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ACCOUNTING PROFESSION: USING SWOT ANALYSIS APPROACH IN 5.0 SOCIETY ERA

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ABSTRACT

The accounting profession has a very important role in various entities and sectors. This study aims to examine the existence of the accounting profession related to the presence of the 5.0 industrial revolution era. This research uses quantitative methods. The sample in this study were accountants who worked as accountant educators, public accountants and tax consultants in the city of Medan, totaling 150 people. As a result, it is known that the role of the accounting profession in the era of the industrial revolution 5.0 has been transformed into digital skills, applying new technology prototypes, learning by doing, international certification-based education, responsive to changes in industry, business and technology development, as well as curricula and learning based on digital skills. Accountant professional bodies need to encourage and facilitate continuous learning for accountants, for example through an online course or knowledge base that can be accessed widely and provides real-time and continuous updating of knowledge. This is necessary so that the accounting profession can continue to exist in an era of challenges. 5.0.

Keywords*: **Accounting Profession, SWOT Analysis, Society Era***

INTRODUCTION

In 2011 the world entered the fourth industrial revolution marked by digitization where technological developments have enabled most machines to be able to manage themselves by utilizing internet technology (internet of things), *cloud utilization* and *big* data (Arwani, 2020). Not even a decade after the echo of the fourth industrial revolution, the world is getting ready to go towards the fifth industrial revolution which was first initiated by Japan in 2016 (Nagasato et al., 2018). In the fifth industrial revolution, the level of development of *Artificial Intelligence* , Robotics Process Automation (RPA), *Machine Learning, Big Data, and the Internet of Things* will improve the quality of interaction between humans and technology in a symbiosis of mutualism (Al-Faruqi, 2019). The changes that occurred as a result of the industrial revolution were environmental changes faced by the actual industry. This era accommodates *business intelligence* which is a development of technological disruption due to the millennial generation. This gave rise to a new name called the digital economy. The development of the digital economy has opened up new possibilities while at the same time increasing risks. These changes had a significant impact on the development of accounting. Smart machines and robots are now taking on many roles and seem to rule the world.

In the digital era and technological developments like today, the flow of information runs so fast, internet technology has changed the way a person views information, including in the world of business accounting. This is a tough challenge that must be answered, where the issue that arises is that the role of humans will be replaced by computers. This concern about the Digital and Virtual Revolution actually occurred in the Era of the First Industrial Revolution (Najjar, 2019). The concern that arises is that this era threatens employment, security, skills, and unpreparedness to accept all changes, including major changes in the structure and culture of society. Likewise in this Digital and Virtual Era, where gradual changes are unavoidable, raising concerns about job threats in fields not far from monotonous data processing such as accounting which is predicted to be replaced by machines (Marr, 2016).

According to the World Economic Forum (WEF), which issued a report entitled *The Future of Jobs Report* 2020, there are concerns about job losses driven by the penetration of the latest technologies, namely *big data* and *cloud computing* in the world of accountants. That the survey results explained globally, 43.2% of

the companies surveyed said that they would reduce the current number of employees due to the integration of technology and automation. The data explains that one of the jobs is the accounting profession (WEF, 2020). It is probable that the accounting profession will be replaced by robots is 95 percent (Subur, 2019). The large percentage is obtained from the development of *Robotics and Data Analytics* (Big Data) which takes over many of the basic tasks of accountants such as recording transactions, processing transactions, and sorting transactions. Therefore, accountants are required to develop competencies, namely analyzing data, developing information technology, and leadership skills (Imran, 2020). One of the professions affected by changes in the business environment with the presence of the industrial revolution is an accountant. The accounting profession has always been associated with computers and recent. advances in technology have expressively strengthened the overall level of computer use in this profession and widened the range of activities that need to be computerized (Collier, 1984; Carr, 1985; Coopers & Lybrand, 1985; Akhter & Sultana, 2018). In the United Kingdom, Wilson & Sangster (1992) document that since computers and automation were introduced in the third industrial revolution, low-skilled accounting jobs such as recording transactions have been replaced by technology.

