Income, Education, Age, Rural or Urban Living and Work Sector for Generation Z Women in West Nusa Tenggara, Indonesia

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ABSTRACT: Generation Z is the generation born between 1997 and 2012. The characteristics of women's income, education, place of residence and work sector are very important to study because they can influence economic development, especially in West Nusa Tenggara, Indonesia. This research aims to analyze the socio-economic problems of Generation Z women who work in each sector, both formal and informal sectors in West Nusa Tenggara. The method used in this research is descriptive quantitative analysis using data from SAKERNAS in August 2023. The number of Generation Z women used in this research is 398 women who work in West Nusa Tenggara. The results of this research found that Generation Z women in West Nusa Tenggara, Indonesia mostly work in the formal sector, namely 59.55%, while most of their income is in the range of less than the Regional Minimum Wage for West Nusa Tenggara Province. Most of the Generation Z women in West Nusa Tenggara are junior high school graduates and the majority live in the urban areas, namely 59.80%. This research provides a broad picture of the socio-economic dynamics of Generation Z women in West Nusa Tenggara, Indonesia.

KEYWORDS: Women, Generation Z, Generation Z Women, Working Women, Working Sector

I. INTRODUCTION

Currently, Generation Z is one of the generations that dominates the population in Indonesia, namely around 74.93 million people or 27.94% of the total population. In general, Generation Z was born between the mid-1990s and 2012. Apart from differences of opinion regarding the birth span of Generation Z, Berkup (2014) explained that Generation Z is a generation that has interacted with technology from birth, so technology has greatly influenced the lives of Generation Z. Generation Z is entering the productive age, namely aged 15-64 years and above, who have great potential to become superior human resources to realize a developed Indonesia (Sawitri, 2018). A phenomenon in the world of work attracts the attention of human resource management, especially in Indonesia, namely changes in the demographics of the workforce. In the midst of accelerating economic recovery, Indonesia is entering a demographic bonus period. The demographic bonus is the key to economic growth and an important contributor to regional economic progress. Specifically in Indonesia, the demographic bonus as a motor for economic growth in Indonesia, needs to be supported by the creation of human capital through skilled young workers (Andriani & Yustini, 2021).

Currently, the workforce consists of three different generational groups, namely generation X (born between 1965 and 1980), generation Y (born between 1981 and 1996), and generation Z (born between 1997 and 2012). Generation Z, often referred to as the iGeneration or internet generation, has a different view regarding hopes and expectations in the workplace compared to previous generations. Generation Z grew up with technology, the internet, and social media, which sometimes causes them to be stereotyped as technology addicts, anti-socials, or social justice warriors (Purnomo et al., 2019). Generation Z tends to like everything that is practical (instant) and easy, including when it comes to solving a problem or finding a solution. Of course, the growth and development of generation Z is not without reason. These social characteristics are relatively different from previous generations, especially because Generation Z has grown and developed with the technological era. Whatever activities carried out by generation Z are closely related to the use of the internet and surfing in cyberspace. This is because this generation has been familiar with technology since childhood and is close to gadgets which have a big impact on the personality of generation Z (Sugangga, 2022). The majority of Indonesia's population belonging to generation Z has quality human capital to support economic recovery (Putranto & Natalia, 2022).

The use of easy internet access via cell phones as Generation Z lives in the era of globalization has resulted in a generation that is dependent on the internet. The impact of the ease of accessing the internet makes the internet the main reference source in

searching for information. As global connectivity increases, generational shifts may play a more important role in determining behavior than socio-economic differences. Young people have become a powerful influence on people of all ages and incomes, and on the way those people consume and relate to them (Firamadhina & Krisnani, 2021).

In the era of globalization and rapid technological development, generation Z has become the main actor in the world of work, bringing significant changes in their preferences regarding the work sector. Not only fixated on the concept of formal work, generation Z shows an increasing tendency to be involved in the informal sector. Generation Z, often referred to as the iGeneration or internet generation, has different views regarding hopes and expectations in the workplace compared to previous generations (Nurqamar et al., 2022). Employees are an important resource for the organization, employees make a major contribution to the organization because they act to achieve organizational goals. Every employee is required to have high discipline towards the organization where they work and be able to work together both individually and in groups (Rosba et al., 2017).

