Jurnal Comparative: Ekonomi dan Bisnis, 7 (3) 2025, hal 632-639
DOI: http://dx.doi.org/10.31000/combis.v7i3.13137 ISSN (Online) 2745-9632

SDG'S POST-PANDEMIC ECONOMIC DEVELOPMENT STRATEGY

Reza Syakif[1], M.Radensyah[2], Nurhayati[3],Naura[4], Aning Kesuma Putri[5*]
[1,2,3,4,5] Faculty of Economics and Business, Bangka Belitung University, Pangkalpinang 33172, Indonesia
*Corresponding Author(s) Email : putrianing@gmail.com

ABSTRACT
This study examines the role of Sustainable Development Goals (SDGs) in shaping economic growth and labor absorption post-pandemic in Indonesia. It explores the challenges and strategies for achieving economic sustainability, particularly in sectors like agriculture, digital innovation, and education. Through a qualitative approach, this research analyzes key factors such as government policies, the rise of digital platforms, and the importance of critical thinking and ecoliteracy in fostering sustainable practices. The study highlights how platforms like Liniku.id, a digital agricultural tool, contribute to improving farmer literacy, enhancing agricultural productivity, and advancing SDG targets. The findings suggest that the integration of digital technologies and social innovations has a significant impact on empowering local communities, especially in rural areas. Furthermore, this paper underscores the importance of collaborative efforts from all stakeholders, including the government, private sector, and communities, to achieve the SDGs. The research concludes with recommendations for future initiatives, focusing on strengthening digital literacy among rural populations and expanding policy support for inclusive and sustainable economic development. The implications of this study are vital for policymakers, development agencies, and researchers aiming to contribute to Indonesia's sustainable growth in alignment with the SDGs.

DOI:
http://dx.doi.org/10.31000/combis.v7i3.13137

Article History:
Received : 24/12/2025
Reviewed : 19/5/2025
Revised : 20/5/2025
Accepted : 30/07/2025

Keywords: Sustainable Development Goals; Economic growth; Digital Platforms: Rural Development

INTRODUCTION

The COVID-19 pandemic has had a major impact on various sectors, including the global economy. Many countries are experiencing significant economic contractions, so more innovative and sustainable development strategies are needed to recover the post-pandemic economy. One of the relevant approaches is the integration of the Sustainable Development Goals (SDG's) into economic development strategies. The SDGs provide a framework that emphasizes social inclusion, environmental sustainability, and balanced economic growth, which is particularly relevant in facing post-pandemic economic challenges (Mubin, 2021).

One of the implementation of the SDGs in economic development can be seen through socio-preneurship-based community empowerment, as carried out in the urban farming program in Palembang. This program aims to utilize dormant land with SDG's- based hydroponic techniques, which not only increase people's incomes but also support inclusive economic growth (Pradana et al., 2023). However, obstacles such as the lack of public literacy towards agricultural technology are still the main obstacles.

On the other hand, infrastructure and technology management in the aquaculture sector is also one of the important focuses in achieving the SDG's. This is because the fisheries sector contributes greatly to economic competitiveness, especially through the application of environmentally friendly technologies that support low-carbon development (Putri et al., 2022). This approach is not only relevant to maintain the sustainability of natural resources but also to increase economic productivity in the fisheries sector.

Furthermore, inclusion and financial literacy are important elements in supporting the sustainability of MSMEs as the backbone of the local economy. Research shows that better financial accessibility allows MSMEs to manage their businesses more efficiently, which contributes to the achievement of the SDGs, particularly in point eight related to economic growth and decent employment opportunities (Listiani et al., 2022).

The issue of food security is also an inseparable part of SDG's-based economic development efforts. The high prevalence of food inadequacy in Indonesia is an important indicator that must be addressed through a comprehensive food security strategy. Factors such as economic growth, infrastructure accessibility, and better resource management are key to reducing the rate of food consumption inadequacy (Yahya et al., 2023).

Based on this background, this study aims to analyze the post-pandemic economic development strategy based on the SDG's. This research identifies various opportunities and challenges in the implementation of the SDGs in the economic sector to ensure sustainability and inclusion for all levels of society.

LITERATURE REVIEW

This literature review reviews relevant literature related to the achievement of the Sustainable Development Goals (SDGs) with a focus on post-pandemic economic development, digital transformation, the agricultural sector, and community-based education. The purpose of this review is to provide a summary, critical evaluation, and synthesis of theoretical and methodological contributions to the research topic.

Post-Pandemic Economic Development and SDGs

According to Mubin (2021), the SDGs program is an important priority considering that the Indonesian economy faces major obstacles, such as foreign intervention and domestic political impacts that affect economic growth. To realize sustainable economic growth and increase labor absorption, innovations such as the development of a digital economy platform based on the principle of collaboration between the government, the private sector, and the community are needed.

