



## THE INTERACTION OF DIGITAL LIFESTYLE ON MILLENNIAL ECONOMIC DEVELOPMENT IN LIMA PULUH KOTA REGENCY

Mirsal

Universitas Putra Indonesia YPTK Padang

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### *Abstract*

*The development of digital technology has shaped new lifestyles among the millennial generation, which directly affect the dynamics of regional economic development. Digital lifestyles not only influence consumption patterns but also encourage the emergence of productive economic activities based on technology. This study aims to analyze the interaction between digital lifestyles and the economic development of the millennial generation in Lima Puluh Kota Regency. The research adopts a descriptive qualitative approach using a literature review method. Data were obtained from national scientific journals, conference proceedings, and academic books relevant to the digital economy, digital lifestyles, and the millennial generation. The results indicate that the digital lifestyle of the millennial generation contributes positively to regional economic development through the growth of digital entrepreneurship, the utilization of e-commerce, and the strengthening of locally based creative economies. However, challenges such as limited digital infrastructure and low levels of digital literacy remain major obstacles.*

**Keywords:** digital lifestyle, digital economy, millennial generation, regional economic development

### **Abstrak**

Perkembangan teknologi digital telah membentuk gaya hidup baru di kalangan generasi milenial yang berdampak langsung terhadap dinamika pembangunan ekonomi daerah. Gaya hidup digital tidak hanya memengaruhi pola konsumsi, tetapi juga mendorong lahirnya aktivitas ekonomi produktif berbasis teknologi. Penelitian ini bertujuan untuk menganalisis interaksi gaya hidup digital terhadap pembangunan ekonomi generasi milenial di Kabupaten Lima Puluh Kota. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan metode studi literatur. Data diperoleh dari jurnal ilmiah nasional, prosiding, dan buku akademik yang relevan dengan ekonomi digital, gaya hidup digital, dan generasi milenial. Hasil penelitian menunjukkan bahwa gaya hidup digital generasi milenial berkontribusi positif terhadap pembangunan ekonomi daerah melalui peningkatan kewirausahaan digital, pemanfaatan e-commerce, dan penguatan ekonomi kreatif berbasis lokal. Namun demikian, tantangan seperti keterbatasan infrastruktur digital dan literasi digital masih menjadi hambatan utama.

**Kata kunci:** gaya hidup digital, ekonomi digital, generasi milenial, pembangunan ekonomi daerah



## I. INTRODUCTION

Current technological developments, particularly digital ones, have become a major factor driving change in various aspects of life, including social life, particularly the economic sector. This digitalization has not only transformed production and distribution systems but also shaped behavior patterns, ways of thinking, and lifestyles. This transformation is marked by the increasing use of the internet, social media, digital platforms, and various technology-based applications that facilitate various economic and social activities. In this context, digital technology is no longer merely a tool but has become an integral part of life.

One of the groups most impacted by the development of digital technology is the millennial generation. This generation is known for being adaptable to change, possessing a relatively high level of digital literacy, and utilizing technology as a primary means of communication, work, and entrepreneurship. This lifestyle has gradually become ingrained in millennials, reflected in their intense use of social media, e-commerce, digital financial services (financial technology), and the use of various other digital platforms for productive activities. This lifestyle has created new patterns of interaction in economic activity that differ from those of previous generations.

The millennial generation's digital lifestyle impacts not only consumption but also how they create economic value. Social media and marketplaces are used as promotional and marketing tools for products, while other digital platforms are used to build business networks and expand markets. In the context of economic development, this phenomenon has the potential to become a driving force for regional economic growth, particularly through strengthening digital-based micro, small, and medium enterprises (MSMEs) and increasing the participation of the younger generation in productive economic activities.

In Indonesia, the development of the digital economy shows a continuously increasing trend along with the growing number of internet users, dominated by the younger generation. Indonesian Telecommunication Statistics (TBS) presents data on the development of the telecommunications sector in Indonesia, including internet penetration rates, ownership of information and communication technology (ICT) devices, usage patterns, and data on telecommunications networks and services. These statistics cover internet development in Indonesia, both from the perspective of service providers and users. According to data from

the 2024 Susenas Survey by the Central Statistics Agency (BPS), 72.78 percent of Indonesia's population had internet access in 2024 and 69.21 percent in 2023.

Digitalization has opened up new opportunities for job creation, increased income, and strengthened national and regional economic competitiveness. The government is also actively promoting the use of digital technology through various MSME development programs, digital entrepreneurship, and digital literacy. However, the success of digital-based economic development depends heavily on the ability of the community, particularly millennials, to utilize technology productively and sustainably.

At the regional level, Lima Puluh Kota Regency has significant potential for productive human resources, including millennials who actively use digital technology. National data shows that at the regional level, internet usage for e-commerce transactions in West Sumatra province reached approximately 30.61%, indicating significant economic activity outside of major urban areas. Although specific data at the Limapuloh Kota district level is not yet available in official publications, these findings provide a relevant overview for developing qualitative research instruments on the interaction of digital lifestyles and millennial economic development in this area.

