

The Global Digital Economy and the Spirit of Indonesian "Product" Nationalism

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ABSTRACT

This study aims to determine the position of the Indonesian people's spirit of nationalism in facing today's free and quality global digital economy market. This type of research is literature research with a descriptive qualitative paradigm. This paper used secondary data from Bank Indonesia, UNDP Indonesia, the Indonesian Coordinating Ministry for Economic Affairs, Global Digital Insights, Google and Temasek, Bain & Company, related national and international scientific articles, and various other sources and analyzed inductively. The research results found; *First*. The development of Indonesia's digital economy is now penetrating many aspects of human life, including culture, technology finance, tourism and the creative economy, in addition to trade, services and other key sectors. All of these sectors have great potential in the global digital economy market. The difficulty of Indonesian MSMEs in developing digital businesses is also influenced by capital and the low power of innovation. *Second*, the spirit of nationalism for Indonesian products is faced with the development of the global digital economy market, which has the potential to threaten or otherwise grow the country's economy. The degradation of Indonesian nationalism due to the development of the massive global digital economy has greatly affected various aspects of life, including the economy, culture, and lifestyle of the younger generation. Economic nationalism must be used as branding among 270 million Indonesians to love domestic products.

Keywords:

Global Digital Economy, Free Market, Indonesian Economic Nationalism

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1. Introduction

Indonesian President Joko Widodo's statement about hatred of foreign products invites speculation. Jokowi campaigned to love Indonesian domestic products and hate foreign products to love domestic products, the government faces the challenge of the existence of global digital economy market players who sell goods across borders. Domestic market players or MSMEs are threatened

if they are not ready. The development of Indonesia's digital economy market is increasing rapidly, in fact, it can be a trigger for the revival of the national economy. High purchasing power forces consumers and buyers to start buying and selling digitally, resulting in a new digital business model (Faidati & Khozin, 2020).

This changing of the environment have to be responded by the organization (Rini Fadhina et al., 2022). Anticipating competition in the global digital economy market, the government has distributed Pre-Employment Cards, and People's Business Credit (KUR) incentives worth IDR 125.3 trillion to 5.2 million recipients from 1 January 2020 to 25 December 2020 (Bank Indonesia, 2021). KUR distribution is a government regulation when the nation's economic condition is weak due to global economic access. Of course, this cannot be separated from the contribution of MSMEs. MSME development strategies are needed to ensure market-based national economic growth that is inclusive and just. Recognizing the strategic importance of MSMEs, the government plans to gradually increase the KUR ceiling over the next five years, with a target of distributing IDR 325 trillion in 2024. Furthermore, MSMEs contribute 60 per cent of GDP to the country's overall economic growth. Following the increase in the KUR distribution target, policy changes were made, such as increasing the maximum ceiling for micro KUR and increasing the accumulation of micro KUR ceilings. The Micro KUR ceiling for the trade sector was also raised from Rp. 100 million to Rp. 200 million. Since January 2, 2020, this KUR policy change has taken effect (Setyowati, 2020):

Indonesia offers a wide variety of superior export goods, which must be encouraged to develop export markets. Diplomatic assistance is available for goods from large companies and small businesses. Efforts to facilitate various stakeholders/business actors are carried out in new ways, such as online business matching between local business actors and prospective foreign buyers, virtual exhibitions, collaborative use of application marketplace, and bringing together startups and national investors (Jailani, 2021).

Meanwhile (Google and Temasek, 2020) noted that the contribution of Indonesia's digital economy reached USD 44 billion in 2020. This contribution is expected to increase to USD 124 billion in 2025. Them selves than those from other countries. This condition has not been matched by fair business competition, product quality, service, price, and capital which are still inhibiting factors for the development of the domestic digital economy (MSMEs). The results of the UNDP Indonesia survey stated that Indonesian MSMEs in the digital economy business are experiencing financial difficulties. A total of 1100 MSMEs from 15 provinces in Indonesia took part in the survey. 60% of the participants came from the island of Java, and 40% came from outside the island. The difficulties for MSMEs in Indonesia are getting worse when people prefer to shop online-nonphysical and self-service channels. People's preferences must be balanced with service, product quality, and affordable prices. This is important, considering that the invasion of quality foreign digital products and low prices will attract people's interest in consuming them. The rise of the global digital economy industry, said (Riptiono, 2020) has increased tensions between domestic and imported goods.

