Challenges and Opportunities for Community Empowerment in The Era of Society 5.0

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ABSTRACT

Society 5.0 is a technology-based human-centered society concept. In this case, there has been rapid technological development, including human roles being replaced by intelligent robots. Artificial intelligence will transform millions of data collected through the internet in all areas of life through Society 5.0. It is to increase human capacity in opening up opportunities for humanity. This article was qualitative research with a literature review method to assist a researcher in providing an overview of the context of or current issues. Research data sources were journals, articles, books, and other relevant references. Data collection techniques were carried out by using literature study and documentation. The data analysis technique began with accessing the data, organizing, sorting, categorizing, and classifying the collected documentation studies. Various problems arose in the Era of Society as an extraordinary challenge in preparing the existing human resources. If human resources were fulfilled, then the various opportunities for sustainable advancement of IT would be more easily felt by the community so that they could face humans to live, grow, and prosper through collaboration between machines and co-creation. Therefore, it was necessary to strengthen community empowerment through cooperation between elements, including government, non-governmental organizations, political parties, community organizations, and educational institutions, as provisions for the development process in facing the challenges of entering Society 5.0.

Keywords: Challenges, Opportunities, Community Empowerment, Society 5.0

ABSTRAK

Society 5.0 merupakan suatu konsep masyarakat yang berpusat pada manusia yang berbasis teknologi. Dalam hal ini, terjadi perkembangan teknologi yang begitu pesat, termasuk adanya peran-peran manusia yang

tergantikan oleh kehadiran robot cerdas. Melalui Society 5.0, kecerdasan buatan akan mentransformasikan jutaan data yang dikumpulkan melalui internet pada segala bidang kehidupan. Hal ini didedikasikan untuk meningkatkan kemampuan manusia dalam membuka peluang-peluang bagi kemanusiaan. Penelitian ini merupakan penelitian kualitatif dengan metode literature review untuk membantu seorang peneliti dalam memberikan suatu gambaran mengenai konteks, perdebatan atau pun isu-isu terkini. Sumber data dalam penelitian ini adalah jurnal, artikel, buku, dan refrensi lain yang relevan. Teknik pengumpulan data dilakukan dengan studi pustaka dan dokumentasi. Teknik analisis data dimulai dengan mengakses data, mengorganisir, menyortir, mengkategorikan, dan mengelompokkan studi dokumentasi yang dikumpulkan. Berbagai permasalahan muncul di Era Society sebagai tantangan yang luar biasa dalam menyiapkan sumber daya manusia yang ada. Apabila sumber daya manusianya sudah terpenuhi, maka berbagai peluang kemajuan berkelanjutan yang diantisipasi dari IT akan dapat dirasakan dengan lebih mudah oleh masyarakat sehingga mereka mampu untuk berinovasi, tumbuh, dan hidup dengan makmur melalui kolaborasi bersama antara manusia-mesin, dan penciptaan bersama. Untuk itu, maka diperlukannya pemantapan pemberdayaan masyarakat melalui kerja sama antar elemen, di antaranya: pemerintah, lembaga swadaya masyarakat, partai politik, organisasi masyarakat, dan lembaga pendidikan sebagai bekal bagi proses pengembangan dalam menghadapi tantangan dalam memasuki era Society 5.0 tersebut.

Kata Kunci: *Tantangan, Peluang, Pemberdayaan Masyarakat, Society 5.0*
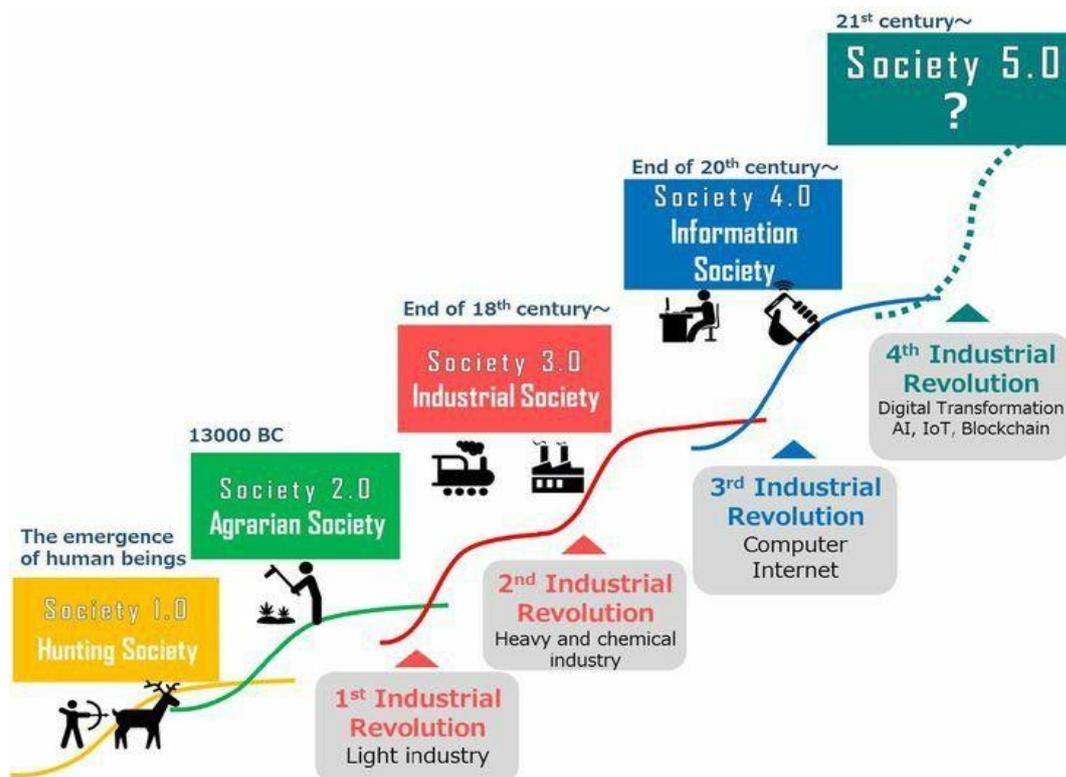
1. INTRODUCTION

