

# The Role of Technology in Macroeconomics and How to Solve Macroeconomic Problems

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## Abstract

Technology plays an important role in macroeconomics by increasing productivity, driving innovation, and expanding access to markets. In the digital age, technology has changed the way businesses operate, enabling companies to automate processes, improve efficiency and reach global markets. It has also created new jobs and provided work flexibility. However, technology can also pose macroeconomic problems if not managed properly. Therefore, governments and businesses need to adopt appropriate strategies to address such issues and utilize technology to improve economic growth and people's welfare. In the process of overall and sustainable economic development, macroeconomic stability of a country is an important prerequisite for generating quality economic growth. To achieve quality economic growth, it is necessary to invest in sustainable human capital and sustainable utilization of science and technology (IPTEK). The process of economic development will be able to change the condition of society from a vicious circle to a virtuous circle if economic growth is of high quality.

## INTRODUCTION

The development of technology has brought significant changes in various aspects of life, including the macroeconomic field. Technology has enabled companies to increase productivity, automate processes and reach global markets (Prezita et al., 2024; Rohyati et al., 2024; Setiawan, 2018; Mukhtar, 2022). In addition, technology has also created new jobs and provided work flexibility (Ikaningtyas & Indira, 2024; Hayati et al., 2023; Bagaskara, 2023). However, the role of technology in macroeconomics is not only limited to increasing productivity and efficiency, but also has a significant impact on economic growth and people's welfare (Umar, 2025; Effendy et al., 2024; Nst, 2025).

In the digital age, technology has become one of the main factors affecting economic growth (Purba et al., 2025; Afriyadi et al., 2024; Febriaty, 2019). Technology has enabled companies to access global markets, improve their ability to compete, and create added value. However, technology can also pose macroeconomic problems if not managed properly. Problems such as structural unemployment, income inequality and inflation can arise if technology is not adopted appropriately (Romarina, 2016; Ginny, 2019).

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Governments and businesses need to understand the role of technology in macroeconomics and how to address macroeconomic issues that arise. Thus, they can develop appropriate strategies to utilize technology and increase economic growth. This study aims to analyze the role of technology in macroeconomics and how to overcome the macroeconomic problems that arise.

The role of technology in macroeconomics can be seen from several aspects, including increased productivity, the creation of new jobs, and expanded access to markets. However, technology can also cause macroeconomic problems if not managed properly. Therefore, this study will also analyze how to overcome macroeconomic problems arising from technological development (Sembiring et al., 2023).

Understanding the role of technology in macroeconomics and how to overcome macroeconomic problems allows governments and businesses to develop appropriate strategies to utilize technology and increase economic growth. This research is expected to contribute to the understanding of the role of technology in macroeconomics and how to overcome the macroeconomic problems that arise.

Digital Technology is a transition from its operation that no longer uses a lot of human labor but is more inclined to its fully automated and sophisticated operation system using a computer system (Martono et al., 2025; Cecchetti, 2006). The rapid development of digital technology is characterized by the presence of various sophisticated communication tools, where everyone can process, produce, and send and receive all forms of communication messages, anywhere and anytime, as if without recognizing the limits of space and time, which in itself has spurred developments in the mass media sector, which is part of the communication component (Atmajaya & Mubarak, 2022; Pertiwi & Nurhikmah, 2018). To be able to survive and win the competition in today's digital economy, economic actors need to understand the characteristics of the concept that is the foundation because it is very different from the classic economy that has been known so far. It is not uncommon that companies must carry out business transformation in order to optimally play in the digital economy arena. This is because to implement it, an entirely new business model is required (Vientiany, 2023; Fauzi & Jaharuddin, 2024).