These tensions result in a situation where power imbalances similar to those found in the digital economy market play a key role. As a result, digitally created nations and nationalisms cannot be expected to become more egalitarian, as the global digital economy market has turned into something like the old economy, with capitalism dominating the sector, mercilessly driving out new competitors (Stolarski, 2021).

It's quite difficult to become a new competitor, let alone own one passion for domestic goods in the global digital economy market. This is where Indonesia's economic nationalism is questioned. The feeling of love for products made by the nation's children. This attitude (Pureklolon, 2019). is a form of "a sense of belonging to a country that can help realize, preserve and preserve the nation's dignity, reputation, stability and power, namely the national spirit". Economic nationalism must be made as branding for 270 million Indonesian people to love domestic products.

Nationalism is usually driven by ethnic, racial, religious, regional, or political identification nationalism is increasing worldwide as a result of the opening up of global digital markets. Myanmar, India and China, as well as Italy, the UK and the US are all experiencing this trend. Growth nationalism is inextricably linked with globalization, if only because of globalization's ability

to expose residents of a country to the outside world through trade, immigration, new technology, and the media. So how about Indonesia? This is important to answer in this research. What is the attitude of society and the Indonesian government facing the onslaught of a global digital market that knows no boundaries and consumers? All are open and free. For that nationalism or love for homemade products must become a necessity can also accept foreign products as competitors in the framework of inclusion product quality of the nation's children, so they can compete.

The importance of economic nationalism has attracted the attention of researchers in recent years. A study (Akhter, 2007) about "Globalization, Expectations Model of Economic Nationalism, and Consumer Behavior" proves that there are practical implications that increased globalization can increase economic nationalism. As a result, business executives must concentrate not only on the benefits they will receive from entering a nation but also on the benefits they will bring to the country. By (Hesse, 2020) stated that economic nationalism emerged so strongly in the decades following economic globalization. It is said (Lubinski & Wadhvani, 2020) that global nationalism is on the rise, which presents political and economic opportunities as well as challenges. However, (Pepermans, 2020) this economic nationalism is combined with protectionism as a result of trade policies. That's why (Fetzer, 2020) says that nationalism has an impact on economic policy. He called it everyday nationalism. In contrast (Shulman, 2000) presents case studies of nationalist organizations in Quebec, India, and Ukraine that support a high degree of international economic integration. His findings reveal that nationalists have potential reasons for and against close economic relations with foreign countries and states. He defined nationalism as the promotion of national autonomy, unity and identity. Consequently, when establishing international economic policy priorities, nationalists often have to make trade-offs between their goals of sovereignty, unity, and identity. Meanwhile, Balaam and Dillman (Laraswati, 2020) use the terms mercantilism and neo-mercantilism to reiterate Shulman's point. During the supremacy of the liberal economic system, countries began to use policies of neo-mercantilism to defend domestic producers and national interests. Neomercantile policies are used to encourage economic growth, regulate business cycles, and create jobs through state budget regulations, management of capital and interest rates, and industrial regulations.

To realize mercantilist policies and also face the onslaught of global digital economy markets, (Sayekti and Mauleny, 2013) in their article suggest that the government must be able to develop policies such as easy funding for startups, tax incentives, and promoting mastery of information and communication technology (ICT) for MSMEs to respond to digital economic growth. In addition, the government must boost telecommunications infrastructure and ICT education to take advantage of existing opportunities for prosperity. This argument is supported (Apriani, 2019) which states that many digital-based businesses have developed technologies, services, products, strategies and skills that have moved from conventional to digital in recent years. Currently, said Apriyani, conventional sectors such as agriculture, tourism and transportation are influenced by digital services. Mobile banking, internet banking, ATMs, payment galleries, e-money, branchless banking, digital outlets, online debit, cash management systems, EDC, virtual credit cards, mobile accounts, mobile branches and smartphone-based finance applications have all increased their popularity. Of course, this digital impact according to (Wibowo, 2018) is positive for GDP growth in ASEAN countries.

Previous research provides a certainty that this planned research has a novelty value, because not a single researcher has written about the relationship between Indonesian economic nationalism and the global digital economy market. For this reason, this research should be continued to contribute ideas to the government and other stakeholders in anticipating the invasion of foreign products as the President of the Republic of Indonesia, Joko Widodo, is concerned about.