In the United States, jobs that require low technical skills and are repetitive in nature such as some accounting jobs ended up being automated during the third (Goldin & Katz, 2008) and fourth (Forbes, 2018) industrial revolutions. When technological developments require accountants to have new skills to survive, Ramaj (2014) and Okubokeme *et al.* (2020) shows that technological developments have not been matched by an increase in technology mastery by accountants, especially in developing countries. *The Association of Chartered Certified Accountants* stated in 2016 that in the next decade, the accounting profession will evolve significantly and accountants must be able to collaborate with technology and think more strategically. However, there is an issue regarding a significant gap between the skills needed to collaborate with technology and current accountant abilities (Chan, 2020), including university graduates with study programs that are less technology-oriented and forward-looking (Pan & Seow, 2016). Thomson (2017) reports that over the past half century, skills gaps have resulted in many accounting and finance talents being viewed as inadequate by employers for positions offered ranging from entry level to *Chief Financial Officer* (CFO). This gap has placed the accountant's role in an increasingly vulnerable position. Therefore, the challenges of the accounting profession related to the presence of the 5.0 industrial revolution era are important to investigate

This study aims to investigate the condition of the accounting profession in the industrial era 5.0. In contrast to previous research which has mostly reviewed the role of accountants in the industrial revolution 4.0, this research is one of the first studies to specifically discuss the transformation of the role of accountants and the prospects for the accounting profession in the era of society 5.0 in Indonesia. Closer research includes Rosmida (2019) which discusses the transformation of the role of accountants in the era of the industrial revolution 4.0 and the challenges they might face in the industrial revolution 5.0 and Malau (2020) which discusses the challenges of the accounting profession in the era of the industrial revolution 4.0 and the opportunities in society *5.0* .

Based on this phenomenon, it is necessary to carry out SWOT analysis and identification related to the development of the accounting profession in the 5.0 era as well as strategies to determine *Strengths*, *Weaknesses*, *Opportunities* and *Threats* (SWOT). The contribution of this research is divided into three. First, this research fills a gap in the literature regarding the role of accountants in society 5.0. Second, this research presents relevant ideas about the competencies needed by accountants in the present and the future. Third, this research raises awareness among accountants, the official body that oversees the accounting profession, and educational institutions, of the importance of communication and cooperation between them to resolve issues regarding the skills gap of accountants and prospective accountants.

LITERATURE REVIEW

The phenomenon of *Society Revolution* 5.0

The industrial era 5.0 generally refers to technological developments that continue to increase automation and digitalization in industry and the production sector. This concept focuses on the fusion between technology and people, and the need to develop systems that are more adaptive and responsive to changes in the production environment. The Industrial Revolution 5.0 focuses more on the integration of advanced technologies such as AI (*Artificial Intelligence*), Internet of Things, and technological robotics with human expertise and innovation that can encourage the development of production systems that are more efficient, flexible, sustainable, and improve welfare. This aims to create a production system that is more adaptive to changes in market demand, focuses more on customer experience, and optimizes the use of limited natural resources. Overall, the 5.0 Industrial Revolution is expected to provide many benefits for industry, customers, workers and society in general, such as increasing production productivity, quality and safety, as well as creating new job opportunities and reducing negative environmental impacts.

George & George (2020) summarizes several important characteristics of the 5.0 industrial revolution and the history that led to the 5.0 industrial revolution. They present the idea that in the fifth industrial revolution, robots will be connected to the human brain where both work as partners as well as competitors. The research concludes that the fifth industrial revolution will be different from previous industrial revolutions, because in addition to contributing to improving the global economy, the fifth industrial revolution will also bring radical transformations to people's lives. Meanwhile, Demir & Cicibas (2019) positioned the 5.0 industrial revolution as an answer to criticisms that arose against the 4.0 industrial revolution, where the 4.0 industrial revolution was seen as failing to provide solutions to all predictable societal needs in the future. However, the research shows that the 4.0 and 5.0 industrial revolutions are not mutually exclusive. The industrial revolution 4.0 aims to achieve. intelligent mass production, while the industrial revolution 5.0 focuses on sustainability issues. Therefore, the next industrial revolution should be driven both by developments in information technology and concern for sustainability issues .

Disruption Theory

This disruptive innovation theory was first disclosed by Harvard professor Clayton M. Christensen in his research on the disk drive industry and later popularized in his book *The Innovator's Dilemma* . This theory explains the phenomenon in which an innovation changes existing markets or sectors by introducing simplicity, convenience, accessibility, and affordability where complications and costs are quite high (Christensen, 1997). Initially, disruptive innovations are formed in limited markets that appear unattractive or unimportant to existing industries, but eventually new products or ideas are fully capable of creating industry change.

