

Increasing the Existence of PT Telkom Indonesia in the Digital Transformation of Vocational Education in the Digitalization Era

Ryan Fiqh Tri Hidayat¹ Maharani Ikaningtyas²

Universitas Pembangunan Nasional "VETERAN" Jawa Timur¹²

Email: ryanfiqh64@gmail.com

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Abstract.

Digital transformation has become a significant phenomenon in education, including vocational high school (SMK) education. In this context, PT Telkom Indonesia plays a crucial role in building a presence in the era of digital transformation in SMK education. This research aims to analyze the strategies implemented by PT Telkom Indonesia in supporting the digital transformation of SMK education. The strategies of PT Telkom Indonesia encompass the development of reliable digital infrastructure, teacher training in digital technology utilization, development of relevant content, and partnerships with SMK schools. In their implementation, PT Telkom Indonesia has created an educational environment that enables effective use of digital technology, enhancing access and quality of learning, and strengthening the existence of SMK education. Despite facing various challenges, such as unequal internet access, PT Telkom Indonesia remains committed to enhancing its strategies in supporting the digital transformation of SMK education. Through collaboration between PT Telkom Indonesia, the government, and other relevant stakeholders, it is expected that these efforts will continue to evolve and have a positive impact on building the presence of SMK education in the digital transformation era.

Keywords: Digital Transformation, SMK Education, PT Telkom Indonesia, Strategies, Presence, Digital Era

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1. Introduction

Education is one of the sectors that has undergone significant changes with digital transformation. The development of information and communication technology has opened up new opportunities to improve the quality and efficiency of learning. One level of education

that is also affected by digital transformation is vocational high school (SMK) education. SMK has an important role in equipping students with practical skills relevant to the world of work.

The current era of digital transformation is growing rapidly, education is one of the sectors most affected by technological changes. In these changes, SMK (Vocational High School) education as an institution that prepares students to enter the world of work needs to adapt to technological developments and meet current industry needs.

One of the companies that plays an important role in supporting digital transformation in vocational education is PT Telkom Indonesia (Persero) Tbk. This company is one of the largest telecommunications companies in Indonesia that has dedicated itself to playing an active role in strengthening the education sector through various innovative initiatives and strategies.

The strategy implemented by PT Telkom Indonesia (Persero) Tbk is a close partnership with vocational educational institutions. Through strong collaboration between the company and vocational teachers, the company strives to understand the specific needs of the world of education and provide relevant solutions. By understanding the perspectives of vocational teachers and students, companies can design appropriate training programs, improve students' digital competencies, and strengthen educational curricula that focus on Skills 4.0.

By understanding the strategy implemented by PT Telkom Indonesia (Persero) Tbk, you can gain valuable insights into how a company can play a role in strengthening the vocational education sector in the era of digital transformation. Through strong partnerships, innovation, and collaboration, PT Telkom Indonesia (Persero) Tbk helps prepare the younger generation to face challenges and opportunities in the ever-evolving world of work.

This research is expected to reveal how PT Telkom Indonesia designs and implements effective strategies in building existence in the era of digital transformation of vocational education. In addition, this research is also expected to identify challenges and opportunities faced by PT Telkom Indonesia in supporting the digital transformation of vocational education.

2. Research Methods

This research method uses an integrated methodological approach to analyze the strategy of PT Telkom Indonesia (Persero) Tbk in building an existence in the era of digital transformation of vocational education. First, through literature studies, collection and analysis of relevant literature sources are carried out to understand the concept of digital transformation, vocational education, and the role of PT Telkom Indonesia (Persero) Tbk in this context.

Furthermore, document analysis was conducted by collecting reports, company policies, and related project initiatives from PT Telkom Indonesia (Persero) Tbk. Interviews with representatives of PT Telkom Indonesia (Persero) Tbk who play a role in the company's strategy were also conducted to gain a deeper understanding of their views, obstacles faced, and steps taken.

A survey was also conducted to related parties, such as vocational teachers, students, and parents, to collect data on their perceptions of PT Telkom Indonesia (Persero) Tbk's role in the digital transformation of vocational education. In addition, case studies were conducted by

selecting several vocational schools that have collaborated with PT Telkom Indonesia (Persero) Tbk to understand their experiences, the impacts achieved, and the challenges faced.

The data collected from these measures are analyzed qualitatively and/or quantitatively to describe PT Telkom Indonesia (Persero) Tbk's strategy, identify successes and obstacles, and formulate conclusions and recommendations to improve the effectiveness of existing strategies. Thus, this research method provides a comprehensive understanding of PT Telkom Indonesia (Persero) Tbk's strategy for building an existence in the era of digital transformation of vocational education.

3. Results and Discussion

3.1. Result

The results showed that PT Telkom Indonesia (Persero) Tbk has an important role in supporting the digital transformation of vocational education. Through the digital infrastructure and services they provide, PT Telkom Indonesia (Persero) Tbk enables the adoption of digital technology in schools, improves the efficiency and quality of education, and strengthens the existence of vocational education in the era of digital transformation.