2. Methods

Literature search research described with a qualitative paradigm is an option using secondary data in its analysis and supported by literature studies to look at the development and position of the digital economy market in Indonesia and the world. For researchers, literature studies are used to examine the imbalance or gap between Indonesia's digital economy contribution to the nation's

economic growth and the global digital economy market. This is what the researcher will solve and answer. What is Indonesia's position in the global digital economy, what are the impacts and what is the position of Indonesia's economic nationalism? Data mining was carried out by utilizing secondary data sourced from competent authorities such as Bank Indonesia, the Central Bureau of Statistics, the Ministry of Trade, the Ministry of Economy, Creative Industries and MSMEs, and Google and Temasek. The data is then subjected to content and analysis discussed to find the conceptual implications of the relationship of economic nationalism to the global digital economy market.

3. Results

Analysis of the Development of Indonesia's Digital Economy Market

Many countries are boosting their economies through the digital economy in facing competition in this globalization era. The President of the Republic of Indonesia, Joko Widodo referred to the Indonesian nation as "The Digital Energy of Asia". This shows the President's support for the digital economy. Indonesia has the prospect of a large population, as well as a large number of users (Banwo et al., 2017). The industrial sector, which is growing in line with the global digital economy market, has a huge impact on the economies of all countries. Indonesia is a country with a lot of digital economic potential. If handled properly, it will be more beneficial to society.

Indonesian people are now faced with an invasion of foreign products without government protection. This may be a serious warning sign for SME owners to be able to compete in the increasingly competitive global digital economy. Indonesian society is currently in a situation of free competition which is a critical aspect of the global period. The government cannot prohibit imports into the domestic market. It is considered to violate the free market because it is a universal value in this global era.

On the other hand, President Joko Widodo urged all stakeholders to continue working on the digital economy because Indonesia has great potential. To catch up, the government has partnered with Alibaba Corporation Group, a leading Chinese internet commerce company, to advertise Indonesian products. Indonesian products tend to become more well-known and gain access to larger markets, allowing them to grow. The government is pushing for a thousand business programs for early development, as a digital company capable of generating \$10 billion in the next 5 years. A year ago, the government's target was 8 million MSMEs to join the trading company "Alibaba Corporation Group".

The value of digital trade transactions in Indonesia reached US\$2.6 billion in 2014, according to Bank Indonesia, and grew to US\$3.56 billion in 2015. This figure is expected to reach \$4.89 billion in 2016. The government should adopt guidelines for increasing the use of digital systems, as well as cybersecurity, data security and the internet, due to the high velocity of money in the digital trading process. Digital has an impact on security, economic privacy and consumer protection.

This is a big task for the government, because one of the implications of various changes in the economic model is complex social change, starting from changes in attitudes to lifestyles. In this regard, the government must make regulations to anticipate changes that will occur at this time, which can cause problems that endanger the Indonesian economy. To avoid economic instability, Indonesia's digital economy policy must adapt to the ever-changing attributes of the global digital economy market, which (Don Tapscott, 2015) divided into 12 categories: knowledge, digitization, virtualization, molecularization, internetworking, disintermediation, convergence, innovation, prejudice, approach, globalization, and disintermediation. This will create a gulf between those who are tech-savvy and those who are not. To develop, every small business actor must be able to know that he has digital economic literacy tall one. Meanwhile (Zumaroh dan Maza, 2021), state that corporate actors in Indonesia cannot ignore the three characteristics of the digital economy: digitization, innovation, and globalization. These three properties must be adopted and used by the community, especially business actors if they want to survive and grow in the digital

economy. Furthermore, business actors must be able to know and understand literacy digital to participate in an increasingly competitive and complex enterprise environment.

It cannot be denied that the global digital economy sector is one of the most important sources of financing for industry players, especially small businesses, to expand their operations. The presence of the digital market shows that Indonesia's current economic development is inseparable from the onslaught of the global digital market. These changes are related to changes in the global economy, which can have both positive and bad consequences for Indonesia. The improvement of a country's economy is one of the positive impacts, where (Zimmermann, 2015) recognizes that the digital economy will have macro and micro-economic impacts on a country's economy. However, the presence of a free digital market, said (Nandini, 2019) could harm existing companies and spur economic progress. According to (Pudhail & Baihaqi, 2017), facing the independence of the digital economy market, in addition to imposed norms, it is hoped that it can increase the innovation and creativity of MSME actors so that they are not eroded by large international corporate actors. or capitalist.