Kruskopf et al. (2020) provide an overview of current and future technologies impacting the accounting and auditing fields, with the aim of demonstrating the technological disruptions that are shaping these two fields and looking at how these disruptions impact future jobs and skills requirements. They point out that robotics and artificial intelligence are at the center of the disruption and automation is driving future accountants and auditors to take on higher-value work and transform into advisory roles in finance and business with more specific skills. Akhter & Sultana (2018) try to point out the upcoming trends of the accounting profession and discuss the skills needed to adapt to changing technology. In line with Collier (1984), Carr (1985), Coopers & Lybrand (1985), Akhter & Sultana (2018) concluded that the accounting profession is closely related to computerization and technological developments. However, technology will not eliminate this profession, but transform it with new, more challenging responsibilities. They also identify adaptability, critical thinking, mastery of technology, communication, and making judgments as skills accountants need to survive in the long term.

Current Accountant Profession

Responding to the weaknesses caused by the industrial revolution 4.0, in 2016 Japan has started the development of society 5.0 which allows people to be able to collaborate with technology (Fukuyama, 2018). This new breakthrough can give birth to human confidence and ability to turn towards the utilization of technology, thereby producing an intelligent society that is capable of increasing the harmony and standard of human life to a higher level. In the report Future Ready: Accountancy Careers in the 2020s by ACCA, (2020) writes that companies that are able to facilitate according to their needs can create integrated professional development, such as accountants who can become business transformers, data scientists, digital pioneers, and others. which will be very beneficial for companies, accountants, and other interested parties. The role of accountants is to support the world of business and industry, to be able to collaborate with the realm of IT which is now the foundation of company continuity so as to produce competent performance and to be able to connect parties virtually, so as to facilitate the speed of dissemination of information and communications delivered periodically to assist the decision-making process that determines the survival of the company in the future. Supporting this, the Future of Jobs report by WEF, (2020) states that through greater adoption of technology in 2025, it can prevent extinction where humans can learn new abilities that collaborate with other fields effectively and relevantly. Therefore, the existence of technology is a great opportunity for the development of companies and the accounting profession in a sustainable manner.

The Linkage of SWOT Analysis with Users of the Accountant Profession in the 5.0 Era

Technology is like a double-edged sword, on the one hand technology provides various conveniences for accountants in carrying out their profession, but on the other hand technology can also threaten the existence of accountants. The digital world not only creates great opportunities and benefits for the public and business interests, but also has implications for business continuity risks and the credibility of corporate organizations (Novayanti & Herliana, 2018). Accountants are also a profession that can disappear due to digital disruption. It is possible that in the future the accounting profession will not be needed because there are already various applications that can make it easy to present financial information. In carrying out work in the era of 5.0 society, there are several things that can be related to the opportunities and challenges of the accounting profession. Opportunity, if the accountant can master and maximize the technology, the accountant will certainly have added value by integrating technology into efficient financial processes and producing more strategic information. The challenge, with the existence of such sophisticated technology, humans are also in danger of being eliminated and even disappearing. The main challenge for the accounting profession in facing this digital era is technology mastery.

SWOT analysis of Profession Accountants in Era 5.0, that is Strengths (Strengths), Weaknesses (Weaknesses), Opportunities (Opportunities), and threats (Threats).

1. Strengths

Strengts (strength) is a situation or condition that illustrates the strength of the accounting profession in the 5.0 era. Regulations or provisions regarding the accounting profession are contained in the UU and PMK. For public accountants this is regulated in the Law of the Republic of Indonesia Number 5 of 2011 concerning Public Accountants and the Minister of Finance Regulation Number 443/KMK.01/2011 regarding the Establishment of the Indonesian Institute of Public Accountants. PMK Decree Number 25/PMK.01/2014 concerning State Registered Accountants. regulates the State Register of Accountants, re-registration mechanisms, training for Indonesian professional accountants, education for the accounting profession, examinations for professional accountant certification, and mechanisms for the establishment of the Accounting Service Office (KJA) and the Association of Professional Accountants. The issuance of this PMK aims to realize the creation of accountants who are professional and have competitiveness at the global level. The Professional Association of Accountants (Indonesian Association of Accountants-IAI) and the government unite to ensure that accountants registered in the State Register of Accountants are *Qualified Professional*

Accountants with basic competency and capability elements, namely *professional knowledge, professional skills, professional values, professional ethics, and professional attitudes.*

2. Weaknesses of the Accounting Profession in the Global Era
The development of accountants in Indonesia is relatively slower compared to other ASEAN countries. Apart from the factor of the number of accountants, compared to the number requiring the services of accountants, it is much less, it is also influenced by the age structure of accountants in Indonesia, who are over 60 years old by 39% or a total of 67% who are over 50 years old. Besides that, the *Artificial Intelligence factor* also influences the accounting profession.

