



# 2020 Emerging Jobs Report Indonesia





# About The Report



Over fourteen million people in Indonesia have a LinkedIn profile. As this enormous living, breathing dataset evolves in real time, it creates powerful insights organisations can use as they plan the future of their workforce.

LinkedIn has crunched its unique dataset to establish the fastest growing jobs in the talent market. They're not necessarily brand new roles though. An emerging job may have grown out of a more traditional job, or it may be a completely new job that has been created to address business needs. While there may not yet be a large pool of talent who hold this job, we have observed large, sustained year-over-year growth of professionals who are hired into the role and believe these to be long-term trends.

# 2020 Job Trends



## **Indonesia's emerging jobs reflect a digital archipelago.**

According to the e-Economy SEA 2019 report by Google, Temasek and Bain & Company, Indonesia's internet users hit 153 million in 2019, surging from 92 million in 2015.<sup>1</sup> This helped fuel a 40 percent growth in the nation's internet economy in 2019. Overall Indonesia is expected to be the biggest online economy in the region by 2025, worth US\$130 billion. Indonesia's emerging jobs list reflects the rise of all things digital. Whether it is roles to deliver digital transformation, such as the variety of software engineers, or someone who can help businesses promote themselves online, like a content specialist, digital-related talent is in demand in Indonesia.

## **The IT industry is driving demand for emerging jobs.**

The information technology and services sector has the most demand for Indonesia's emerging jobs. This likely reflects the rise of digital infrastructure projects in the country. The government is encouraging digitalisation, with its Palapa Ring broadband project, which will implement a 35,000 km fiber-optic network across the country.<sup>2</sup> It's all part of Indonesia 4.0, which aims to create up to 19 million new jobs by 2019.<sup>3</sup>

## **Unicorns thrive in Indonesia.**

The success and rapid growth of start-ups valued more than US\$1 billion, also known as Unicorns, is further fuelling demand for digital talent. Of Southeast Asia's top 10 Unicorns, Indonesia boasts four: GoJek, Tokopedia, Traveloka, and Bukalapak. The particular success of startups in Indonesia's e-commerce and ride hailing sectors have lured in investment across the start-up scene, which in turn has allowed for more expansion. The need for tech-savvy talent who can expand and improve current services is reflected in emerging job roles such as DevOps engineers, front-end engineers, scrum masters and full stack engineers.

# The top 10 emerging jobs





#1

# Artificial Intelligence Specialist

Artificial intelligence (AI) specialists work on getting machines to learn. That means machines that don't just retain information and automate processes, but perceive the environment and take autonomous action to achieve goals.

**What you need to know:**

AI is breaking out of its niche status and is increasingly found across industries.

McKinsey has predicted AI will add some US\$13 trillion to the global economy by 2030.<sup>4</sup>

It's unsurprising that Indonesia has declared it a key strategic technology as part of the Making Indonesia 4.0 roadmap.<sup>5</sup>

**Top industries:**

Information Technology & Services, Computer Software, Internet, Higher Education, Research

**Skills you need:**

Deep Learning, Machine Learning, TensorFlow, Computer Vision, Natural Language Processing (NLP)

**Top LinkedIn Learning courses:**

Python for Data Science Essential Training, Python: Design Patterns, Machine Learning and AI Foundations: Recommendations, Python: Programming Efficiently, Python: Data Analysis, Learning Hadoop





#2

# DevOps Engineer

DevOps engineers are the perfect example of the hybrid engineer. They bring together a deep engineering knowledge, with hands-on experience as well. Using a variety of open source technologies, they link them together with code to deliver new software, services and applications.

**What you need to know:**

The rise of the DevOps engineer has essentially been driven by the often clashing demands of developers and operations teams. Resting on the shoulders of the modern DevOps engineer is the responsibility of creating the software, deploying it, and generative revenue from it.

**Top industries:**

Information Technology & Services, Financial Services, Telecommunications, Computer Software, Internet

**Skills you need:**

Ansible, Amazon Web Services (AWS), Jenkins, Docker Products, Kubernetes

**Top LinkedIn Learning courses:**

DevOps Foundations, Learning Ansible, Linux: Bash Shell and Scripts, Learning Bash Scripting, Advanced Linux: The Linux Kernel





#3

# Customer Success Specialist

Unlike customer service, which typically helps customers when they have a question or issue, customer success specialists are expected to work proactively to understand core client needs and meet those needs.