The development of the digital economy also presents a variety of new transactions and financial service products that are increasingly diverse in the field of Sharia Economics (Ridhani & Lazuardi, 2023; Husna, 2020; Syahputra, 2021; Inayah & Yasmin, 2025). Some examples include online buying and selling, digital wallets, cashback, and so on. These various transactions need to be responded to by Sharia Economics. Digitalization of Sharia Economics can penetrate BON in various aspects of the economy, both microeconomics and macroeconomics. The role of Digital in today's industry is extraordinary, where almost all sectors of the economy use information and communication technology or digitalization, both in packaging products or in marketing products, making it easier and faster to distribute information used to make economic growth faster and unlimited with the support of digital technology and information technology.

In this regard, it is also fundamentally important to understand that technological innovation always has two aspects. Positive aspects in the form of benefits and negative aspects related to the emergence of various risks/potential losses. In this context, the creation of a legal framework that is able to ensure the sustainability of innovation while providing certainty and protection becomes a crucial and fundamental need.

## METHODS

The method used in this research is a qualitative method. Aims to discuss qualitative research methods of literature study and field study. This research method

applies a qualitative type through literature study and field study. The results and discussion of this research include a review of qualitative research methods, literature studies, field studies, and a combination of both. Qualitative research method is a research used to research on natural objects where the researcher is the key instrument, data collection techniques are combined, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization (Ummah et al., 2025; Engkizar et al., 2025; Rachmawati & Surya, 2025; Rahma & Azhar, 2024; Sari et al., 2025).

This research deals with the role of technology in macroeconomics and how to overcome problems in macroeconomics. Therefore, qualitative research methods are used to research on natural objects where the researcher is the key instrument, data collection techniques are combined, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization (Saechu & Syifa, 2024; Darmawan, 2019; Mustaghfirin et al., 2024; Engkizar et al., 2025).

## RESULT AND DISCUSSION

The definition of the concept of technology needs to be emphasized so that the discussion always refers to the same context. In this paper, the operational boundaries or definition of the concept of technology from Bell, Ross-Larson, and Westphal, hereafter referred to as (BRLW), are used in accordance with the studies they have conducted for the World Bank (Bell, Ross-Larson, Westphal). Alih in 1995 in their study, technology is defined as the collection of physical processes that convert inputs into outputs. Technology can also be defined as the details of inputs, outputs, and the procedural and organizational arrangements needed to transform inputs into outputs. Sometimes the term technology is narrowed to refer only to production techniques used in the production process (Praharsi, 2016; Widiasih et al., 2022; Mulyadi et al., 2019).

The term technology sometimes also refers to operational statements of technological information, or technological information contained in the manual (BRLW). However, the latter refers more to technological knowledge, which is knowledge about the physical processes that are operationally embodied in technology. Thus, technological capability or technological mastery can be defined as the ability to use technology effectively which can only be achieved through technological effort (Widodo, 2004). Technological effort is a serious effort to use available technological information, as well as accumulate technological knowledge to be obtained to select, blend, and adjust existing technology and or create new technology. Such technological efforts are necessary for: assessing and selecting technologies, acquiring and running production processes and producing goods, managing changes in products, production processes, procedural and organizational arrangements, creating new technologies (BRLW) (Jamin, 2018; Chandra & Rustaman, 2009).

Thus it can be concluded, mastery of technology not only refers to technical efficiency, but also includes the ability to adjust technology so that it is more suitable for local conditions and the ability to create better technology.

### Technology's Role with Macroeconomics

The role of technology in the field of micro and macroeconomics in other respects and not is to simplify work and streamline work ranging from MSME businesses to large businesses. In this modern era, of course everything is based online starting from sales, marketing, promotion and this is all related to the role of technology at this time. Because with what things "with online makes it easier for us to buy anything food, goods etc. without having to go to the store or purchase

directly, many people who market and sell their products in online shop stores ranging from Shoppe, Lazada, Tokopedia etc., for shuttle services there are Grab & Gojek.

In addition, the role of technology is also very helpful in the Production & Distribution sector, with the role of technology in the 4.0 era, it is certainly more developed in terms of production machines ranging from UMKM to large factory businesses because the role of technology facilitates the work of making goods in bulk quickly to meet increasing market needs. In the Covid 19 Era yesterday, the role of technology played a big role for the economy and education in the world, a lot of work was finally done via Zoom, at home and that could be done because of the role of internet network-based technology and with Quiz methods etc. that require adequate internet network access.