3. Opportunities for Accountants in the 5.0 Era
Profession authorized to provide audit services by the Ministry of Finance of the Republic of Indonesia. So that the scope of the audit is not only in the government sector but also involves the private sector.

4. Accountant Threats in Era 5.0
In the 5.0 era, threats to the accounting profession include opening access to foreign workers,
Not all graduates can be absorbed by the job market. The number of new standards that must be applied (IFRS and ISA).

RESEARCH METHODS

Population and Sample

The population in this study are accountants who work as accountants educators, public accountants and tax consultants in the city of Medan. Overall the total population is 150 people. Then, the sampling technique was carried out using a purposive sampling method based on certain criteria as follows: respondents aged 25-40 years and had work experience >3 years. Maholtra, 2007, in determining the number of samples used in this study, using the Malhotra formula where the number of samples taken can be determined by multiplying the number of variables/indicators 23 by 5, then the minimum sample is 20 x 5 = 100 respondents. The question items are divided into 20 questions, as follows:

Table 3.1.1 List of Questions

No.	Question	SS	S	KS	TS
Strength					
1.	The accounting profession has official licenses in the form of Law of the Republic of Indonesia Number 5 of 2011 concerning Public Accountants and Minister of Finance Regulation Number 443/KMK.01/2011.				
2.	The readiness of the accounting professional association for internationalization by holding nationally and internationally recognized and registered certifications (CA, Ak, CIMA, CPA, CMA).				
3.	Application of IFRS and ISA in Indonesia.				
4.	Increased KAP/KPP/KJA partnering with foreign organizations/companies.				
5.	Routine workshops are available around the latest information updates regarding accounting and accountants carried out by IAI and other related parties.				
Weakness					
1.	work time , unrealistic *deadlines* , *stressing* and company politics.				
2.	Not yet there is *law inorcement* company mandatory audits and weak regeneration process .				
3.	The minimum number of partners owned by each KAP, and the small number				

	of accountants who have certification such as CA, Ak, CIMA, CPA, CMA.				
4.	Weak understanding of professional standards, accounting, auditing and related fields that apply globally and improvement of individual quality to compete regionally and globally.				
5.	Accounting curriculum that has not optimized accounting information system (AIS) courses, business and accounting process analysis, information technology forensics, corporate accounting systems, and analysis business for accounting professionals.				
Opportunity					
1.	An accountant can have a career as a public accountant, management accountant, public sector accountant, sharia accountant and educator accountant.				
2.	The presence of sharia accountants and accountant educators adds research and development to the repertoire of accounting science.				
3.	The development of capital markets, financial and non-bank institutions and increasing foreign investment and globalization of economic activities.				
4.	The government supports and encourages companies that have IPOs to go IPO soon.				
5.	*start-up* companies .				
Threat					
1.	Digital transformation has resulted in the emergence of *Artificial Intelligence* (AI) which streamlines the work of accountants.				
2.	The emergence of *Artificial Intelligence* (AI) increases the risk of data manipulation.				
3.	The emergence of the MEA resulted in foreign accountants and foreign financial consulting services being able to enter the Indonesian labor market.				
4.	The international market requires accountants to have competencies outside of the accounting field (foreign languages, mastery of IT, updating rules/policies, behavioral skills and critical thinking skills).				
5.	Accounting graduate graduates are continuously increasing but not all of them can be absorbed by *users* .				

SWOT Analysis Model

Comparing internal factors strengths and weaknesses and external factors opportunities and threats. Internal factors are made into the IFAS matrix (Internal Factor Analysis Summary) and external factors are made into the EFAS matrix (External Factor Analysis Summary). After the internal and external factor matrices are compiled, then the results will be made into a quantitative model, namely the SWOT matrix to obtain a strategy formulation for the company (Rangkuti, 2011: 483). The IFAS matrix is used to find out how big the role of internal factors is in the company by evaluating each data obtained about the company's internal factors, namely the company's strengths and weaknesses (Hummam et al., 2021).

Table 3.2 IFAS Matrix (Internal Factor Analysis Summary)

Strategic Factors	Weight (B)	Rating (R)	Value = B x R	Comment
A. Categories as strengths				
B. Category as a weakness				

Source: Wardoyo (2011)

The EFAS matrix is used to find out how big the role of external factors is in the company by evaluating each data obtained about the company's external factors, namely the opportunities and threats that the company has (Hummam et al., 2021).

