



**INDONESIA
DEVELOPMENT
FORUM 2019**
INSPIRE • IMAGINE • INNOVATE • INITIATE



*Kementerian PPN/
Bappenas*

KNOWLEDGE
SECTOR INITIATIVE



Australian Government

E-Training: A Solution for Improving Local Talents and Local SMEs to be More Competitive Globally

Development of Talents and Local Markets

Yulisyah Putri Daulay
Monash University





1. Background

Development Problem



Condition

SMEs are the backbone of the Indonesian economy



Challenge

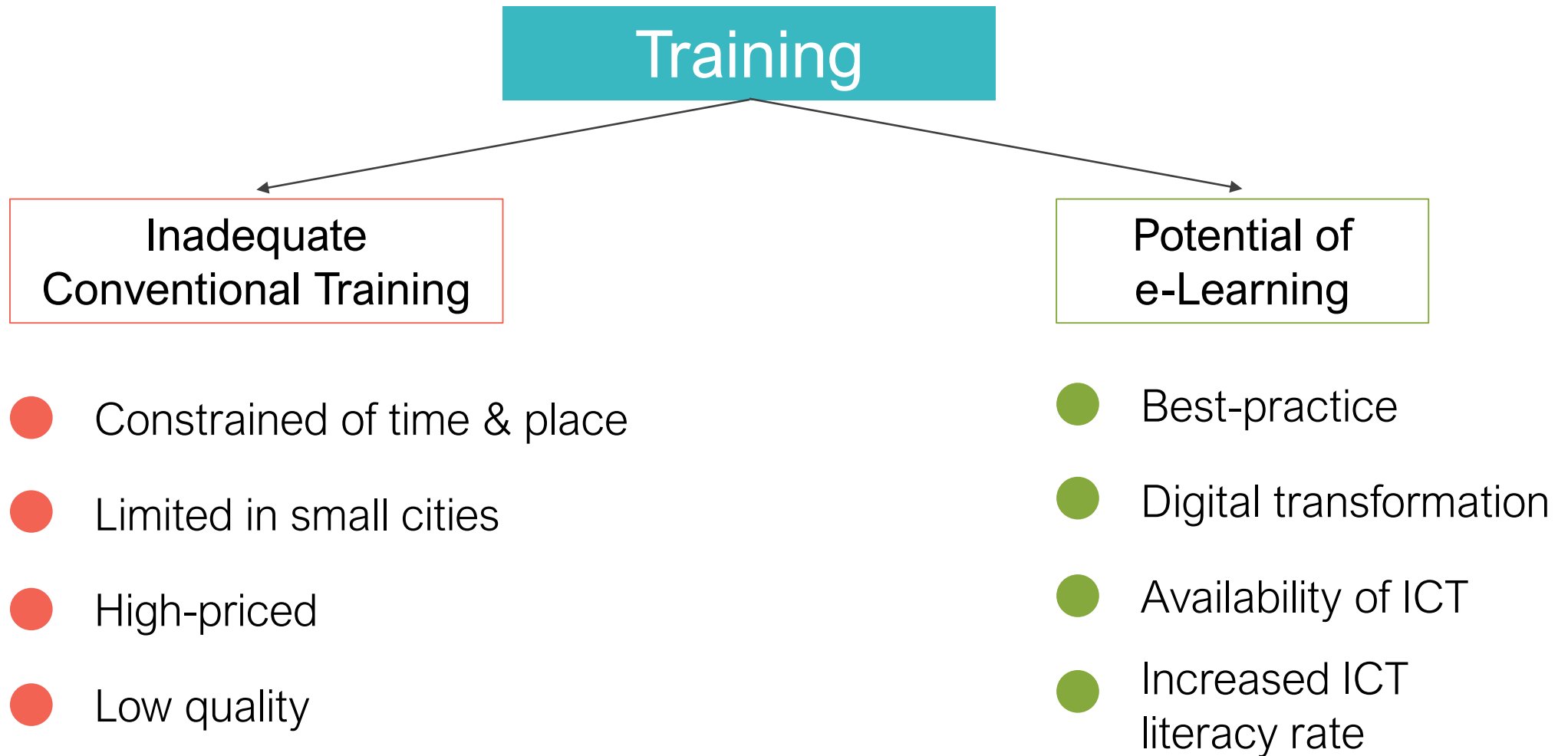
Highly competitive global market



Needs

Training to develop talents and capability of employees







2. Description of Innovation

Innovation



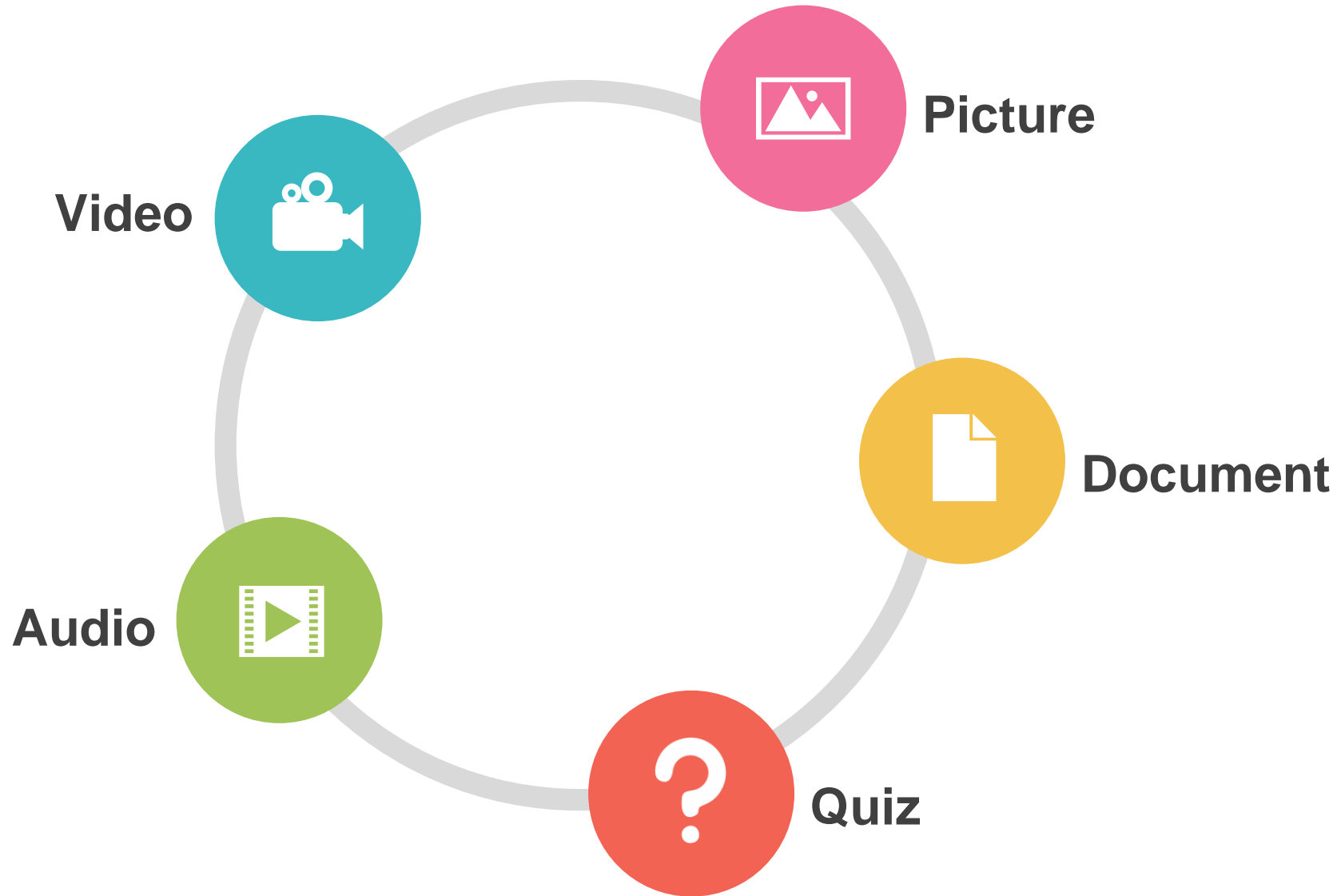
Web-based

Multiplatform

One lesson fits all



Supported Content Types





Features of e-Training



**Training
Modules**



Mentoring



Forum



Articles

Modules of e-Training

Selamat Datang



Memulai Bisnis



Finansial



Penjualan



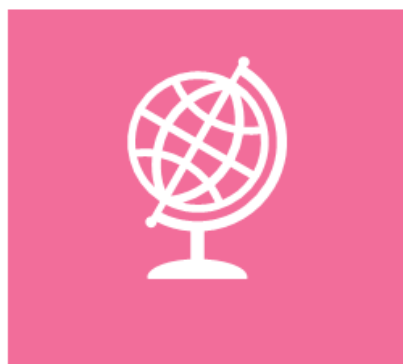
Pemasaran



Produksi



Distribusi



Packaging



Legal



Kreativitas & Inovasi












Types of lessons in Module Pemasaran



**Video Pengenalan
Modul Pemasaran**

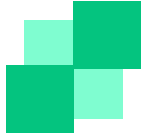
-  **Pemasaran : Selamat Datang!**
-  **Training 1: Apa itu Pemasaran?**
-  **Training 2: Apa saja Jenis Pemasaran? Jenis pemasaran mana yang sesuai dengan tipe bisnis kamu?**
