PERAN *LEADING STARTUP UNICORN* INDONESIA DI VIETNAM PERIODE 2019-2021

FITRI CHAERUNISA

ABSTRAK

Penelitian ini bertujuan untuk memahami peran investasi asing terhadap pembangunan kapasitas tenaga kerja digital Vietnam dari sisi pandang Ilmu Hubungan Internasional. Penelitian masuk ke dalam fokus studi investasi asing langsung, ekonomi digital, dan ketenagakerjaan melalui pemahaman terhadap peran *leading startup unicorn* dalam pembangunan kapasitas tenaga kerja digital di Vietnam.

Metode yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif. Dalam penelitian ini, peneliti menggunakan teknik pengumpulan data berupa wawancara dan pengumpulan dokumen. Peneliti menggunakan enam tahapan analisis data menurut Creswell, yang meliputi persiapan data, proses membaca data, pengkodean data, membuat deskripsi latar dan kategori, mendeskripsikan kategori, serta membuat interpretasi data.

Berdasarkan hasil analisis data yang dilakukan penulis, diketahui bahwa Vietnam diprediksi memiliki nilai pertumbuhan ekonomi digital yang tinggi. Namun, Vietnam mengalami kekurangan orang yang memiliki kemampuan digital tingkat menengah hingga tinggi. Beberapa perusahaan rintisan bidang digital Indonesia tercatat telah beroperasi dan menjalankan program pembangunan kapasitas guna meningkatkan kualitas tenaga kerja digital Vietnam. Namun, dalam pelaksanaannya, program pembangunan kapasitas tersebut mengalami beberapa tantangan termasuk terbatasnya ketersediaan sumber daya manusia (SDM), perbedaan bahasa dan target pasar, serta tolok ukur kesuksesan program yang cenderung belum pasti.

Kata kunci: *investasi asing langsung, perusahaan rintisan, internasionalisasi perusahaan, pembangunan kapasitas, ekonomi digital*

THE ROLE OF INDONESIAN LEADING STARTUP UNICORN IN VIETNAM FOR THE PERIOD OF 2019-2021

FITRI CHAERUNISA

ABSTRACT

This study aims to understand the role of foreign investment in the capacity development of Vietnam's digital workforce from the perspective of International Relations. Research goes into the focus of the study of foreign direct investment, the digital economy, and employment through understanding the role of leading unicorn startups in developing the capacity of the digital workforce in Vietnam.

The method used in this study is a qualitative descriptive method to explain the data obtained from the field in detail and clearly. In this study, researchers used data collection techniques in the form of interviews and document collection. Researchers used six stages of data analysis according to Creswell, which included data preparation, the process of reading data, coding data, making background and category descriptions, describing categories, and making data interpretations.

Based on the results of data analysis conducted by the author, it is known that Vietnam is predicted to have a high digital economy growth value. However, Vietnam is experiencing a shortage of people with intermediate to high levels of digital skills. Several Indonesian digital start-ups have been recorded as operating and running capacity building programs to improve the quality of Vietnam's digital workforce. However, in its implementation, the capacity development program encountered several challenges including the limited availability of human resources, language differences and target market, as well as the measurement of program success which tends to be uncertain.

Keywords: *foreign direct investment, startup, internationalization, capacity building, digital economy*