The increasing percentage of informal sector workers, especially in urban areas, is a reflection of the formal sector's inability to accommodate additional workers every year. The informal sector is not a capitalist who makes profitable investments and is also not a generally known entrepreneur, their horizon of thinking is only limited to providing work and earning income just to meet the needs of themselves and their families. The informal sector is an alternative for unemployed people who do not have jobs so they can make good use of the informal sector. Apart from that, the informal sector is able to contribute to the development process, especially labor absorption, so that this sector can play a major role in improving the employment situation in Indonesia. Indonesia is a developing country, where the urban workforce ranges from 30% to 70% who work in the informal sector. The informal sector comes from social strata that are relatively low in education, experience, skills and business capital. Bremen (1980) suggests that the informal sector is considered to connote poverty in urban areas with its socio-economic terms such as low income, precarious work, inadequate education, low level of organization and other things that can be a source of uncertainty (Kamelia & Nugraha, 2021).

Women's participation in the workforce shows an increasing trend both at the international level and in Indonesia. According to BPS data for 2023, the female labor force participation rate in 2023 will be 60.18%. This shows that the percentage of women aged 15-65 years and who are economically active in Indonesia is quite large in 2023. Meanwhile in NTB, the Labor Force Participation Rate reached 62.54% or above the average figure in Indonesia. This number shows that the availability of female workers in NTB is high, so women. Around 6 to 7 women out of 10 women of working age are included in the labor force.

According to Blau et. al (2017), there is a wage gap between women and men, especially in the United States. As time goes by, this wage gap continues to decrease. This difference still exists due to work experience and differences in job sectors available for men and women. These results are in line with research conducted by Houghton et. Al (2020) who describes the phenomenon of the gender wage gap found in the United States. This is due to differences in job and industry choices between genders.

Based on data from the Paw Research Center in 2021, the participation rate of women in the United States in higher education has increased. Most women who do not complete their higher education admit to experiencing economic deprivation. The research results contrast with the research conducted by OECD (2020). It was found that in OECD countries, women actually have a greater probability of completing secondary and higher education compared to men. However, there is still a lack of women's participation in the fields of Science, Technology, Engineering and Mathematics (STEM).

According to the Segmented Labor Market theory, women who live in cities have better access to work in the formal sector compared to women who live in villages. This then becomes the reason many migrant women migrate from villages to cities. According to research by Pickbourn (2018), women's migration from villages to cities can have an impact on sustainable development (SDGs). The results of the research illustrate that migration has a positive effect on women, namely in terms of women's empowerment and increasing income.

There are several factors why women prefer to work in certain sectors, both formal and informal. Based on research conducted by Njongu (2017), economic, social developments and government policies can influence women to work in the informal sector in Kenya. The same thing was also expressed by (Rwigema & Mutesa, 2018), factors such as access to capital, education and government policies influence the decision of women in Kigali City, Rwanda to work in the informal sector.

The lack of research regarding phenomena in the economic sector, especially for generation Z in West Nusa Tenggara, Indonesia, caused the author to conduct research entitled "Income, Education, Housing and Working Sector of Generation Z Women in West Nusa Tenggara, Indonesia". This research aims to look at the socio-economic problems of Generation Z women who work in each sector, both formal and informal sectors in West Nusa Tenggara. It is hoped that the results of this research can be used as a reference for making policies in the economic sector for women, especially in West Nusa Tenggara.

Income, Education, Age, Rural or Urban Living and Work Sector for Generation Z Women in West Nusa Tenggara, Indonesia

II. RESEARCH METHODS

This research aims to analyze the socio-economic characteristics of Generation Z women who work in West Nusa Tenggara. These socio-economic characteristics are in the form of income variables, education, residence in either village or city as well as formal and informal work sectors. The data used in this research is the National Labor Force Survey (SAKERNAS) data for August 2023. This data contains detailed information regarding matters relating to the workforce in all provinces in Indonesia. The number of Generation Z women based on SAKERNAS data for August 2023, who work and have income in West Nusa Tenggara and are used in this research, is 398 people.

The data analysis technique used in this research is descriptive statistical analysis. Descriptive statistical data analysis is a method used to explain data numerically or graphically so that it is easy to understand. This method can be used to see patterns or trends and basic characteristics of data sets (Polit&Beck, 2020). The advantage of presenting data using descriptive analysis techniques is that it can present data in a concise but informative form so that it can be easily studied by all parties (Trochim & Dennelly, 2008).