**What you need to know:**

Also fuelled by the growth of technology services that require hands-on support, Customer Success roles are on the up-and-up. These professionals typically have a hybrid of soft and hard skills, as they're responsible for both understanding the technology and managing the customer relationship.

**Top industries:**

Information Technology And Services, Computer Software, Internet, Logistics & Supply Chain, Financial Services

**Skills you need:**

Salesforce.com, Customer Retention, Customer Relationship Management (CRM), Enterprise Software, Account Management

**Top LinkedIn Learning courses:**

Project Management Foundations, Giving Your Elevator Pitch, Body Language for Leaders, Developing Executive Presence, Excel Essential Training





#4

# Data Scientist

The modern data scientist is part computer scientist, part mathematician. The best ones are also excellent trend spotters. The rise of the data scientist has largely mirrored the rise of big data as a phenomenon. As organisations are delivered more and more data, they need data scientists to help them generate meaningful and actionable insights.

## What you need to know:

Data scientists mine insights from data in order to inform various business decisions across sales, operations, and strategy. They can be found across a wide range of industries. Banks are hiring data scientists for financial projections and fraud detection. Education organisations have data scientists researching learning trends and educational outcomes. Today, data scientists are spreading across industries.

## Top industries:

Information Technology And Services, Banking, Internet, Financial Services, Industrial Automation

## Skills you need:

Machine Learning, Data Analysis, Python (Programming Language), R, SQL

## Top LinkedIn Learning courses:

Python for Data Science Essential Training, Statistics Foundations: 1, Python: Data Analysis, Data Science Foundations: Fundamentals, Apache Spark Essential Training





#5

# JavaScript Developer

While front-end web developers work on the styling of web applications, JavaScript developers build and implement the front-end logic that defines how those visual elements behave. The JavaScript developer is also charged with connecting these elements to the actual service on the back-end.

## What you need to know:

Most JavaScript developers are employed to work on front-end systems, but the programming language itself is more versatile than this, which may be contributing to demand. A good JavaScript developer is one who can straddle the worlds of design and programming.

## Top industries:

Information Technology And Services, Internet, Computer Software, Financial Services, Human Resources

## Skills you need:

React Native, React.js, Node.js, JavaScript, Redux.js

## Top LinkedIn Learning courses:

Learning Full-Stack JavaScript Development: MongoDB, Node, and React, Learning ECMAScript 6, Learning Redux, Web Development Foundations: Full-Stack vs Front-End, Learning GraphQL





#6

# Back-end Developer

Everything you don't see and touch on a web application is the realm of the back-end developer. The back-end developer is the person in charge of building and implementing what it is the web application is meant to do – the components that are indirectly used through the shiny front-end.

## What you need to know:

A good back-end developer will ensure that what the front end promises, the website delivers. Given the complexity of learning frameworks, back-end developers with extensive experience are typically in high demand. Back-end developers are usually expected to maintain data and application program interfaces (APIs), as well as test and debug systems.

## Top industries:

Information Technology And Services, Computer Software, Internet, Financial Services, Program Development

## Skills you need:

Laravel, PHP, MySQL, Go (Programming Language), CodeIgniter

## Top LinkedIn Learning courses:

PHP: Design Patterns, Advanced PHP, Python: Design Patterns, Learning Full-Stack JavaScript Development: MongoDB, Node, and React, Learning Spring with Spring Boot





#7

# Business Operations Specialist

With overview of every aspect of a company's running, a business operations specialist works to find efficiencies and improve productivity. While their expertise may vary over industries, they will also work to make sure operations are compliant with laws and regulations.

**What you need to know:**

Indonesia 4.0 is offering up more business opportunities. Someone who can collaborate across the organisation to realise the potential of data-driven insights or new technology is essential.

**Top industries:**

Internet, Information Technology & Services, Financial Services, Telecommunications, Education Management

**Skills you need:**

Business Analysis, Salesforce.com, Tableau, Business Process, Business Process Improvement

**Top LinkedIn Learning courses:**

Excel Essential Training, Project Management Foundations, Creating Your Personal Brand, Scrum: The Basics, Data Visualization: Storytelling





#8

# Product Owner

Sitting atop the scrum development team is the product owner, the leader responsible for the value of the products created. A product owner is yet another hybrid-style emerging job, combining roles like market analyst, project management, product designer, and business strategist.

**What you need to know:**

Using their blend of soft and hard skills, a product owner oversees every stage of a project's development. This emerging job reflects the rise of agile culture, which focuses on collaboration and allowing for evolving needs, rather than prescriptive approaches to tasks.

