

EMBRACING
SOCIETY 5.0
WITH HUMANITY

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Embracing Society 5.0 with Humanity

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with Humanity***

Embracing Society 5.0 with Humanity

Society 5.0 is a concept presented by the Japanese as a core concept of their economic system. They believed that technology should not surpass the intelligent of men. As such, in society 5.0 the Japanese government would like to ensure that all technological things are designed to be a human-centered design. In fact, their ministry of education in 2018 has also been readily prepared the future generation through a change in their education system. For example, the minister explains that in Japan, or many parts of the world, university entrance are divided into two main concentrations, which are science and social science. The minister thought of changing the system, as society 5.0 is about creating a technology that is human centered. For instance, they gave an example on designer babies. If, people from hard science learn about philosophy, ethics, and humanities, they won't face such ethical concern when developing a product. This is what is being envision by the Japanese government for their younger generation. Collaboration between science and social science is necessary to build a better environment for our future children. Another example is the companies in Japan, such as Hitachi and Fujitsu has already been implementing this 5.0 by designing product that relied fully on technology but puts human at its center (Hitachi, 2017).

Likewise, it is currently a hot topic in Indonesia. Indonesia as a country with the 4th largest population in the world has not been implemented this concept. Our country is still on the industry 4.0. Yet, with the rising interest in AI, Blockchain, NFT, number of unicorn start-up. and all recent technological changes, our country are ready to compete with any other countries in Southeast Asia. Society 5.0 is coming, and we need to embrace it. To prepare with the society 5.0, It is not only the technological side. It is necessary for us to have a strong principle at hearts that based on our belief system. We, as an Indonesian have known to be religious that most of us believed in God. We also commonly practice our religion and tend to be kind to people because we know God would love our good deeds. I personally think that this will help us to move forward and live together with advanced technology.

Technology begets a very important leap in human's life journey. It is important to keep valued of the benefit but it's more important to look out for the human itself. As its purpose is smarter than us, to help us, it will be very ideal if we embrace the technology using our ability to be kind.

Malang, 21 Maret 2022

Diah Karmiyati

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Dynamics of the Digitalization Era for Women Umkm Activitiest

Hamida Syari H Ari Sulistyanto³⁰, Wichitra Yasa^a, Nita Komala Dewi

Introduction

Technological developments and the COVID-19 situation have brought changes to marketing strategies at the local level. The acceleration of digital alteration responds to the COVID-19 situation that is currently engulfing the world [1]. Improvement of the economy is a shared responsibility. Empowerment of women is expected to bring about changes in various aspects such as social, economic and political aspects [2], [3]. The number of heads of families affected by layoffs presents and improves women entrepreneurs in the context of food security and family health [4]. Therefore, women need to continue to innovate and understand market trends and are required to continue to innovate and understand market trends and master technology [5]. Digital marketing is a combination of interactive and integrated marketing so as to facilitate interaction between producers, market intermediaries, and candidates [1].

Micro Business is a productive business owned by individuals and/or individual business entities that meet the criteria for Micro Business as stipulated in this Law. Small Business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries. or not a branch of a company that is owned, controlled, or becomes a part either directly or indirectly of a Medium or Large Business that meets the criteria of a Small Business as referred to in this Law. Medium Enterprises are productive economic businesses that stand alone, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become a part either directly or indirectly with Small Businesses or Large Businesses with total net assets or annual sales proceeds as regulated in this Law [6].