Data analysis was carried out using STATA 17 software so that frequency distribution tables were produced and processed into diagrams. It is hoped that the results of this data processing will provide a good picture of the socio-economic profile of generation Z women in West Nusa Tenggara, Indonesia.
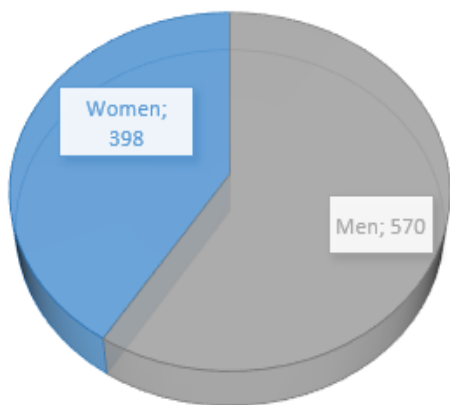
III. RESULTS AND DISCUSSION

Figure 3.1 Number of Generation Z by Gender

Based on the graph above, the gender distribution of respondents is dominated by men with a total of 570 people (59 percent), and the remaining 398 people (41 percent) are female respondents. From SAKERNAS data for August 2023, the distribution of generation Z men who are already working is greater than that of women. This is in accordance with research conducted by Ruppanner et. Al (2018) found that the number of generation Z men who work tends to be greater than women of the same age group.
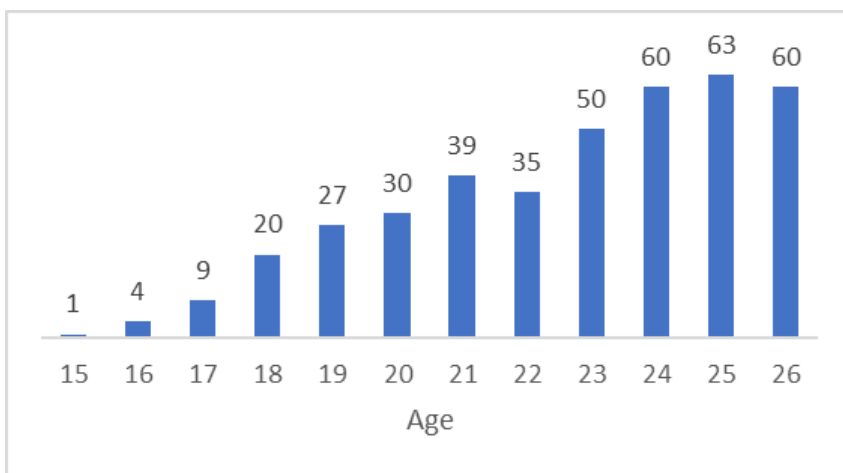

Figure 3.2 Number of Generation Z Women by Age

Income, Education, Age, Rural or Urban Living and Work Sector for Generation Z Women in West Nusa Tenggara, Indonesia

Based on Figure 3.2, information is obtained that the number of Generation Z women who have worked in West Nusa Tenggara, Indonesia is dominated by people aged 25 years, 63 or 15.8%, 23 years old, 60 or 15.1%, 26 years old, 60 or 15, 1%. However, it turns out that many generation Z women from the ages of 15 to 23 have also started working. This shows that generation Z women are able to make money even though they are still teenagers and usually still have minimal experience. This result is in line with the results of research conducted by Lufkin (2017) which found that generation Z was financially independent compared to previous generations. This is proven by the large number of generation Z who have started working from a young age to earn personal income.
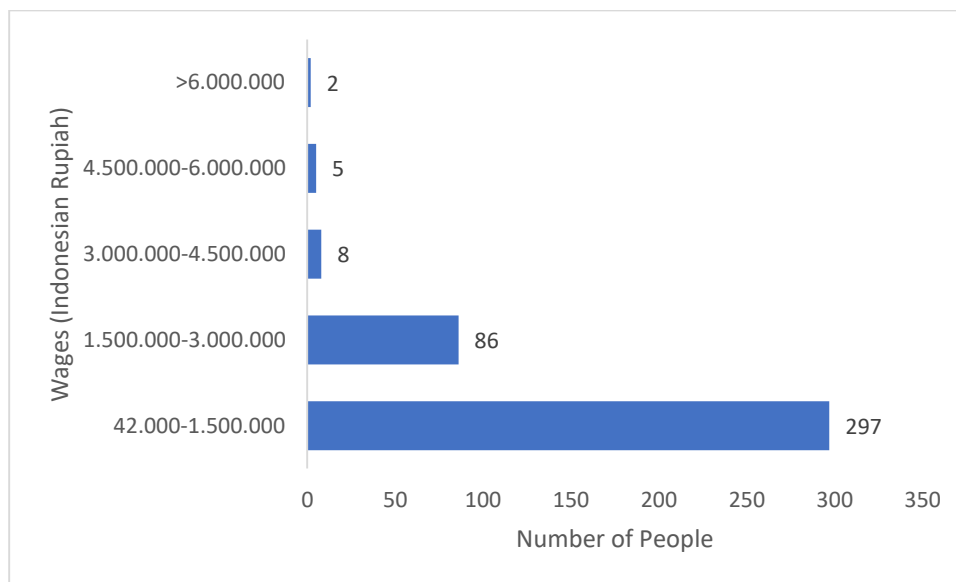