**Top industries:**

Internet, Information Technology & Services, Banking, Food & Beverages, Financial Services

**Skills you need:**

Scrum, Product Management, Product Development, Agile Methodologies, Agile Project Management

**Top LinkedIn Learning courses:**

Agile Product Owner Role: Techniques, Agile Product Owner Role: Foundations, Scrum: The Basics, Agile at Work: Planning with Agile User Stories, Product Management First Steps





#9

# Acquisition Specialist

With expertise in developing and reviewing strategy, acquisition specialists help identify, target and acquire things companies are after - whether it's another business or talent.

**What you need to know:**

With Indonesia emerging as Southeast Asia's startup darling, it's unsurprising acquisition specialists are a fast rising job. Local unicorns may be looking for new opportunities, or larger businesses may be wanting to incorporate a new or emerging business.

**Top industries:**

Information Technology & Services, Financial Services, Banking, Internet, Broadcast Media

**Skills you need:**

Marketing Strategy, Recruiting, Marketing, Negotiation, Business Development

**Top LinkedIn Learning courses:**

Critical Thinking, Excel Essential Training, Decision-Making Strategies, Excel: Creating a Basic Dashboard, Disrupting Yourself





#10

# Software Quality Assurance

Closely monitoring software development, software quality assurance develops new tools for testing to spot bugs in code. Finding problems and fixing them as software is developed is a key part of keeping projects on time and under budget.

**What you need to know:**

Improving software during development is key to keeping projects running to their timeline. Working in software quality assurance can require industry certification to ensure that the work is running to certain standards.

**Top industries:**

Information Technology & Services, Banking, Internet, Computer Software, Financial Services

**Skills you need:**

Katalon Studio, Manual Testing, Software Testing, User Acceptance Testing, Test Cases

**Top LinkedIn Learning courses:**

Insights on Software Quality Engineering, HTML Essential Training, Project Management Foundations: Quality, Java: Testing with JUnit, Scrum: The Basics





# Emerging Jobs Definition



## **What is an emerging job?**

We define an “emerging job” as a role that has seen tremendous growth within a region. This means, while there may not be a large pool of talent who hold this job, we have observed large, sustained year-over-year growth of professionals who are hired into the role and believe these to be long-term trends.

## **Why do we publish the Emerging Jobs list?**

Often these roles are indicative of larger industry trends, or represent societal shifts that are increasing demand for a role.

## **These insights are meant to:**

- Help job seekers understand the types of jobs and skills that will be making up the jobs of the future.
- Guide employers to help them find talent, and identify areas to invest in.
- Highlight societal and industry trends and the impact of these trends on the global workforce.



# Methodology

## Emerging Jobs

The Emerging Jobs analysis is done on all LinkedIn members with a public profile that have held a full-time position within Indonesia during the past five years. Once the talent pool has been identified, we then calculate the share of hiring and Compound Annual Growth rate of this proportion for each occupation between 2015 and 2019 to identify the roles with the largest growth. These become our Emerging Jobs.





# Closing Note



Are other organisations navigating the same disruption to their talent as you? Has the rest of the market already identified and begun addressing their skills gap? Do you have the building blocks in your organisation to fill your future needs or will you have to go searching in the talent market?

This report is a useful example of the insights possible when you delve into LinkedIn's unparalleled dataset. Of course, opportunities exist to go deeper and get more customised. In particular, [LinkedIn Talent Insights](#) can equip HR make data-driven decisions, while [LinkedIn Learning Skills Insights](#) allow you to benchmark and identify rising skills that existing talent needs.

It's not just organisations that can benefit, however.

Just as it's important for companies to contextualise themselves - it is of enormous value to individuals too. The benefits of this approach extend beyond simply identifying what jobs are now in high demand. It's also about identifying the skills that have led to these jobs breaking from the pack and assessing where there might be overlaps with individual experience and potential.

For those serious about rising, [LinkedIn Learning](#) courses are among a number of online resources available for those who want to keep their skills up to date.



# About LinkedIn's Economic Graph

The Economic Graph is a digital representation of the global economy based on



In short: it is all the data on LinkedIn.

Through mapping every member, company, job, and school, we are able to spot trends like talent migration, hiring rates, and in-demand skills by region. These insights help us connect people to economic opportunity in new ways. And by partnering with governments and organisations around the world, we help them better connect people to opportunities.



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# References

- <sup>1</sup> Google & Temasek | Page 3 | [Source](#)
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- <sup>4</sup> The Jakarta Post | Page 5 | [Source](#)
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