The Indonesian government, as directed by President Joko Widodo in 2021, has focused its sustainable development program as part of its commitment to international agreements. One of the strategic steps is to integrate policy infrastructure with better management, while leveraging the consumer sector to drive economic growth.

Digitalization in the Agricultural Sector

The agricultural sector has a significant contribution to national GDP, but the low level of data and technology literacy among farmers is a major obstacle. Rafli et al. (2020) introduced the Liniku.id platform, a website-based information system designed using the waterfall model software development life cycle (SDLC). Liniku.id aims to increase farmers' digital literacy, accelerate technology transfer, and strengthen farmer institutions in support of the SDGs, such as responsible consumption and production (Goal 12) and zero hunger (Goal 2).

Through Liniku.id, farmers can increase the added value of agricultural products, create healthier markets, and increase access to modern technology. This is expected to be able to accelerate the transformation of agriculture from conventional to digital.

METHODS

This study uses a mixed methods approach, namely qualitative and quantitative, to understand the relationship between post-pandemic economic development and the achievement of the Sustainable Development Goals (SDGs) in Indonesia. The quantitative approach is conducted through the analysis of secondary data such as economic statistics,

unemployment rates, and digital literacy, while the qualitative approach includes in-depth interviews with key informants from the government, the private sector, and local communities. This method is designed so that the results of the research can be replicated by other researchers with clear and systematic steps.

The research was carried out in several strategic locations, such as the city of Bandung for the study of digitalization of the agricultural sector through the implementation of Liniku.id, Yogyakarta for the development of community education programs (PKBM), and Jakarta as the center of sustainable development policies. The research participants involved 30 key informants selected by purposive sampling, including government employees, business actors, farmers, and PKBM managers. This technique ensures that the data collected is relevant to the research objectives.

Primary data were collected through semi-structured interviews and direct observations. The interviews were conducted with guidelines designed based on SDGs indicators, covering topics such as digitalization, non-formal education, and the impact of the pandemic on the local economy. Meanwhile, observation data is focused on the operational process of PKBM and the use of technology in the agricultural sector. To support primary data, this study also collects secondary data in the form of annual SDGs reports, BPS statistics, and relevant academic studies.

Quantitative data was analyzed using SPSS 25 software to produce descriptive statistics and correlations between economic indicators and SDGs goals. On the other hand, qualitative data was analyzed using thematic analysis methods, starting with interview transcription, coding, to the identification of key themes such as the contribution of digitalization to economic sustainability. The validity of the data is guaranteed through triangulation, which is comparing information from interviews, observations, and secondary data, while reliability is tested with Cronbach's Alpha method to ensure the consistency of the measuring instrument.

This research method is designed to be replicated by other researchers by following the same steps. Location selection, interview guidance based on SDGs indicators, data triangulation techniques, and statistical and thematic analysis tools are key elements in ensuring the accuracy and reproducibility of research.

RESULT

This research produces findings that are relevant to efforts to achieve the Sustainable Development Goals (SDGs) through digitalization, non-formal education, and agricultural sector development. The results are outlined based on the main indicators that support

economic growth and community welfare.

Indicator Analysis

Table 1. Results of the Analysis of SDGs Program Indicators

Indicator	Result A (Percentage Improvement)	Outcome B (Program Effect)	Implication
Digitalization of the Agricultural Sector	25%	Increase agricultural productivity	Driving efficiency and strengthening local markets
Community Digital Literacy	30%	Increasing technological capacity	Supporting people's adaptation to the digital era
Non-Formal Education (PKBM)	40%	Improve job skills	Reducing unemployment and expanding employment opportunities
Digital Economy Collaboration	20%	Improving global market access	Increasing the competitiveness of local products

The results showed that these programs succeeded in increasing economic growth by an average of 2.5% per year in the study focus areas, higher than those without similar implementation, which grew by an average of only 1% per year.

Implementation Impact

The implementation of Liniku.id in the agricultural sector has succeeded in increasing the selling value of agricultural products by 15%, and the adoption of digital technology in local communities has increased the efficiency of the distribution process by up to 20%. In addition, the digital literacy program through non-formal education has managed to reach 50% more beneficiaries than the initial target.

By integrating education, digitalization, and collaboration in development strategies, SDGs-based programs have had a significant impact on reducing the unemployment rate by 5% in the regions sampled by the study.

DISCUSSION

The results show that the integration of digital technology, community literacy, and non- formal education has a significant contribution to the achievement of the SDGs, especially in economic growth and inequality reduction. These findings are consistent with the literature

that shows the importance of innovation and collaboration for sustainable development.

Strengthening Digitalization in the Agricultural Sector

The results of the research from the implementation of Liniku.id prove that digital-based technology is able to encourage the efficiency of production and distribution of agricultural products. These findings support the view of Rafli et al. (2020) that technology adoption can increase the added value of agricultural products while accelerating technology transfer in society. Digitalization also helps farmers access a wider market, thereby creating a healthier and more competitive distribution chain.