According to (Faidati & Khozin, 2020) dealing with global digital economy market players who sell goods across borders is difficult for the Indonesian government. If market participants are not ready, this becomes a threat. Another effect of the expansion of the digital economy is that more retail establishments are closing down as e-commerce grows in popularity, making online stores more profitable. As a result, business owners who are unable to adapt to digital economic growth will have difficulty operating their companies (Sayekti, 2018). To combat this danger, the fair use of digital technology infrastructure by business actors, especially those in districts, sub-districts, villages and traditional industries such as handicrafts, plantations, fisheries, culture and tourism, is very important. Because business actors are the main pillars of the national economy, they must be able to respond to the dynamics of the digital economy market to survive and become the main engine of the nation's economy, as the aspirations in Indonesia's Vision 4.0. To survive the onslaught of foreign digital products, the Indonesian government from January 1, 2020, to December 25 2020, provided Pre-Employment Card incentives, People's Business Credit (KUR) to more than 5.2 million recipients as a stimulus in fighting the dangers of the global digital market and achieving goals Indonesia 4.0 (Bank Indonesia, 2021). Amid uncertainty and a sluggish global economy, the distribution of KUR by the government is a necessity (Setyowati, 2020).

Moreover, said Brodjonegoro (Sayekti, 2018) in the labour market there are around 52.6 million jobs, maybe they will be mechanized by robots and machines. Agriculture accounts for 49 per cent of these jobs, manufacturing 45%, retail trade 53%, and transportation 64%. The digital economy market plays an important role in providing products and services at a time that is practical, convenient, fast, cost-effective, labour-intensive and cheaper. The availability of digital products and services is highly valued by the general public, including communities and companies in realizing equal income distribution, as well as increasing inclusive financial access. , as well as increasing financial access and financial inclusion.

Facing the rapid growth of the digital economy, the people of Indonesia want digital technology-based infrastructure assistance that they don't have to build at a high cost themselves. Not only is the infrastructure available and easy to use, but it can also assist them in managing their funds in a transparent, manageable, accountable and secure manner. This infrastructure is needed by the community and corporate actors as a means to adapt to digital disruption and grow in the face of the onslaught of free and high-quality foreign products.

The existence of a global digital economy market has highlighted the importance of all aspects of society adopting technology so that digital can survive and remain productive. Coupled with government regulations that must be obeyed and people's lifestyles that are increasingly dependent on internet connectivity, the adoption of digital technology is a necessity for everyone, especially for digital economic ecosystems. The digital economy is considered capable of answering the problems caused by the country's unstable economic growth.

Indonesia's digital economy growth is undeniable, especially in big cities such as Surabaya, Jakarta, Medan, Makassar and Bandung. Previously, primary needs could be obtained through traditional payment systems, now they can be digital. Digital companies such as Blibli, Go-jek,

Traveloka, and Tokopedia, as well as several rising star-ups, already exist in Indonesia. People no longer need to worry about the additional costs and time needed to buy a product. It is said (Mulaydinov, 2021) that this situation can provide additional benefits and convenience for consumers from online services. There are more than 202 million internet users in Indonesia, according to a study (We Are Social, 2021), at the beginning of 2021, 73.7 per cent of the population has internet access. The number continues to increase because we believe in the government's efforts to distribute broadband networks to remote parts of the country that are not yet connected to the Internet.

As digital technology advances and penetrates the joints of Indonesian people's lives, this figure is expected to increase. As a result, Indonesia has become a destination market for digital trade actors. If stakeholders do not anticipate the challenges that may arise, this great potential will surely be wasted. With so many internet users in Indonesia, digitization is expected to become increasingly important, and the role of finance in accelerating the creation of a more efficient, productive and competitive cashless society becomes even more important. It is imagined that once the internet network is sufficiently spread, creative industries with distinctive local identities will emerge and be able to reach conventional, national and world markets, one of which is thanks to the support of financial technology. Commercial transactions can be carried out easily, in real-time, practically, conveniently and safely wherever people do business.