Figure 3.3 Number of Generation Z Women by Income

The Figure above illustrates that the majority of generation Z women still earn less than Rp. 1,500,000, namely 297 people. Furthermore, 86 people earn more than IDR 1,500,000 to IDR 3,000,000, 8 people earn more than IDR 3,000,000 to IDR 4,500,000, 5 people earn more than IDR 4,500,000 to IDR 6,000 ,000 and as many as 2 people earn more than Rp. 6,000,000. This data reveals that the majority of generation Z women earn below the Regional Minimum Wage I of West Nusa Tenggara. According to Weiss (1995), a person's income will be higher at an older age due to better experience and skills compared to someone at a younger age.
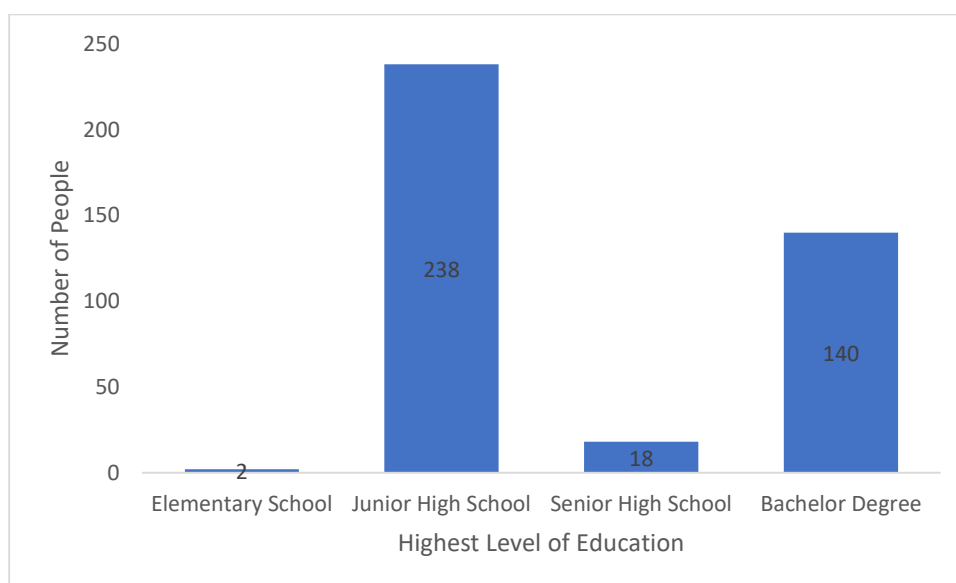

Figure 3.4 Number of Generation Z Women by Education

Income, Education, Age, Rural or Urban Living and Work Sector for Generation Z Women in West Nusa Tenggara, Indonesia

The figure explains that the majority of Generation Z women in West Nusa Tenggara who are working have completed junior high school, namely 238 or 59.80%, while 140 people or 35.18% have a Strata 1 education. The remaining 18 people have a school education. Upper Middle School and 2 people with elementary school education. This is likely due to government policy in Indonesia which creates a 9 year compulsory education program, so that public schools at the Elementary School and Junior High School levels are free of charge from the government (free). So that people who do not have money for education and do not receive scholarship assistance from the Indonesian government to schools for poor people are unable to continue their education. On the other hand, people who receive an educational scholarship program from the Indonesian government for poor people can continue their education up to college for free and people who can afford it can continue their education at their own expense.
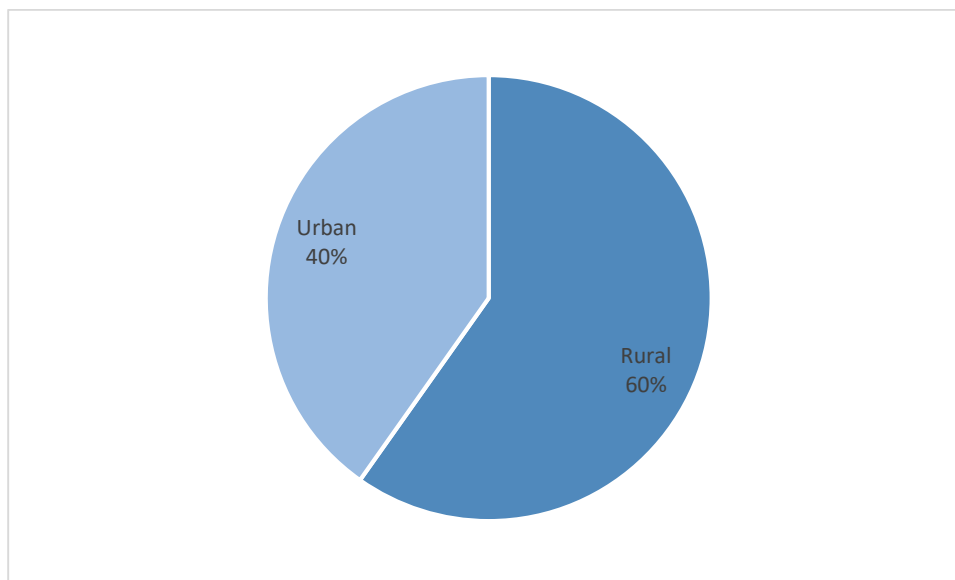