Table 3.3 EFAS Matrix (External Factor Analysis Summary)

Strategic Factors	Weight (B)	Rating (R)	Value = B x R	Comment
A. Categories as opportunities				
B. Category as a threat				

Source: Wardoyo (2011)

According to Rangkuti (2013), the steps in determining the value of internal and external factors are as follows: 1. Arrange in each column. 2. Give the weight of each factor in column 2, starting from 1.0 (very important) to 0.0 (not important). These factors are likely to have an impact on strategic factors. 3. Calculate the rating (in column 3) for each factor by giving a scale ranging from 4 (outstanding) to 1 (poor) based on the influence of that factor on the condition of the company concerned. Giving a rating value for the opportunity factor is positive (a bigger chance is given a +4 rating, but if the opportunity is small, it is given a +1 rating). Giving a threat rating is the opposite. For example, if the threat is very high, the rating is 1. Conversely, if the threat is low, the rating is 4. 4. Multiply the weight in column 2 by the rating in column 3, to get the weighting factor in column 4. The result is a weighted score for each factors whose values vary from 4.0 (outstanding) to 1.0 (poor). 5. Add up the weighted scores (in column 4), to obtain the total weighted scores for the company concerned. This total value shows how a particular company reacts to its external strategic factors.

Table 3.1.2 Alternative Answer Score

Alternative Answer	Score	
	IFAS factor	EFAS factor
Totally Agree		
Agree		
Disagree		
Not Agree		

SWOT Analysis Diagram

Based on the results of the analysis of the IFAS and EFAS matrices, a SWOT analysis diagram will then be made that is generated from the difference in the total score of each factor or weight and rating (BxR). The SWOT analysis diagram is made to provide an overview of the results of existing research that can be determined precisely, namely which strategies can be suggestions for research objects (Arfianti, 2017). The SWOT analysis diagram namely as following :

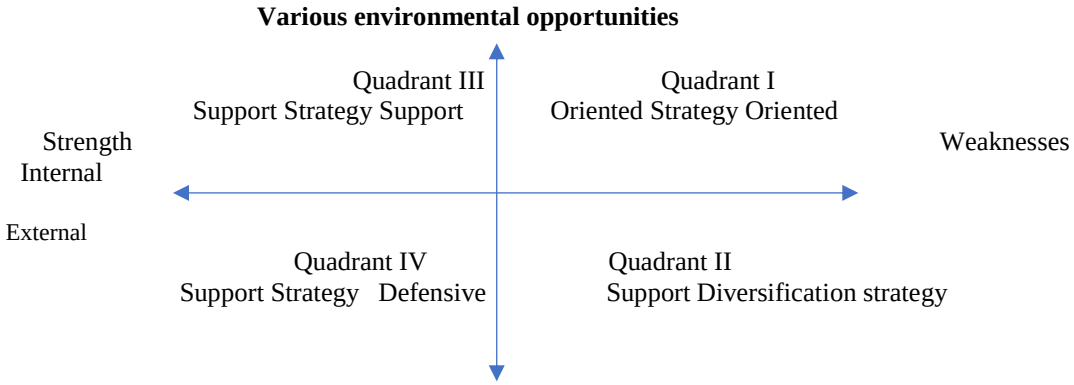

Figure 3.1 SWOT Analysis Diagram

SWOT Matrix

After collecting various information that has an influence on the continuity of the company, the next step is to utilize all the information in the quantitative model of strategy formulation. As for one of the tools that can be used to compile factors - factors of company strategy, namely the SWOT matrix (Rangkuti, 2011:64). According to Riyanto et al (2021: 61), the SWOT matrix is a tool for managers to decide on the strategy taken by the company in view of the internal and external conditions of the company.

Table 3.4 SWOT Matrix

IFAS / EFAS	Strengths (S) Determine Internal Strength Factors	Weaknesses (W) Determine Internal Weakness Factors
Opportunities (O) Determine External Opportunity Factors	Strategy (SO) Create a Strategy that uses strengths to take advantage of opportunities	Strategy (WO) Create a Strategy that minimizes weaknesses to take advantage of opportunities
Threats (T) Determine External Threat Factors	Strategy (ST) Create a Strategy that uses strengths to overcome threats	Strategy (WT) Create a Strategy that minimizes weaknesses to avoid threats

RESULTS AND DISCUSSION

SWOT analysis

IFAS Matrix (Internal Factor Analysis Summary)