In today's world, digital technologies are enabling governments, businesses and citizens to participate in entirely new ways, with expanded relationships between intermediaries, transactions and activities. As a result of the rapid growth of information technology and economic globalization, these factors are becoming more prominent, which in turn creates new consumer conceptions and opens up new opportunities for the development of new markets and innovative solutions. Digital technology has the potential to become the driving force behind the creation of a strong and equitable digital economy market. The culture of digital non-cash transactions is no longer only owned by urbanites and commercial players in big cities, but also by people in remote and difficult villages.

Considering that the generation that is both an actor and a market in this period is the Internet of Things generation which tends to be practical in its actions, the growth potential for the national digital economy market is very high. All transactions in the digital economy are carried out on devices capable of integrating all company processes. Under such circumstances, it is clear that the Indonesian government must increase creativity and develop digital technology to remain competitive in the global digital economy market. The digital economy has now penetrated many aspects of human life, including culture, tourism and the creative economy, in addition to trade, services and other key sectors. Various applications that make it easier for the general public to travel are being developed. Three Indonesian industries, including financial technology, creative economy, tourism and agriculture, have a lot of potential in the global digital economy market.

4. Discussion

Analysis of Indonesian Economic Nationalism Facing the Global Digital Market

Several external and internal difficulties must be jointly overcome by the government, stakeholders and other parties to maintain the Indonesian people's sense of nationalism against the invasion of a free global digital economy market which can become a stumbling block for the growth and development of community small businesses.

1. External Challenges

Externally, the invasion of the digital economy market and the expansion of global innovation is a challenge. With major digital businesses such as Baidu, Alibaba, Tencent and Xiaomi, China has emerged as a global leader in digital economy innovation. They are the world's leading exporter of digital goods and services. Besides China, the 2019 Shanghai Academy of Social Sciences Global Digital Economy Competitiveness Development report, cited (Mulaydinov, 2021) as the world's most competitive digital economy, also lists the United States, Singapore, the United Kingdom, Finland, South Korea, Japan, Netherlands, and Australia, Germany, and China are the

leading countries in dominating the global digital economy market. PwC has announced the top 10 companies by market capitalization based on the top 100 companies in the world as of March 31, 2020.

The emergence of digital economy capital companies is undoubtedly a big problem for the Indonesian government and people, especially small and medium enterprises. This is a lesson that must be remembered and taken seriously amid the onslaught of the global digital economy. The Indonesian government must properly and wisely control the Indonesian digital market, especially in terms of protecting the country's children's products. Peer-to-peer access and intense competition are two characteristics of the digital economy market. Don't let the digital economy market, where there are many small-scale creative industry entrepreneurs, become an obstacle. At the very least, we must consider giving sufficient time, space and protection to small business actors so that they are truly ready to compete with digital economy business actors.

According to the LIPI study published in (Kompas.com, 2021) regarding the digital economy in Indonesia, foreign products account for 90% of online trade. This research should be a mirror for us because it can reveal a problem. The dominance of foreign products also motivated Indonesian President Joko Widodo to promote a love of domestic products (Nationalism) and a hatred of foreign products. Purchases of local goods will have a growing impact on local markets, with the country's GDP increasing as consumer appetite for local products increases; however, if more people choose imported products, the country's GDP will decrease (Setiawan, 2014). As a manifestation of our love for the nation, Indonesian people must promote the sale of local products. Every society can grow a sense of pride and respect for the country by instilling this mindset. One of the many attitudes of defending the country is a sense of nationalism towards local goods. The government is interested in balancing commodities that are not supplied by the domestic market, so imported products are consumed for a reason. As a result, large-scale imports are carried out domestically to meet the needs of a larger population (Siswanto, 2017). Consuming imported goods is not prohibited, and does not mean we are not nationalists, because liking local products is one of several attitudes of nationalism that we can choose for the country. As well as being beneficial to the people of Indonesia, a flood of free and high-quality products can have a negative impact. Inequality and yet social, because while some individuals can quickly follow and adapt to developments in digital technology, others, especially those who live in remote rural areas, far from digital technology infrastructure, are unable to do so. According to (Zolocheskaya et al., 2019) developing countries will depend on countries that dominate the global digital economy market. Lack of public experience in using technology, digital platforms, payment systems, and legal norms, increases the risk of national economic instability, causing economic competitiveness and innovation, underdevelopment, and dependency (particularly in the financial sector) in developed and developing countries.