Figure 3.5 Number of Generation Z Women by Rural or Urban Living

The diagram above shows that the majority of generation Z women in West Nusa Tenggara live in rural areas, namely 60%. Meanwhile, the number of women living in urban areas is only 40%. Based on the Segmented Labor Market theory, people who live in rural areas tend to have lower access to the primary labor market so that the income they earn is also likely to be smaller
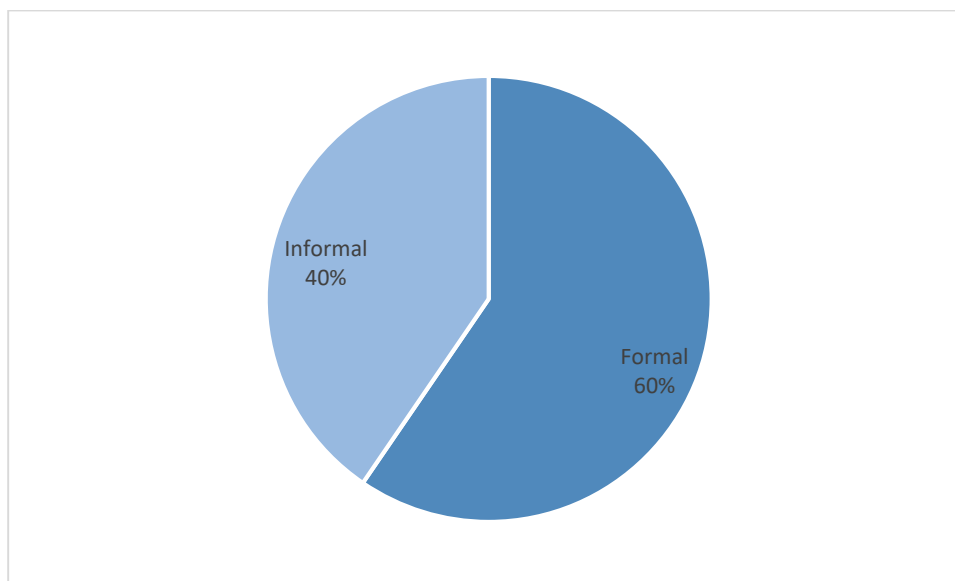

Figure 3.6 Jumlah Perempuan Generation Z berdasarkan Sektor Bekerja

Diagram 3.4 illustrates the percentage of Generation Z women who work in the formal or informal sector. As many as 60% of Generation Z women work in the formal sector, while the remaining 40% work in the informal sector. This finding is interesting,

seeing that the majority of generation Z women earn incomes below the West Nusa Tenggara Regional Minimum Wage, but in reality most of them work in the formal sector. This is probably because most of them are only junior high school graduates, of course not yet equipped with the skills to work well. According to Syamsul & Wahyuni (2020), some formal workers still receive wages below the Regional Minimum Wage because in certain sectors, these wage regulations are not implemented strongly.

IV. CONCLUSIONS

This research provides an illustration that Generation Z women in West Nusa Tenggara who have worked have found various challenges in the socio-economic field. Most of them work in the formal sector, but earn below the Regional Minimum Wage in West Nusa Tenggara. This explains that the problem they face is not access to work in the formal sector (even though most of them live in villages), but rather the amount of wages they get that cannot meet the standards in West Nusa Tenggara. This is possibly due to the fact that their education tends to be low, namely that most of them only graduated from junior high school.

A policy suggestion that could be considered by the government and related institutions is to provide additional assistance for education costs, especially for Generation Z women in West Nusa Tenggara so that their education does not only stop at 9 years. Apart from that, it is hoped that there will be an increase in training programs for this generation considering that their wages are too far below what they should be, which is also possibly caused by a lack of expertise and skills. Furthermore, empowering Generation Z women to enter the informal sector is also very necessary, accompanied by access to financing, entrepreneurship training and social security for them.

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