Macroeconomics is an economic science that studies and analyzes activities in a global & large and comprehensive scope, examples of macroeconomics include inflation, price levels, national income, gross domestic product (GDP) and the phenomenon of unemployment (Hasyim, 2017).

The role of technology in the economic sector in Indonesia includes: encourage the creation of new “innovations” and the absorption of the use of the latest technology, increase cost efficiency as well as natural resources, reduce production costs, a process of economic development, facilitate economic development in Indonesia, increase the country's per capita income, facilitate research in economic development, create economic concepts that are in accordance with technological developments, creating added value & new value of goods & services, accelerate and facilitate economic growth.

### **Relationship between Technology and Macroeconomics**

In this modern era, many humans need a practical tool, to make it easier for humans to carry out their various activities (Haniza, 2019). Technology has a very important role to support that convenience. There have been many technologies created by humans to realize human desires themselves. This effort was made, so that we no longer need to bother to do tiring activities.

Just imagine in this day and age, by using technology humans can communicate, find information and learn anywhere. The technological advances that have been achieved today really provide convenience and comfort for the lives of mankind. For example: almost everyone cannot be separated from technology. Everyone uses cell phones as a direct communication tool to communicate with others. If we want to travel long distances, we just have to take a plane to arrive at our destination, besides various activities that were originally carried out using a lot of human labor to do it, now with the development of technology everything can be resolved by using machine power which is relatively faster than using human labor manually. Regardless of whether or not humans need it, technology will continue to develop and continue to grow.

Thus it can be understood that the existence of technology, humans are very much helped to meet various needs and solve various problems faced in everyday life, but on the other hand humans must also be aware of the various threats that can be caused by the existence of this technology, which will be able to endanger humans themselves.

In a country's economy, nowadays distance and time are not a significant problem to support economic growth. Many applications are created to facilitate it. The economy of a country can be seen from the development of information and

communication technology in that country. The higher the development of information technology, the higher the economic growth of the country. But once again, the development of information technology also has a negative side. Where there are still many misuses of technology in committing crimes. Thus, although was originally created to produce positive benefits, on the other hand it is also possible that is used for the negatives of technological progress in human life. Following are the positive and negative impacts of technological development in the economic field. Positive Impact: Higher economic growth, Industrialization occurs, The productivity of the industrial world is increasing, Technological advances will increase the productivity capabilities of the world industry both in terms of industrial technology and in terms of types of production, Massive investment and reinvestment that will further increase the productivity of the world economy.

In the future, the impact of technological development in the industrialized world will become more and more important. Signs have shown that there will soon be business technology that allows individual consumers to have direct contact with factories so that services can be carried out directly and individual tastes can be met, and more importantly, consumers do not need to go to the store.

Competition in the world of work requires workers to always add to their skills and knowledge. The trend of development of technology and the economy, will have an impact on the absorption of labor and the qualifications of the required workforce. The qualifications of labor and the amount of labor required will undergo rapid changes. As a result, education that is needed is education that produces a workforce capable of transforming knowledge and skills in accordance with the demands of the changing workforce needs.

Negative impacts are first, the confidentiality of the test equipment is increasingly threatened Intelligence test programs such as the Raven test, Differential Aptitudes Test can be accessed via compact disk. The implication of this problem is that existing psychological tests will be easily leaked, and the development of psychological tests must race with the speed of leakage through the internet. Second, the misuse of knowledge for certain people to commit crimes. Advances in the field of education also produce a generation that is highly knowledgeable but has low morals. For example, with high computer science, people will try to break through the banking system and others. Third, the economy of a country can be seen from the development of information and communication technology in that country. The higher the development of information technology, the higher the economic growth of the country. However, the development of information technology also has a negative side, where there is a lot of misuse of technology in committing criminal acts.