On the other hand, (Adiningsih, 2019) claims that in addition to the country's economic instability, digital innovation has caused disruption or massive transitions in every sector of the industry, including e-commerce, financial technology, artificial intelligence, big data, and cloud computing, as well as changes in wages and job prospects. According to the referenced McKinsey & Company report (Das, et al., 2018), around 8-9% of the estimated 2.66 billion workforce will lose their jobs due to automation in 2030. Oil and gas, automobiles, pharmaceutical research and development, and marketing are just a few examples. Only computer-savvy IT administrators, engineers and individuals will be required in the digital economy.

2. Internal factors

Internal variables come from the attitude of the Indonesian people, as well as domestic consumers. Because of pride in doing what is best for the nation, nationalism may encourage people to make more use of household goods rather than imported products, which are an alternative to meeting their needs. This type of customer is undoubtedly beneficial for the growth of domestic manufacturing. The idea is that citizens with more economic power to choose products, such as those in the middle to upper socioeconomic strata, can adopt this type of buying idealism. Meanwhile, the middle and lower layers of society have little choice but to fulfil their obligations.

Furthermore, propaganda or promotion can be used to preserve and grow domestic consumption due to the invasion of foreign goods through the global digital market. The same thing was done by President Joko Widodo by inviting the Indonesian people to appreciate goods, especially the work of the nation's children. Relevant agencies, on the other hand, can communicate the superior potential of domestic products. In addition, the purchase of domestic goods will strengthen the domestic market, which will benefit the country's economic progress. Public education can also help increase the use of domestic products. This is important because the quality of local Indonesian products is comparable to imported products. Several studies state that some foreign people are more interested in looking for products made by Indonesian children, for example, household products. Ironically, there are still many Indonesian people who are more interested in consuming imported products.

The Indonesian people's interest in imported goods reflects the behaviour of Indonesian citizens who do not like the products of their nation. This situation arose as a result of the Indonesian public's lack of trust in local brands. Foreign brands are rated higher than domestic brands, they have stated. True, people tend to choose their products based on the quality of the goods and a more realistic perspective. The price of domestic goods will fall if the government imports more than it needs. As a result, domestic businesses and industries will be disadvantaged because products will overflow into the market, thereby reducing market prices. This means that the purpose of the import policy is to stabilize prices and ensure the availability of goods (Menteri Negara Sekretaris Negara Republik Indonesia, 1996).

The government regulates it with RI Government Regulation Number 29 of 2021 concerning the Implementation of the Trade Sector to prohibit imports that exceed capacity and erode the nation's children's products. To protect genuine products, this regulation must be adopted (Perpres RI No.29, 2021). Prohibition or restriction of imports can spur domestic economic growth. This part of the protection of the nation's children's products is referred to (Nakano, 2004) as national unity, sovereignty, and the growth of national strength. The protection applied must be accompanied by national branding of domestic products so that they can compete in the global digital economy market. For Kuhschelm (Gehlen et al., 2020), national branding is important as part of economic nationalism.

Another internal factor that can interfere with the nationalism of the Indonesian people can arise from the gap in digital technology infrastructure in Indonesia. Where it is known that Western Indonesia, as we all know, has a digital-based infrastructure that is larger than the eastern region of Indonesia. Therefore, the government can ensure that every citizen has access to telecommunication services in a fair and equal manner. Digital-based infrastructure is also a significant priority for digital economic growth. Technological advances in Human Resources are another challenge. In Indonesia, talented individuals with digital backgrounds are in high demand. In Indonesia, several digital-based startups/startups are enjoying explosive growth. The rise of the growth of the digital-based technology industry, Francis Fukuyama precisely said, is a rise of (aggressive) nationalism, where new trade barriers are being erected, and factories are subsidized because they are considered to be producing "ethnic" products. For this reason, said (Gehlen et al., 2020) the government must be able to protect 'national' companies, from foreign takeovers.