The challenge of facing a new era in life, namely the era of Society 5.0 as a complement to the Industrial Revolution 4.0, needs to be directed at the role of the millennial generation for the progress of the nation in the future. The concept of society 5.0 is a continuation of the phase of human development since hunting and gathering, agricultural society, industrialization society, and information society. The societal changes that have occurred are basically overseen by the existence of industry 4.0, but society 5.0 is a broader concept than 4.0. In the 5.0 era society refers to the complete and complex transformation of people's lifestyles. The concept of 5.0 was born as a response to the industrial revolution 4.0 which was considered to have the potential to degrade the role of humans (Haqqi, 2019). The idea adopted from this concept is to create a Super Smart Society (MSC) by utilizing digital technology to meet people's development needs and form new values. The following figure describes the development stages.

Based on Figure 1, it can be seen that there are five phases of human development to date, namely: (1) Society 1.0 is defined as a group of people who gather and hunt in life. Then, they are together in harmony with nature, starting from the creation of humans. (2) Society 2.0 formed groups based on agricultural cultivation, organizational improvement, and nation-building, starting

from 13,000 BC. (3) Society 3.0 is a society that promotes industrialization through the industrial revolution 1.0, starting from the end of the 18th century. (4) Society 4.0 is an information society aware of increasing added value by connecting intangible assets as an information network, starting from the mid-20th century. (5) Society 5.0 is an information society built on Society 4.0, which aims for a more prosperous society.

Figure 1. The Development Phase of the Era of Society
Source: Kompasiana.com

Society 5.0 is a technology-based human-centered society concept. In this case, there has been rapid technological development, including the presence of human roles being replaced by intelligent robots. For this reason, a deep understanding of Society 5.0 is required, especially those based on spirituality and culture as a provision for the development process of the millennial generation, who are ready to face all problems and challenges.

The concept of Society 5.0 is not only limited to the manufacturing sector but also includes solving social problems with the support of the integration of physical and virtual space. Society 5.0 has the concept of big data technology which is integrated by the internet of things (IoT), then transformed by artificial intelligence (AI) into something that can help people so that life becomes better (Megayanti, 2022).

Through Society 5.0, artificial intelligence will transform millions of data collected through the internet in all areas of life. It is dedicated to enhancing human capacity by opening up opportunities for humanity. These opportunities will help people live more meaningful lives, improve their quality of life, and create a society that can enjoy life to the fullest.

In this era, technology has developed tremendously and has brought very drastic changes to the millennial generation. The changes began to be felt from socializing, communicating, and obtaining information to ways of thinking and acting on the problems faced. Along with the development of technology, it is also necessary to pay attention to whether the community's economic activities develop or not because it will affect the community's social life.

Djohan Yoga, an internationally licensed mind map instructor, stated "in response to this creative and innovative era, people can be categorized into two, namely those with a growth mindset (development) and a fixed mindset (don't want to change). The wisest attitude in facing this technological advancement is to prepare yourself and take advantage of existing opportunities (Rouf, 2019).

The focus of problem in Society 5.0 focuses on the integration between the natural world and the virtual world. Through cyberspace, it will be effortless for humans to be able to connect quickly and cheaply. Even the virtual world can always change people's mindsets through various types of social media. Thus, humans need to be taught to properly integrate life between the virtual world and the real world so that there will be harmony, which affects the quality of human life. One way is to increase human empowerment through Human Resources (HR).