Table 3.5.1 IFAS Matrix

Description	Total	Ratings	Weight	Weighted Value	
Strength (KK)					
K1	580	4	0.12	0.46	
K2	553	4	0.11	0.42	
K3	557	4	0.12	0.43	
K4	501	3	0.10	0.35	
K5	503	3	0.10	0.35	
Sub total			**0.55**	**2.01**	
Weakness (KL)					
KL 1	407	3	0.08	0.23	
KL 2	535	4	0.11	0.39	
KL 3	411	3	0.08	0.23	
KL 4	282	2	0.06	0.11	
KL 5	509	3	0.12	0.36	
Sub total			**0.45**	**1.32**	
Total			**1**	**3,33**	

Based on the data above, it can be seen that the value of the strength factor of the accounting profession is 2.01 higher than the value of the weakness factor which is equal to 1.32 . Then the total value of the IFAS factor is 3.33.

EFAS Matrix (External Factor Analysis Summary)
Table 3.5.2 EFAS Matrix

Description	Total	Ratings	Weight	Weighted Value	
Opportunity (P)					
P1	544	4	0.10	0.38	
P2	552	4	0.11	0.39	
P3	558	4	0.11	0.40	
P4	487	3	0.09	0.30	
P5	470	3	0.09	0.28	
Sub Total			**0,5**	**1,75**	
Ancaman (A)					
A1	400	3	0.08	0.20	
A 2	542	4	0.10	0.38	
A 3	570	4	0.11	0.41	
A 4	569	4	0.11	0.41	
A 5	528	4	0.10	0.36	
Sub-Total			**0.5**	**1.76**	
Total			**1.00**	**3.51**	

Based on the data above, it can be seen that the value of the opportunity factor is 1.75 lower than the value of the threat factor which is 1.76. So the total value of the EFAS factor is 3.51.

SWOT Analysis Diagram

From the results of the calculation of the IFAS and EFAS matrix tables, it can be seen that the total value of the IFAS factor is 3.33 meaning that the performance of the internal factors for the Accounting Profession in the 5.0 era shows a strong internal position. Where the accounting profession can take advantage of strength factors to overcome weaknesses. Furthermore, the total value of the EFAS factor is 3.51, meaning that the external factor performance of the Accounting Profession in the 5.0 era shows a strong external position, meaning that the accounting profession can be said to have opportunities in dealing with threats due to the readiness of its human resources to improve self-competence according to the needs in the 5.0 era to be able to avoid threats to the accounting profession .

As for the total score of each factor, namely strength (S) 2.01 Weakness (W) 1.32 Opportunity (O) 1.75 and threat (T) 1.76 then the difference from the total score of strengths and weaknesses is (+) 0.69 while

the opportunity and threat score is (-) 0.01. The following is a picture of the SWOT analysis diagram as follows:

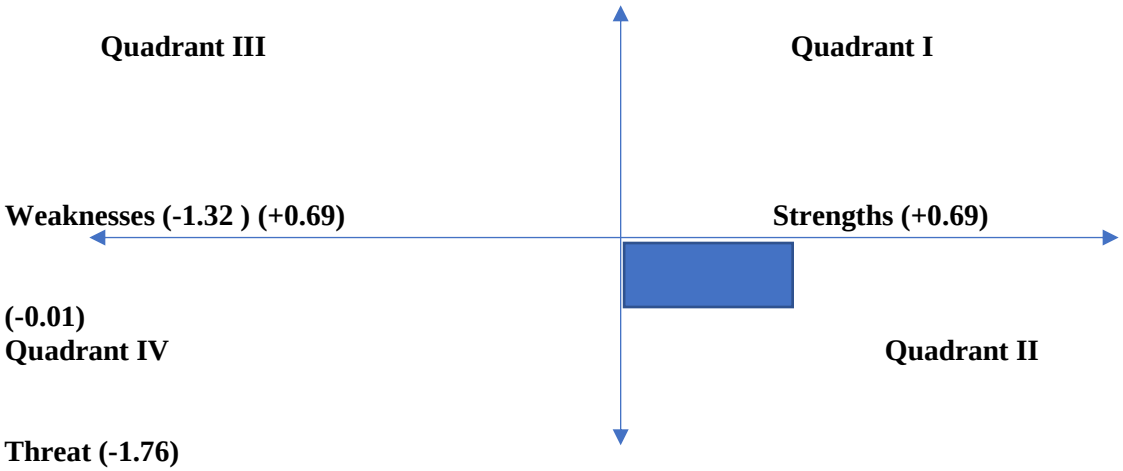

Figure 3.5.2 SWOT Analysis Diagram

The diagram above shows that the accounting profession is in quadrant II, where quadrant II is a situation that faces various threats but the accounting profession still has internal strength. The strategy that must be used is to use strength to take advantage of long-term opportunities by utilizing human resource skills that cannot be replaced by machines or robots like what is done man every day depend on method Study from experience , as well take decision based on information No complete And need *judgment* while machines may not necessarily be able to do it, for example *soft skill abilities* include *interpersonal skills* and *intra-personal skills* , *business understanding skills* , and *technical skills* .