Facing era 5.0 requires the readiness of UMKM activists to continue to adapt and adopt. Although the adaptation of UMKM in

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receiving, interpreting and translating internal disturbances that lead to their sustainability is quite good [7]. The results of the study indicate that the adoption of technological developments for women in using digital media is still low [8]. This is also confirmed that female UMKM actors who already have knowledge about e-commerce but have not been used as a way to face competition [9]. E-commerce and digital marketing are methods used by sellers in accelerating technology-based sales chains [10], [11]. Facing era 5.0 requires the readiness of UMKM activists to continue to adapt and adopt. Although the adaptation of UMKM in receiving, interpreting and translating internal disturbances that lead to their sustainability is quite good [7]. The results of the study indicate that the adoption of technological developments for women in using digital media is still low [8]. This is also confirmed that female UMKM actors who already have knowledge about e-commerce but have not been used as a way to face competition [9]. E-commerce and digital marketing are methods used by sellers in accelerating technology-based sales chains [10], [11]. Marketing using digital has changed marketing from one person to another, making it easier to reach potential customers and get better profits and investments [12]. Therefore, the selection of platforms on social media as well as content management is important in increasing sales [13].

Digital marketing or digital marketing is known as electronic marketing or internet marketing. Digital marketing is also a series of efforts in the form of strategies and tactics in achieving company goals [14]. Likewise, UMKM must be open to new breakthroughs. Business activities can take advantage of existing social media, but it is necessary to pay attention to the suitability of the character of consumers, products and the goals of the MSMEs themselves. Digital marketing makes it easy for business people to monitor and provide all the needs and desires of potential buyers. In addition, consumers can also search for and get products through cyberspace [15].

Empowerment of women in supporting development programs is urgently needed at this time. This effort is aimed at achieving equality in roles, access and control for both men and women. Empowerment programs are carried out in order to create and equalize the benefits of development itself. For this reason, various steps need to be taken to achieve gender equality. The results of the analysis show that the comparison of entrepreneurial competencies in terms of gender shows that men are more competitive in facing competition and are more forward-thinking in

business development, more situational in dealing with the dynamics that occur, while women are more willing to take risks and like to face challenges [16]. Technology and information become very important, especially in the context of gender equality. Women in their empowerment must gain access in obtaining information and the ability to apply information media for the achievement of sustainable development [2], [17]. This is the basis for this discussion, considering that there are still many acknowledgments or subordination to women's abilities and women's willingness to actualize their abilities.

The Community Association Communication Forum (FKRW) in Teluk Pucung Village, Bekasi is a forum and forum for friendship, communication that brings together the RW Management and Community Leaders in Teluk Pucung Village. The purpose of FKRW is to develop the quality of its members and the wider community in order to take an active role in national development, and to always maintain and preserve the unity and integrity of the nation through partnerships with the government, other social organizations and the entire community. FKRW Teluk pucung was established with the intention of uniting, accommodating and accommodating all community aspirations through community association entrepreneurs and community leaders and assisting the government in empowering and prospering the community. Although FKRW has become a forum for entrepreneurs, based on initial observations, business activities carried out so far are still very conventional, namely only participating in events or bazaars organized by the government or private companies (interview: Rachmad Adiiwibowo (Field of Cooperative and UMKM Development FKRW on 22 November 2021).

Discussion

Empowerment is an activity to strengthen the power and empowerment of weak groups in society. As a goal, empowerment refers to the conditions or results to be achieved by social change, namely the community becomes empowered. Thus women's empowerment is to empower women who have been considered weak to be efficient and play an active role in development programs without eliminating their reproductive role [18], [19].

Digital marketing dissemination is a way to empower women to be efficient through knowledge and skills in the use of communication technology. Dissemination is also one of the FKRW programs in improving the quality of women UMKM in Pucung Bay.

The process of delivering information by FKRW is to provide knowledge, change attitudes and behavior of female UMKM actors. Dissemination of information delivered interactively about digital marketing is carried out in four stages over 3 days. The number of participants is 20 UMKM business actors in Pucung Bay. The first stage is providing knowledge related to innovation, namely digital marketing through Instagram Groups, the second stage is direct communication interaction in the form of material exposure and discussion. the third stage is the individual's decision is faced with a choice whether to accept or reject the innovation and the fourth stage is the confirmation stage where the individual will look for other sources of information that can strengthen the acceptance of the innovation [20]. The following captures the stages of dissemination activities carried out:

Stage 1

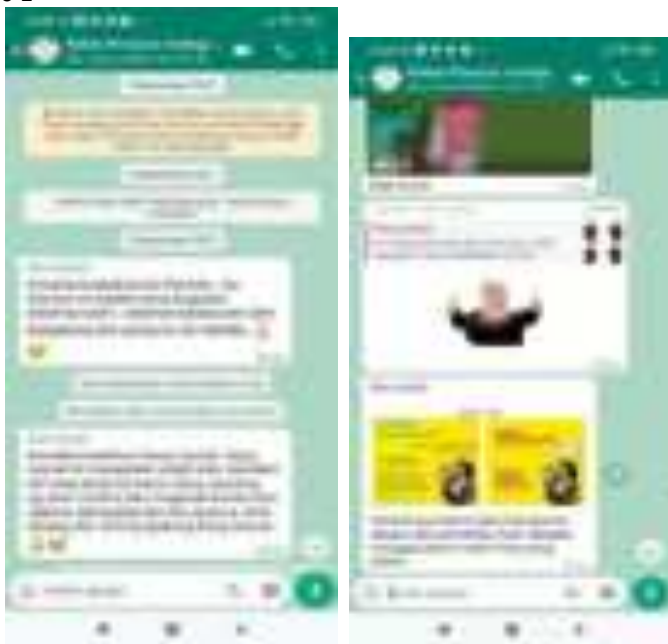


Figure 1. Measuring informants' knowledge about digital marketing

Stage 2



Figure 2. Dissemination of digital marketing

Initial data shows that 75% of female UMKM actors do not understand digital marketing. Knowledge is obtained after direct communication between female UMKM actors and material providers. This means that there has been a communication interaction between the communicator and the communicant. As a result, as many as 85% of female UMKM participants increased their knowledge and understanding of digital marketing. The attitude of female UMKM actors towards the innovations submitted was 85% agree with the information submitted. This is indicated by the participants' interest in the information presented. At the decision-making stage, the informants were interested in changing the conventional way of trading to digital as much as 85% and asked how to change conventional trading to digital technology. The results of previous studies indicate that the use of the internet has an impact on increasing sales. Therefore, access, skills and motivation play an important role for women entrepreneurs in improving their businesses [21]. Other factors that motivate women to increase their businesses are family support, personal interests, job opportunities, technical knowledge, entrepreneurial experience, family background, and potential market [22].

Based on the results above, it shows that the motivation of female UMKM actors in Teluk Pucung UMKM is high in accepting innovation. The female UMKM actors agreed to obtain information related to digital marketing. Increasing the ability and self-concept of women by providing awareness and education through digital marketing dissemination also has an impact on increasing family welfare, especially during the COVID-19 period [23]. FKRW Teluk

Pucung Bekasi in this case is a forum that can motivate UMKM actors to continue to improve product knowledge and innovation. Digital marketing is one of the most effective ways to reach the target market on a person-to-person basis. Therefore, it is necessary to support various parties in increasing women's knowledge and skills in increasing their business. This support is embodied in the concept of gender equality where there is a division of roles and division of labor in both the domestic and public spheres [24], [25]

Conclusion

Empowerment of women is one of the programs that support development. One of the supports for women in development programs is maintaining health and food security in the family, especially in the COVID-19 situation. The participation of the government and various stakeholders is needed in improving the quality and independence of Indonesian women. Gender equality will be achieved if all parties participate in providing justice in the implementation of roles and division of labor.

Dissemination is one of the gaps in empowering women so that they are more efficient in dealing with all situations. Women are efficient if they have the knowledge and skills to do entrepreneurship. Dissemination of digital technology to women, especially UMKM actors, needs to be increased in various regions in order to achieve a healthy and prosperous economy and also the realization of gender equality. Becoming an economically independent woman improves family welfare. For this reason, women need to always increase their knowledge and be sensitive to technological developments.

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