Despite this, the use of digital technology by millennials in Lima Puluh Kota has not been fully optimized in supporting regional economic development. Most digital technology use remains oriented toward consumption and entertainment, while its use for productive activities and entrepreneurship still faces various obstacles, such as limited advanced digital literacy, access to capital, infrastructure support, and business mentoring. Furthermore, not all digital interactions that occur are able to provide a significant economic impact on increasing income and community welfare.

The interaction of the millennial generation's digital lifestyle with regional economic development is an interesting phenomenon that deserves in-depth study. This interaction encompasses the relationship between digital technology usage patterns, the resulting socio-economic activities, and their contribution to local economic growth and development. From a regional economic development perspective, millennials play a role not only as technology consumers but also as development actors with the potential to create innovation, jobs, and added value to the digital-based economy.

Much research has been conducted on digital lifestyle and economic development, but most has focused on the context of large cities or on quantitative analyses of the relationship between macroeconomic variables. Qualitative studies examining how the digital lifestyle interactions of millennials shape the dynamics of economic development at the regional level, particularly in Lima Puluh Kota, are still relatively limited. Therefore, this research is crucial to gain a deeper understanding of the role of millennials in digital-based regional economic development.

Based on this description, this study focuses on examining the digital lifestyle interactions of millennials on economic development in Lima Puluh Kota using a qualitative approach. This research is expected to provide a comprehensive overview of the practices, perceptions, and contributions of millennials in utilizing digital technology to support regional economic development.

## **II. THEORETICAL STUDIES**

### **1. Digital Lifestyle**

A digital lifestyle is an individual's lifestyle heavily influenced by the use of digital technology in daily activities, such as communicating through social media, online transactions, using financial applications, and consuming digital content. A digital lifestyle reflects the adoption of technology in the social and economic aspects of an individual's life, especially among the millennial generation, who are known to be tech-savvy.

Key characteristics of a digital lifestyle:

- Intensive use of digital devices (smartphones, computers).
- Active involvement in social platforms and online communities.
- Preference for the ease and speed of digital transactions.
- Trust in digital technology for economic decision-making.

### **2. Millennials and the Digital Economy**

The millennial generation is a group of individuals born between 1981 and 1996. They are known as digital natives, possessing advanced digital skills and tending to adapt quickly to technological innovations. Their involvement in digital economic activities is a key driver of the development of the technology-based economic sector.

In the context of economic development, millennials play a role in various ways:

- the use of e-commerce, fintech, and digital platforms for economic transactions,

- digital creativity and entrepreneurship that drive the emergence of new businesses,
- changes in consumption patterns and investment behavior that influence market demand

### **3. The Interaction of Digital Lifestyle with Millennial Economic Growth**

The interaction between digital lifestyle and millennial economic development can be analyzed from several perspectives:

#### **a. Changes in Consumption Patterns**

Digital lifestyles influence the way millennials consume goods and services. Digital-based transactions (e.g., e-wallets, marketplaces) transform previously conventional purchasing behavior into faster, easier, but sometimes consumptive ones. This change contributes to the growth of the digital economy through increased online transaction volume.

#### **b. Digital Investment and Finance**

Digital literacy and a digital lifestyle play a role in encouraging millennial participation in modern investments (e.g., stocks, crypto, digital capital markets) through digital platforms. The use of investment apps influences how they plan their finances, increasing their involvement in the capital markets, but also poses the risk of speculative behavior.

#### **c. Innovation and Entrepreneurship**

A digital lifestyle opens up new technology-based entrepreneurial opportunities. Millennials are capable of creating digital products and services (apps, content, online services, digital freelancers) that have a significant economic impact with low operational costs and broad market access.

#### **d. Financial and Consumptive Challenges**

On the other hand, a digital lifestyle also brings challenges, particularly consumptive behavior through massive digital services (e.g., e-wallets, online installments), which can erode the ability to save and invest long-term.

## **III. RESEARCH METHODS**

### **Research Type and Approach**

This research uses a qualitative approach with descriptive qualitative methods. The qualitative approach was chosen because this study aims to deeply understand the phenomenon of millennials' digital lifestyle interactions and their contribution to economic development at the regional level. This approach allows researchers to explore the meanings,

perceptions, experiences, and socio-economic practices of millennials in utilizing digital technology in their daily lives.

Qualitative descriptive methods are used to systematically describe and analyze the social realities occurring in the field without manipulating the research variables. Therefore, this research focuses on understanding the local context and dynamics developing in Lima Puluh Kota City related to the digital lifestyle and economic activities of the millennial generation.

### **Research Location and Time**

This research was conducted in Lima Puluh Kota Regency, West Sumatra Province. The selection of the research location was based on the consideration that this area has significant potential for productive-age human resources, particularly the millennial generation, and is beginning to experience the development of digital technology utilization in community economic activities.

The research period was approximately three months, covering the preparation phase, data collection, data analysis, and preparation of the research report.