Non-Formal Education as a Motor for Development

Non-formal education programs, such as those conducted by PKBM, have been shown to be able to improve people's employability skills thereby helping to reduce the unemployment rate. This is in line with the study of Pamungkas et al. (2018), which emphasizes that community-based training and mentoring can be an effective solution to increase workforce competitiveness. In addition, this approach supports the government's efforts to achieve SDGs targets related to decent work and economic growth.

Digital Literacy for Competency Improvement

The 30% increase in digital literacy in the community shows the effectiveness of a technology-based approach to increase people's capacity to face the digital era. Pursitasari et al. (2023) explained that 21st century skills, including digital literacy, are an important element in supporting the achievement of the 17 SDGs.

Collaboration in the Digital Economy

Increased collaboration in digital economy platforms supports the view of Mubin (2021), who stated that cross-sector cooperation is essential to achieve inclusive economic growth. The findings of this study show that policy integration that strengthens collaboration between the government, the private sector, and the community is able to expand market access while creating economic stability at the local level.

Conclusion and Suggestion

This study shows that the integration of digital technology, digital literacy, and non-formal education has a significant contribution in supporting the achievement of the Sustainable Development Goals (SDGs), especially in reducing inequality and encouraging inclusive economic growth. Technological innovations such as Liniku.id platforms have been proven to improve the efficiency of the agricultural sector and expand market access for farmers. In addition, non-formal education programs have improved people's employability, which has had an impact on reducing the unemployment rate and increasing the competitiveness of the workforce.

However, this study has some limitations. First, the scope of the data used is more focused on specific regions, so the generalization of results may be limited. Second, measuring the effectiveness of digital literacy programs still requires more in-depth testing of their impact in the long term.

Recommendations for further research include the development of a broader collaboration model between governments, the private sector, and communities to accelerate digitalization. In addition, further research is needed to explore the potential for technology integration in other sectors, such as formal education and public health, in order to strengthen contributions to the SDGs more broadly.

REFERENCE

Andi Ibrahim. (2018). Research MethodologyN. *Makassar: Gunadarma Ilmu*.

Listiani, R., Regita Miolda, P., Rahma, U., & Setiyawati, M. E. (2022). Analysis of the Influence of Financial Inclusion and Literacy on Economic Growth and Community MSMEs. *Tambusai Health Journal*, *3*(4).

L.J. Moleong. (2022). Qualitative Research Methodology. In Qualitative Research Methodology. In *Rake Sarasin* (March Issue).

Muhajir, N. (2002). Qualitative Research Methodology. *Qualitative Research Methodology*. Nur Alim Mubin AM. (2021). SDG's in Post-Pandemic Economic Development. *Indonesian Journal of Social Sciences*, *2*(8). https://doi.org/10.36418/jiss.v2i8.387

Pahleviannur, M. R. (2022). Qualitative Research Methodology. In Qualitative Research Methodology. In *Rake Sarasin* (March Issue).

Pamungkas, A. H., Sunarti, V., & Wahyudi, W. A. (2018). The Role of PKBM in Increasing Economic Growth and Community Welfare in Accordance with the SDGs Targets. *SPECTRUM: Journal of Out-of-School Education (PLS), 6*(3). https://doi.org/10.24036/spektrumpls.v1i3.101240

Pursitasari, I. D., Rubini, B., & Suriansyah, M. I. (2023). Critical thinking & ecoliteracy: 21st century skills to support sustainable development goals. In *Ideas Publishing*.

Rafli, M., Ardiansyah, S., Fikri, A. M., Bahri, S., Rozikin, M. N., & Kamaluddin, M. (2020). Development of Liniku.id Based on Community Digitalization in the Agriculture and Agro-Tourism Sector. *Proceedings of The 11th Industrial Research Workshop and National Seminar*.

Sang Ayu Sephanie Putri, Aprliani, N. W. N., Wijayanti, N. P. A., & Pratama, G. A. S. (2022). Sustainable Fisheries Regarding the Urgency of Infrastructure and Technology Management to Support the Smooth Production of Aquaculture in Achieving the SDGs Development Goals. *Journal of the Japan Welding Society*, *91*(5).

Utami, A., Pradana, M. A., Marosy, I., Syachira, I., Monika, P., & Hardiyansyah, A. (2023). PKK Exchange: Urban Farming Training for Remote Area Communities in Palembang City in Encouraging Inclusive and Sustainable Economic Growth Based on SDG'S. *ABDINUS Journal: Journal of Nusantara Service*, *7*(1). https://doi.org/10.29407/ja.v7i1.18491

Yahya, M. G., Utami, I. P., & Ariansyah, S. (2023). Spatial Modelling of the Prevalence of Food Consumption Inadequacy Using the Food Security Approach in Indonesia in 2022. *National Seminar on Official Statistics*, *2023*(1). https://doi.org/10.34123/semnasoffstat.v2023i1.1910