SWOT Matrix

The SWOT matrix is a tool used to determine strategic factors for the accounting profession. This matrix can also analyze the opportunities and threats that the hotel has. In addition, the matrix can obtain several alternative strategies that can be used by the accounting profession. The matrix can be seen in the following table:

Table 3.5.3 SWOT Matrix

IFAS / **EFAS**	***Strengths (S)***	***Weaknesses (W)***
	1. Having a dynamic and law-based work share. 2. Have the ability to apply IFRS and ISA standards so that they are able to directly meet the needs of report users. 3. Nationally and internationally certified human resources so that the share of work expands widely. 4. Open access to partnerships with foreign accounting/audit service offices. 5. Availability of a forum for updating information on current issues, the latest cases and applicable rules and standards.	1. Ability accountant regarding IT scientific updates thus making accountants unable to quickly adapt to technological advances. 2. Differences between users of accountant/audit services and accountants/auditors are increasingly inversely proportional. 3. Immature regeneration is prepared. 4. Inadequate experience for novice accountants 5. Lack owned certification _ by accountant beginner
Opportunities (O) 1. The breadth of access to the accounting profession is not only in one area 2. The emergence of several technology-based companies collaborating with the financial sector 3. Accounting scientific revolution which dynamically adds to the repertoire of accounting science globally (sharia and technology) 4. The opening of market opportunities for the domestic accounting profession to be able to compete internationally 5. Utilizing access to technology in accounting to facilitate the work of the accounting and auditing profession	***SO strategy*** 1. Improving *soft skills* including interpersonal *skills* and *intra-personal skills* , *business understanding skills* 2. Improving the ability of accounting science from conventional to financial digitalization 3. Increase creativity to collaborate between the accounting profession and the digital world 4. Improving the expertise of the accounting profession not only as a data provider but also as a certified financial advisor 5. Develop the latest software based on user needs and related financial systems	***WO strategy*** **1.** Improving HR capabilities through the application of technology, practices, strategies and digital culture with current trends **2.** Preparing for the regeneration of professional accountants by providing professional accountant competency training **3.** Provide more opportunities for novice accountants to be able to explore so that they have qualified experience **4.** Preparing HR by providing certification training to become a recognized professional accountant **5.** Improving HR's ability to apply accounting knowledge in general by using it through a digital system

Threats (T) 1. Excessive use of AI will reduce HR tasks 2. The entry of the market share for the foreign accounting profession will narrow the opportunities for the domestic accounting profession 3. Lack of foreign language skills and technological capabilities will hinder the development of the accounting profession 4. The role of public accountants as financial statement analysts cannot be replaced by technology, especially in environments with indications of fraud 5. The need for an understanding of *the sustainability report* which is still a new knowledge in the accounting profession	**ST Strategy** **1.** Combining AI with technology regulation **2.** Improving foreign language skills and other fields of study according to international needs **3.** Improving the competency of the accounting profession certification **4.** Ease of accessibility related to the development of accounting science, both issues and the latest case studies **5.** Increase understanding of regulatory developments on accounting standards and guidelines both nationally and internationally so that they can be implemented	**WT Strategy** 1. Improving business communication skills for HR to build good relationships and *adaptable skills* 2. Improving the alignment of abilities between the accounting profession and the auditor profession 3. Routinely update knowledge related to accountants and current finance 4. Preparing HR by providing certification training to become a recognized professional accountant 5. Improving the ability to detect fraud based on experience as an accountant and auditor
Opportunities (O) 6. The breadth of access to the accounting profession is not only in one area 7. The emergence of several technology-based companies collaborating with the financial sector 8. Accounting scientific revolution which dynamically adds to the repertoire of accounting science globally (sharia and technology) 9. The opening of market opportunities for the domestic accounting profession to be able to compete internationally 10. Utilizing access to technology in accounting to facilitate the work of the accounting and auditing profession	***SO strategy*** 6. Improving *soft skills* including interpersonal *skills* and *intra-personal skills* , *business understanding skills* 7. Improving the ability of accounting science from conventional to financial digitalization 8. Increase creativity to collaborate between the accounting profession and the digital world 9. Improving the expertise of the accounting profession not only as a data provider but also as a certified financial advisor 10. Develop the latest software based on user needs and related financial systems	***WO strategy*** **6.** Improving HR capabilities through the application of technology, practices, strategies and digital culture with current trends **7.** Preparing for the regeneration of professional accountants by providing professional accountant competency training **8.** Provide more opportunities for novice accountants to be able to explore so that they have qualified experience **9.** Preparing HR by providing certification training to become a recognized professional accountant **10.** Improving HR's ability to apply accounting knowledge in general by using it through a digital system