### **Research Subjects and Informants**

The subjects in this study were millennials in Lima Puluh Kota Regency who actively use the internet and digital technology in their daily lives. Research informants were selected using purposive sampling, which involves deliberately selecting informants based on specific criteria relevant to the research objectives.

The informant criteria in this study included:

1. Age within the millennial generation (approximately 25–40 years);
2. Residing in Lima Puluh Kota Regency;
3. Actively using the internet and digital media;
4. Involved in economic activities, such as entrepreneurship, MSMEs, self-employment, or jobs that utilize digital technology.

The number of informants in qualitative research is flexible and adjusted to meet data needs until data saturation is reached. In this qualitative research, the variables positioned as the focus of the research study are:

1. Millennials' Digital Lifestyle. This focus includes digital technology usage patterns, the intensity and purpose of internet use, and the role of digital media in the social and economic lives of millennials.
2. Social Interaction and the Digital Economy. This focus includes forms of economic interaction through digital platforms, established socio-economic networks, and patterns of digital-based collaboration and economic participation.
3. Regional Economic Development. This focus relates to the contribution of millennials to local economic activity, the development of digital-based MSMEs, and the impact of digital technology utilization on increasing income and employment opportunities.

### **Data Collection Techniques**

To obtain comprehensive data, this study employed several data collection techniques, namely:

#### 1. In-Depth Interviews

Semi-structured interviews were conducted with research informants to gather information regarding their experiences, perceptions, and practices of using digital technology in economic activities. The interview guide was developed based on the research focus and was flexible to allow for in-depth data collection.

#### 2. Observations

Observations were conducted to directly observe the behavior and activities of millennials in utilizing digital technology, both in social and economic contexts. This observation aims to strengthen the interview data and provide a realistic picture of digital lifestyle interactions in the field.

#### 3. Documentation

Documentation is used to collect supporting data in the form of documents, reports, photographs, activity notes, and secondary data from relevant agencies, such as the Central Statistics Agency (BPS), the Communication and Information Technology Agency (Kominfo), and other official sources relevant to the research.

### **Data Analysis Techniques**

Data analysis in this study was conducted qualitatively using the Miles and Huberman interactive analysis model, which includes three main stages:

1. Data Reduction. Data obtained from interviews, observations, and documentation were selected, simplified, and focused on information relevant to the research objectives.
2. Data Presentation. The reduced data were presented in the form of descriptive narratives, matrices, or thematic tables to facilitate understanding and conclusion drawing.
3. Conclusion Drawing and Verification. Conclusions were drawn based on patterns, relationships, and findings emerging from the data and were continuously verified throughout the research process.

#### **IV. RESEARCH RESULTS**

##### **A. Characteristics of the Millennial Generation's Digital Lifestyle**

Interview results indicate that millennials in Lima Puluh Kota have generally made the internet a part of their daily lifestyle. Informants revealed that they use the internet almost all day, especially via smartphones. Social media platforms such as WhatsApp, Instagram, Facebook, and TikTok are the most frequently used platforms, both for communication, entertainment, and economic activities.

These findings indicate that the millennial generation's digital lifestyle is not only oriented towards consuming information and entertainment but is also shifting towards productive use, although not yet fully optimal.

##### **B. Internet Utilization in Economic Activities**

Most informants stated that they have used the internet to support economic activities, such as promoting local products, selling through marketplaces, and online work. Social media is used as an affordable and easily accessible promotional tool, especially for MSMEs and micro-enterprises.

However, internet utilization for economic activities remains rudimentary and not yet professionally managed. The main obstacles faced include limited advanced digital knowledge, digital business management, and access to capital.

##### **C. Digital Socio-Economic Interaction**

The social and economic interactions of the millennial generation through digital platforms indicate the formation of new business networks. Informants stated that digital media facilitates communication with consumers and business partners, both within and outside the region. This digital interaction contributes to market expansion and increased visibility of local products.

These results align with the concept of the digital economy, which positions technology as the primary means for building economic networks and collaboration.

#### D. The Role of Digital Lifestyles in Regional Economic Development

Research findings indicate that the digital lifestyles of the millennial generation have the potential to make a positive contribution to economic development in Lima Puluh Kota. This contribution is evident in the increased activity of digital-based MSMEs, opportunities for self-employment, and the promotion of local products through digital media.

However, this contribution is not yet optimal due to the gap between the potential of digital technology and the ability to utilize it productively and sustainably.

### V. CONCLUSION

Based on the research results, it can be concluded that:

1. The millennial generation in Lima Puluh Kota has a highly digital lifestyle and makes the internet a part of their daily lives.
2. Internet utilization has supported the economic activities of the millennial generation, particularly in promoting digital-based businesses and jobs.
3. Digital socio-economic interactions open up opportunities for business networks and broader markets for local economic actors.
4. The millennial generation's digital lifestyle has the potential to support regional economic development, but has not been optimally utilized due to limited advanced digital literacy and policy support.

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