Strengthening the capacity of human resources is needed by government organizations, both at the central and regional levels, as an effort to adapt to the current era of development. HR governance also has a strategic role in supporting success in this era of Society 5.0. HR planning is the basis for preparing organizational work plans in the HR work division. A process that is an essential part of HR planning is planning development by concentrating on education and training, transitions and promotions, and filling vacancies in positions that require experienced experts (Dzakiyati, 2018; Sudrajat, 2014 in Yasa et al., 2021).

In the Tambusai educational journal (Tahar, et.al, 2022) technological breakthroughs create many opportunities in the economic, personal and social development fields, but technological breakthroughs will take over human work. Human resources are needed to face the challenges of this technological intelligence. That the readiness of human resources is not just training, coaching, education, and changing the system. The Ministry of Finance's human resources must increase creativity and change the mindset that develops so that they are ready to adapt to this technological development so that creative and superior human resources will be created.

The steps that should be taken to prepare Indonesian human resources and strengthen the quality of education and competence for students, intervention from various parties is also vital. In preparing superior and competitive human resources in the era of Society 5.0, it will not be easy to rely solely on educational institutions. Elements of the community and stakeholders must also be involved, starting from the central and local governments, community organizations, and the community itself. Thus, every perceived challenge and opportunity will undoubtedly be straightforward to face and respond to in the era of Society 5.0. Based on this description, this research was focused on "Challenges and Opportunities for Community Empowerment in the Era of Society 5.0".

2. METHOD

This research was qualitative research with a literature review method. The objective of conducting a literature review was to assist researchers in getting an updated and structured overview of the literature in a specific scope and added value to the review (Wee and Banister, 2016). Ridley (2012) states that a literature review can overview the context, debate, or current issues. Research data sources were journals, articles, books, and other relevant references. Data collection techniques were carried out through literature research and documentation. Data analysis techniques were carried out by accessing data, organizing, sorting, categorizing, and classifying the collected documentation studies. Data analysis was conducted to obtain information or data related to the challenges and opportunities of community empowerment in the Society 5.0 era.

3. RESULTS AND DISCUSSION

3.1 Society 5.0

Society 5.0 is a concept initiated by the Japanese government by considering technological aspects to make human life more manageable. However, this idea is also supported by considerations of the humanities aspect so that the concept of balance is obtained in implementing the technology. Society 5.0 is a solution to public anxiety about the era of the Industrial Revolution 4.0 regarding technology that will increasingly replace human labor, which results in reduced employment. However, hopefully, Society 5.0 will be able to reduce the gap between the community and economic problems in the next ten years or even more.

Future services in various sectors are needed to achieve a community defined as a super-smart society (Rahayu, 2021). It can be fulfilled by having solid technological capabilities and talented human resources in their respective fields to carry out their profession digitally and contribute to providing better services to the community. Nevertheless, the problem is that people are increasingly being demanded to be more creative, communicative, think critically, and work together because interactions are carried out only through technology, not directly.

According to Azhar (2018) there are at least three benefits of digital platforms in the Industrial Revolution 4.0 era that must be implemented in the 5.0 era, namely: 1. Innovation: new business models cannot be separated from the ability of innovators to design strategies through digital platforms. In Indonesia, digital innovation is happening not only in the retail world, but also in education, catering, health, and even the legal world. 2. Inclusivity: through digital platforms, all kinds of services can easily reach many people in various regions. This in turn will result in inclusivity that benefits people who live far from metropolitan areas, so that they also enjoy digital services. 3. Efficiency: with the development of digital platform innovation, there will automatically be efficiency, both in terms of manufacturing and marketing (Ellitan , 2020).

According to Allsabah and Sugito (2019), society 5.0 is the answer to the challenges that arise due to the era of the Industrial Revolution 4.0 accompanied by disruption, which is marked by a world full of turmoil, uncertainty, complexity, and ambiguity. Society 5.0 is a society that can solve various challenges and social problems by utilizing various innovations born in the era of the Industrial Revolution 4.0, such as the Internet of Things, Artificial Intelligence, Big Data, and robots, to improve the quality of human life.

According to Fukuyama (in Hendarsyah, 2019), Society 5.0 proposed by the Japanese government is a straightforward concept. It was drawn up in the fifth Science and Technology Basic Plan by the Science, Technology, and Innovation Council, which a Cabinet Decree approved in January 2016. Furthermore, Fukuyama also explains that the stages of society can be seen based on human history. Society 1.0 is defined as a group of people who gather and hunt in life. Then, they have lived side by side and in harmony with nature since the creation of humans. Meanwhile, society 2.0 formed groups based on agricultural cultivation, organizational improvement, and nation-building, which began in 13,000 BC. Society 3.0 is a society that promoted industrialization through the industrial revolution 1.0, which began in the late 18th century. Society 4.0 is an information society that realizes increasing added value by connecting intangible assets as an information network, starting from the middle of the 20th century. Society 5.0 is an information society built on top of Society 4.0, which aims for a more prosperous society in the next stage.