Technological progress is something that cannot be avoided in this life, because technological progress will go according to the progress of science knowledge. Every innovation is created to provide positive benefits for human life. Providing a lot of convenience, as well as a new way of doing human activities. Especially in the field of technology, people have enjoyed many benefits brought by innovations that have been produced in the last decade. However, although initially created to produce positive benefits, on the other hand it is also possible to use it for negative things from technological advances in human life (Maria & Widayati, 2020).

#### **How to Prevent Macroeconomic Problems with Technology**

Technological developments in recent decades have dramatically changed the global economic landscape. Technological innovation is a key driver of economic



growth in many countries and plays a key role in creating new opportunities, increasing efficiency, and changing the way we live and interact (Manan, 2023). In an era dominated by technological advances, the role of technological innovation in driving economic growth has become increasingly important. Technological innovation has changed the way we live, work and interact, and has a significant impact on a country's economic development. In this opinion piece, we will explore the role played by technological innovation, particularly in the context of its promotion and contribution to driving economic growth.

The role of technological innovation in promotion can be seen from various perspectives. Technological innovation enables companies to create and introduce new products or services to the market. Developing new technologies or utilizing existing technologies in new ways, companies can increase production efficiency, improve product quality, or bring better solutions to consumer needs. This drives the growth of the business sector, creates new jobs, and generates higher revenues.

Technological innovation has also had a significant impact in promoting the services sector. In the digital age, online platforms and apps have changed the way we communicate, shop, travel, and perform other daily activities. Advancements in communication technology and the internet have opened the door to new opportunities for businesses, both in the form of large corporations and individual entrepreneurs. Utilizing technological innovations, they can promote their products and services to a wider audience, access global markets, and achieve success that was previously difficult to achieve.

In addition to providing greater business opportunities, technological innovations have also been instrumental in improving productivity and efficiency. Automation, artificial intelligence and other technologies have enabled production processes to become faster, more accurate and efficient. This reduces production costs, speeds up product delivery times, and allows businesses to compete more effectively in the global market. A country's economic growth is strongly linked to the productivity and efficiency of its business sector, and technological innovation is one of the key in achieving this.

The role of technological innovation in driving economic growth is very important and can have a significant impact. Technological innovation, especially in terms of promotion, plays a key role in creating new opportunities, improving efficiency, and driving sustainable economic development. Technological innovation in promotion allows companies to reach a wider target market in a more effective way. Through advances in technologies such as social media, websites, e-commerce platforms and other digital tools, companies can reach consumers around the world and promote their products or services more easily and efficiently. This provides new opportunities for small and medium-sized companies to compete with large and international companies (Al Aidhi et al., 2023).

Furthermore, technological innovations in promotion can also improve a company's operational efficiency and reduce production costs. Automation of business processes, use of intelligent algorithms for data analysis, and the use of other digital technologies enable companies to increase productivity, reduce errors, and optimize the use of resources. By reducing production costs, companies can offer products or services at more competitive prices, which in turn can increase consumer purchasing power and drive economic growth.

## CONCLUSION

Technology can also be defined as the details of inputs, outputs, and the procedural and organizational arrangements required to transform inputs into outputs. Sometimes the term technology is narrowed to refer only to production techniques used in the production process. The role of technology in the field of micro and macroeconomics in other respects and not is to facilitate labor and make work efficient from UMKM businesses to large businesses. Macroeconomics is an economic science that studies and analyzes activities in a global & large and comprehensive scope, examples of macroeconomics include inflation, price levels, national income, gross domestic product and the phenomenon of unemployment. With the existence of technology, humans are greatly helped to meet various needs and solve various problems faced in everyday life, but on the other hand humans must also be aware of the various threats that can be posed by the existence of technology, which will be able to endanger humans themselves. Technological developments in recent decades have dramatically changed the global economic landscape. Technological innovation is becoming a key driver of economic growth in various countries and plays a key role in creating new opportunities, increasing efficiency, and changing the way people live and interact.

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