3.1.1 Strategy of PT Telkom Indonesia (Persero) Tbk

Document analysis and interviews with company representatives revealed a targeted strategy in supporting the digital transformation of vocational education. This strategy includes digital infrastructure development, teacher training, development of relevant digital content, as well as partnerships with schools for the implementation of digital solutions. This strategy aims to create an educational ecosystem that supports the effective use of digital technology in vocational schools

3.1.2 Development of Relevant Digital Content

PT Telkom Indonesia also implements a digital content development strategy that is relevant to the needs and curriculum of vocational education. In this effort, PT Telkom Indonesia collaborates with vocational teachers and education experts to develop engaging and interactive digital content. These contents include learning materials, practicum modules, and other supporting resources that teachers and students can use in the learning process.

3.1.3 Digital Infrastructure Development

PT Telkom Indonesia has adopted a reliable digital infrastructure development strategy as the first step in building an existence in the era of digital transformation of vocational education. Through investment in an extensive telecommunications network and the provision of reliable internet access, PT Telkom Indonesia creates a technological foundation that enables the implementation of digital solutions in vocational schools.

3.1.4 Partnership with Vocational School

Another important strategy implemented by PT Telkom Indonesia is partnerships with vocational schools. Through this partnership, PT Telkom Indonesia collaborates with schools to implement digital solutions that suit the needs and context of each school. This involves adapting digital strategies and solutions tailored to the school's infrastructure and needs.

3.1.5 Impact of Digital Transformation of Vocational Education

The results of surveys and case studies show that digital transformation supported by PT Telkom Indonesia has had a positive impact on vocational education. Teachers and students experience improved technology skills, access to a wider range of educational content, and

improved quality of learning. In addition, digital solutions also help improve the efficiency of school administration and provide more interactive and engaging learning opportunities for students.

3.1.6 Challenges and Constraints

This research also identifies several challenges and obstacles faced by PT Telkom Indonesia (Persero) Tbk in building an existence in the era of digital transformation of vocational education. One of the main challenges is the uneven gap in internet access in some areas. This affects the effectiveness of implementing digital solutions in remote schools. In addition, adopting digital technology also faces challenges related to teachers' understanding and skills in integrating technology into the learning process.

3.2. Discussion

Based on the results of the research, several recommendations can be given to PT Telkom Indonesia (Persero) Tbk to improve their strategy and existence in the era of digital transformation of vocational education. First, closer cooperation with the government and other relevant parties is needed to address the internet access gap. This could involve investment in broader telecommunications infrastructure and efforts to expand internet network coverage in remote areas.

PT Telkom Indonesia's strategy in building an existence in the era of digital transformation of vocational education has had a positive impact. Through digital infrastructure development, teacher training, development of relevant digital content, and partnerships with vocational schools, PT Telkom Indonesia has improved the accessibility and quality of vocational education.

The development of reliable digital infrastructure has helped improve connectivity and internet access in vocational schools, thus enabling the implementation of effective digital solutions. Teacher training in the use of digital technology also helps improve teacher competence in utilizing technology in the learning process, which in turn strengthens the learning experience of students. In addition, the development of relevant digital content ensures the availability of learning materials that are in accordance with the curriculum and needs of vocational students.

Partnerships with vocational schools are also an effective strategy in building a presence in the era of digital transformation of vocational education. Through this partnership, PT Telkom Indonesia can understand the needs and challenges faced by each school and design digital solutions that are appropriate to the local context. This helps ensure that the solutions implemented can have a maximum impact in improving learning in vocational schools.

Although PT Telkom Indonesia's strategy in building a presence in the era of digital transformation of vocational education has had a positive impact, there are still several challenges that need to be overcome. One of them is the uneven internet access gap in some regions. PT Telkom Indonesia needs to continue to work with the government and related parties to expand the reach of internet access so that all vocational schools can make good use of the potential of digital solutions.

Overall, PT Telkom Indonesia's strategy in building an existence in the era of digital transformation of vocational education has made a significant contribution in improving the quality and accessibility of vocational education. With the development of reliable digital

infrastructure, teacher training, development of relevant content, and partnerships with vocational schools, PT Telkom Indonesia has helped strengthen the role of vocational education in facing challenges and seizing opportunities in the era of digital transformation.

4. Conclusion

In the era of digital transformation of vocational education, PT Telkom Indonesia (Persero) Tbk has implemented an effective strategy in building its existence. Through various initiatives, such as digital infrastructure development, teacher training, digital content development, and partnerships with schools, PT Telkom Indonesia (Persero) Tbk has succeeded in having a positive impact on vocational education.

The development of reliable digital infrastructure has improved accessibility and connectivity in vocational schools, enabling the implementation of effective digital solutions and improving the quality of learning. Teacher training in the use of digital technology has improved teachers' competence and skills in utilizing technology in the learning process, while the development of relevant digital content ensures the availability of learning materials that suit the needs of vocational students.

In addition, the partnership between PT Telkom Indonesia and vocational schools has provided digital solutions tailored to the context and needs of each school. This ensures the implementation of digital solutions that are in accordance with local infrastructure and challenges, thus providing maximum impact in improving learning in SMK.

However, there are still challenges that need to be overcome, especially in terms of uneven internet access gaps in some regions. PT Telkom Indonesia (Persero) Tbk needs to continue to cooperate with the government and other related parties to ensure equitable internet access throughout the region.

Overall, PT Telkom Indonesia's strategy in building existence in the era of digital transformation of vocational education has made a significant positive contribution to vocational education. By continuing to develop these strategies and overcome existing challenges, it is hoped that vocational education in Indonesia can continue to grow and be relevant to the demands of an increasingly digital era.

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