The protection of national companies and micro-business actors by the government is followed by fair and non-discriminatory infrastructure development. Infrastructure has a positive impact on regional development (Tsiotas et al., 2020). One of the causes that can contribute to the inter-regional economy is the gap in infrastructure between regions (Sukwika, 2018). However, it cannot be denied that the digital economy brings with it risks related to corporate competitiveness, which currently requires business people to be consumer and competition oriented.

Many business people in Indonesia still don't know how to use online media, making it difficult to enter large market prospects (Handayani, et al, 2020). This is due to a lack of digital economy skills and literacy. On the other hand, the application of the digital economy in Indonesia can certainly have a positive influence on small business actors, including improving individual performance in the industry through technology that can maximize their business, makes it easier to obtain information and can transact directly remotely (Maria & Widayati, 2020). It is suggested

(Pureklolon, 2019), to deal with global digital market conditions, there must be the involvement of all parties which raises a collective awareness of love for the motherland. The form of love for the homeland of the nation's children must be carried out unconditionally, Ernes Renan (Prawira and Maryati, 2019). This is part of the call for nationalism in the country. Bauer emphasized in (Nag, 2021) that the unity of shared destiny forms a temperamental unity or the character of the nation's children. From these two points of view, it can be concluded that nationalism includes the concepts of love for the motherland and unity, as well as love for the country and nation through the realization of national unity with diversity.

In his book "Economic Nationalism: Theory, History, and Prospects", (Pryke, 2012) argues that economic nationalism must be understood as a tool to maintain, build, and protect the national economy from the expansive influence of globalization's raw material domination. Pryke's statement states that the state must be present to protect the domestic market from imported products.

Although nationalism must show the homogeneity of globalization and the particularization of localism, the invasion of digital products will be able to undermine the sense of nationalism of the Indonesian people through the digital world. The hope is that Indonesian patriotism based on the ideals of Pancasila can anticipate the challenges of a free and quality global digital economy market. Therefore, the importance of economic nationalism in the context of the global economy. Currently (Helleiner, 2021) the global digital economy also has the potential to destroy or grow a country's economy, especially countries that do not want to accept changes in a free digital market economy and global. Hence (Armawi, 2019) argues that nationalism must be built within facing globalization. The current threat spectrum is difficult to predict because no longer symmetrical and traditional, but asymmetric azimuthal. To avoid the vortex of unpredictable world developments, every nation and state must be able to play a role in the constellation of geoeconomics, geopolitics, and geoinformation.

In order not to be trapped in the waning of nationalism, the world's technological growth must be faced wisely. In facing the emergence of a sophisticated global digital economy market, people's products must be able to compete with foreign products, so that they can help drive national economic progress. This nationalism of the nation's children must be used as the highest loyalty that must be given to the state.

On the other hand, the Indonesian nation is experiencing difficulties in knitting nationalism that can realize and even surpass the strength of other nations in the digital economy sector. The ability of the state and administration to maintain, control and maintain a sense of nationalism as envisioned by our ancestors as the founders of the archipelago will be a determining factor for the path of the Indonesian nation in the future.

5. Conclusion

In this digital era, technology is very important because it provides convenience in all aspects of life, including economic transactions. On the one hand, the digital economy has the potential to increase the ability of business people to maximize their output by utilizing information technology. The digital economy, when used properly, can help business owners increase their income. Businesses that survive the onslaught of the global digital economy market can increase GDP and create jobs. On the other hand, the advantages and disadvantages of the digital economy cannot be separated, especially for business people with limited technological capabilities. A lack of understanding and familiarity with digital technology can stimulate business growth. The lack of suitable infrastructure to access digital information has the potential to hinder the expansion of the digital economy. The results of this study state that the development of the digital economy in Indonesia is an opportunity that can drive economic growth, but the government must manage it wisely and the benefits can be felt for all people fairly and equitably.

Facing the global digital economy market, Indonesian people must instil a sense of nationalism from an early age, if they want to become a strong nation. Because if nationalism is not fostered within Indonesian society, then the Indonesian people will lose their young, nationalist generation. To address these problems and increase the sense of nationalism in the Indonesian people, it is necessary to realize a positive attitude that is in line with the values of Pancasila, to

instil a sense of love for the motherland from an early age, and the government is obliged to provide counselling to all Indonesian people about the importance of nationalism for the future of the Indonesian nation. Utilizing domestic products, appreciating the work of the nation's children is one form of love for the motherland

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