-  **Training 3: Digital Marketing**
-  **Training 4: Content Marketing**
-  **Training 5: Pemasaran Social Media**
-  **Training 6: Pemasaran *offline***



3. Benefits of Innovation



Benefits of Innovation



Flexibility & Accessibility

- Multidevice
- Accessible at any time & any location
- Personalised learning paths



Economical

- Save on transportation, meals, accommodations
- No printed materials or the physical presence of training managers



Update & Sustainable

- Contents are continuously updated
- Improved organisational-wide learning



Best-practice & Standardised

- Modules of main business processes
- Generated from the discussion with high-performance businesses
- Categorising & labelling knowledge



Trackable Performance

- Monitor employees' understanding
- In-depth reports are generated automatically
- Improve employees' skills accurately



4. Implications for Policy & Practice

Implication for Policy



Equality of access for ICT

- Provides **the equality** of access for ICT
- ICT policies & regulations, tariffs, & infrastructure



Rewards

- Rewards according to SMEs' level of engagement with e-Training
- Increased SMEs' motivation



The content of e-Training

- Regulations of appropriate content
- Protect all stakeholders that participate in e-Training



Intellectual property rights protection

- E-Training is built from information that is produced by many people
- Right to acknowledgement & privacy + publication & distribution



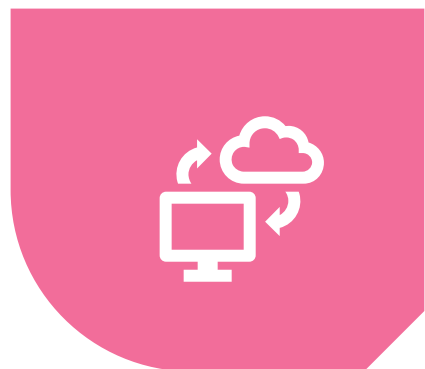
Implication for Practice

ICT Literacy of employees
SMEs should ensure that employees **have the skills & interests** to **operate ICT** effectively



Incorporation of e-Training
SMEs should **inhibit & foster** the **use of e-Training** as a **mean of continuous learning**

Adoption of digital transformation in SMEs
SMEs should **embrace & exploit ICT** to **improve** their business operations



Socially appropriate
Business ethics, code of conduct, & quality of the content **should be fulfilled**

5. Conclusion

E-Training enables SMEs to **develop local economic, succeed in the global market, & improve Indonesian economy**

To ensure the optimal impact, e-Training should be **supported** by the **implications for policy and practice**

The **features of E-Training** offer significant **benefits** for the **development of SMEs' talents**

E-Training provides **equal learning opportunities** for SMEs throughout Indonesia



**INDONESIA
DEVELOPMENT
FORUM 2019**
INSPIRE · IMAGINE · INNOVATE · INITIATE



*Kementerian PPN/
Bappenas*



Australian Government

Thank You 😊

Contact:
yulisyahdaulay@gmail.com