Threats (T) 6. Excessive use of AI will reduce HR tasks 7. The entry of the market share for the foreign accounting profession will narrow the opportunities for the domestic accounting profession 8. Lack of foreign language skills and technological capabilities will hinder the development of the accounting profession 9. The role of public accountants as financial statement analysts cannot be replaced by technology, especially in environments with indications of fraud 10. The need for an understanding of *the sustainability report* which is still a new knowledge in the accounting profession	**ST Strategy** **6.** Combining AI with technology regulation **7.** Improving foreign language skills and other fields of study according to international needs **8.** Improving the competency of the accounting profession certification **9.** Ease of accessibility related to the development of accounting science, both issues and the latest case studies **10.** Increase understanding of regulatory developments on accounting standards and guidelines both nationally and internationally so that they can be implemented	**WT Strategy** 6. Improving business communication skills for HR to build good relationships and *adaptable skills* 7. Improving the alignment of abilities between the accounting profession and the auditor profession 8. Routinely update knowledge related to accountants and current finance 9. Preparing HR by providing certification training to become a recognized professional accountant 10. Improving the ability to detect fraud based on experience as an accountant and auditor

Based on the analysis using the SWOT matrix as in the table above, various alternative strategies can be developed by the accounting profession as follows:

1. SO Strategy (*Strength-Opportunity*)
2. Strategi WO (*Weakness – Opportunity*)
3. Strategi ST (*Strength – Threats*)
4. Strategi WT (*Weakness – Threats*)

Research Results and Discussion:

Based on the analysis phase that has been carried out on the internal and external factors of the accounting profession, strong internal factors and weak external factors are produced. The accounting profession is currently located in quadrant II where quadrant II is a situation that faces various threats but the accounting profession still has internal strength. The strategy that must be used is to use strength to take advantage of long-term opportunities by utilizing human resource skills that cannot be replaced by machines or robots like what is done man every day depend on method Study from experience , as well take decision based on information No complete And need *judgment* while machines may not necessarily be able to do it, for example soft skill abilities include interpersonal skills and intra-personal skills , business understanding skills , and technical skills .

CONCLUSION AND SUGGESTIONS

Based on the results of research from the internal side, the strengths of the accounting profession are greater than its weaknesses, while from the external side the opportunities are greater than the threats, so the appropriate strategy is the SO strategy, namely using strategies that take advantage of existing opportunities by utilizing the strengths possessed. Result l of the IFAS-EFAS calculations, the accounting profession is in quadrant II, namely a growth strategy with a concentration through horizontal integration, which can be done by increasing soft skills including *interpersonal skills* and *intra-personal skills , business understanding skills* , accounting knowledge from conventional to digitalization of finance, creativity to collaborate between the accounting profession and the digital world, and the expertise of the accounting profession not only as a data provider but as a certified financial advisor, as well as developing the latest software based on user needs and related financial systems.

Digital disruption will not have an impact on the existence of the accounting profession as long as the accountant is ready and able to adapt to keep up with technological developments, namely accountants not only act as users but also as managers, designers, guarantee providers and information system evaluators (Ahmed, 2003; IFAC, 2006); accountants must have basic competencies in the field of information technology, namely programming, software, hardware, and networking and communication (Bean and Medewitz, 1987); master the skills of spreadsheets, database management systems, telecommunications, accounting systems, and system development (Heagy and Gallum 1994); accounting professional associations must make policies that encourage the improvement of accountants' digital skills and competencies through the obligation to attend seminars, workshops, and training for their members (Dauda, Ombugadu, and Aku, 2015; Islam, 2017); Universities in collaboration with professional accountants associations develop curricula that are aligned with the opportunities and challenges of the accounting profession in the big data era, simultaneously provide big data analysis and integrated reporting training for the academic community, as well as hold various discussion forums to find solutions to the problems of the accounting profession in the big data era. data (Dauda, Ombugadu, and Aku, 2015; Islam, 2017).

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