appreciation and recognition according to their professionalism, thus demanding quality human resources. In carrying out digital creativity, the millennial generation is based on professional integrity, the frequency is more than 2 to 6 times by 96%. This shows that millennial generation human resources have high professional honesty in order to provide professional services in accordance with community expectations, and in doing digital creativity the frequency is more than 2 to 6 times by 92%. This shows that the millennial generation provides high professional services according to the expectations of the community, so that people feel the benefits and acknowledge their existence.

Competitiveness Dimension

Bringing up new digital creations is the orientation of the millennial generation; the frequency is more than 2 to 6 times by 96%. This shows that the millennial generation has highly competitive power by thinking creatively and productively to be able to compete and win the competition, having a frequency of more than 2 to 6 times by 100%, so that the millennial generation of Bandung human resources are very innovative and not only limited to their abilities. carry out work in accordance with their duties, but the ability to find and use new ways to complete these tasks. Creative thinking of the millennial generation in Bandung to produce sustainable achievements, the frequency is more than 2 to 6 times by 96%. This shows that the millennial generation of human resources has a high tenacity and perseverance in carrying out tasks, so that they can produce temporary achievements in creative thinking to produce sustainable performance. The millennial generation of human resources in Bandung are satisfied with the creations that have been done with a frequency of more than 2 to 6 times by 96%. This shows that the millennial generation of human resources in Bandung have a curiosity about their performance. The innovative millennial generation of human resources in Bandung can be produced through the process of developing creative thinking skills. The millennial generation of human resources in Bandung which raises various alternatives to determine the right strategy with a frequency of more than 2 to 6 times at 100%. This shows that the millennial generation have competitive power and high intellectual intelligence so that they have many alternatives in choosing and determining the right strategy.

Functional Competence Dimension

The motivation for work habits of the millennial generation in Bandung to produce sustainable performance is more than 2 to 6 times, which is 96%. This shows that they have the ability to utilize

high self-potential (potential competence) that is received (the ability to apply appropriately) in carrying out their duties or professions. For being creative is stimulus that they are motivated to get a sustainable position or salary, the frequency is more than 2 to 6 times by 96%. This shows that the millennial generation has human resources development in addition to improving professional abilities but also increasing positions and high incomes. This is in line with the opinion of Borisova et al. (2019), human resources development in addition to improving professional abilities also increases position and income.

Participative Dimension

To be creative, the millennial generation have to raise the achievement of self-improvement of the institution, nation and state; and the frequency is more than 2 to 6 times by 96%. This shows that the millennial generation have the advantage of being able to survive in a competitive life, having many choices and intelligence to make highly competitive decisions so that they have many choices and intelligence to make the right decisions. The millennial generation in the city of Bandung, in being creative, optimizes their potential to participate in cooperatively competitive and social solidarity of the millennial generation, the frequency is from 2 to 6 times by 96%. This shows that the millennial generation in Bandung have superior quality participatory human resources. Therefore, it is very important that emotional intelligence and intellectual intelligence are developed in an integrated manner, because they will be a synergistic force in carrying out tasks.

Collaborative Dimension

Being creative by developing collaborative networks (networks) developed by the millennial generation by a frequency of more than 2 to 6 times at 100%. This shows that they are aware of the importance of networking and collaborating as an element for achieving work effectiveness and efficiency so that they have the skills needed in cooperation to develop abilities and integrate self-ability with the capabilities of partners towards collaboration orientation. This is in line with the results of research (Kholifah et al., 2020; Slebodnik, 2018; Tapscott, 2008). Millennials at each stage of their life are also very different. At a young age, this millennial generation is very dependent on group cooperation. When they start to grow up, the millennial generation will turn into people who are more enthusiastic when working in groups. Being creative with dedication, discipline, and integrity for personal abilities is developed by the millennial generation of Bandung with a frequency of more than 2 to 6 times at 100%. This shows that the millennial generation of human resources is developing in aspects of dedication, discipline, and high integrity; it is absolutely essential in a collaboration to be honest with personal abilities. The importance of being trustworthy in a collaboration is stated by Fukuyama (1996), without integrity, it is impossible for someone to work together appropriately.

Conclusion And Suggestion

Conclusion

The development of the millennial generation of human resources in Bandung for digital creativity has great potential in an effort to increase the creativity of that generation. This is indicated and reflected through five development dimensions: professionalism, competitiveness, functional competence, participatory excellence and collaboration from the millennial generation in Bandung. This is proven by the findings of the research by measuring respondents on various indicators from that five aspects or dimensions. Based on those five dimensions of human resource development, the millennial generation of Bandung, mostly have advanced percentage of each indicator. Therefore, in dealing with the challenges of the industrial revolution 4.0 and Society 5.0, it is expected to be able to realize the demands of digital creativity as an optimally competitive social transformation.

Suggestion

There are some requirements for continuous development of the millennial generation human resources in Bandung, especially for digital creativity works, for various indicators from the

dimensions of millennial human resource development through effective education and training, both formal and non-formal. Those are purposed to improve conceptual, technical and decision-making competencies for potential competencies and application competencies. Functional competence can be demonstrated by the effectiveness of the millennial generation who have intrinsic motivation that is closely related to work ethic and extrinsic motivation that comes from colleagues, institutions and the community to produce competitive digital creative works.

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