Every country or region also uses digital transformation based on its purpose and function. However, some countries or regions use different terms. For example, Europe uses the term Industry 4.0, North America uses the term Industrial Internet, Asia uses the term Smart Cities, China uses the term Made in China 2025, and Japan uses the term Society 5.0. The digital transformations used are IoT, artificial intelligence, robotics, big data, and blockchain. Nakanishi and Kitano also stated the same thing (in Hendarsyah, 2019:176).

3.2 Community Empowerment

Definition of Empowerment

According to Mas'oed (in Sarinah, 2019:270), empowerment is an effort to provide power (empowerment) or strengthen the community. Empowerment is an effort to enable and empower the community by strengthening the potential, developing a protection system, and creating an atmosphere or climate that allows the community's potential to develop. The community is expected to be able to give freedom to someone to be responsible for their ideas and actions through this empowerment. Based on this description, it can be concluded that empowerment is how individuals, groups, or communities try to control their own lives and seek to shape the future according to their wishes. The basic idea of empowerment will place humans as subjects in their world, and the focus of concentration on empowerment is carried out through the elaboration of concepts and approaches that aim to develop community capacity.

Community Empowerment Concept

According to Imran (in Sarinah, 2019), the concept of empowerment is an effort to create a just and civilized human atmosphere, which is more structurally effective in the political, social, cultural, and economic fields, both in family life, society, state, regional, and international. Efforts to build the community so that they have the initiative to carry out social activities and fix their situation and conditions are also one of the concepts of community empowerment. Community empowerment is a concept of economic development that incorporates community values to build a new paradigm in development that is people-centered, participatory, empowered, and sustainable (Chamber in Noor, 2011). The Chamber further explains that the concept of development with a community empowerment model is not only to meet society's basic needs but also to find alternatives for local economic growth.

Based on this description, it can be concluded that community empowerment is not only used to fulfill their basic needs but also to improve their situation and condition.

Community Empowerment Goals

According to Sulistiyani (2004), the goal of empowerment is to form individuals and communities to become independent, including independent thinking, acting, and controlling what they do. Community independence is a condition experienced by the community, characterized by the ability to think, decide, and do something that is deemed appropriate for solving the problems faced by using the capabilities consisting of cognitive, affective, and psychomotor abilities mobilizing available resources—owned by the internal environment of the community.

According to Suharto (2005), community empowerment is also interpreted as a process and a goal, with the following explanation:

a. The process of empowerment is a series of activities to strengthen vulnerable groups in society, including individuals who experience poverty problems.

b. The purpose, empowerment refers to the state to be achieved by a social change, namely a community that is empowered, has power or knowledge, and the ability to meet their physical, economic and social needs, such as self-confidence, conveying aspirations, having a livelihood, participate in social activities, and be independent in carrying out life tasks.

According to Mardikanto (2014), there are six goals of community empowerment, namely as follows:

a. Better institutions. The activities/actions improvement is expected to improve institutions, including developing business partnership networks.

b. Better business. Hopefully, the improvement of institutional education (spirit of learning), business accessibility, and activities can improve the business.

c. Better income. Hopefully, the business improvement can improve the income earned, including family and community income.

d. Better environment. Hopefully, the income improvement can improve the environment (physical and social) because environmental damage is often caused by poverty or limited income.

e. Better living. Hopefully, the income and environmental conditions improvement can improve the living conditions of every family and community.

f. Better community. Hopefully, the environment (physical and social) will improve and realize a better community life.

Based on this explanation, it can be concluded that community empowerment aims to enable and empower the community, especially from poverty and inequality. Poverty can be seen from the indicators of meeting basic needs that have not been fulfilled/decent. These basic needs include food, clothing, housing, health, education, and transportation. The gap can be seen from the indicators of low productivity, weak human resources, and limited access to land, even though dependence on the agricultural sector is still extreme. Furthermore, the local or traditional markets weaken because they supply international trade needs.

Community Empowerment Strategies

According to Sarinah, et.al., (2019), there are five empowerment strategy programs consisting:

a. Human resource development;

b. Group institutional development;
c. Community capital fertilization (private);
d. Productive business development;
e. Provision of appropriate information.

Community empowerment as an alternative strategy in nation-building has developed in various literature and thoughts. Although in reality, it has not been implemented optimally. Community development and empowerment are currently widely discussed by the community because they are related to the nation's progress or change, primarily when it is associated with the ability (skills) of the people who are still lacking, which will significantly affect the economic growth itself.

According to Fahrudin (2012), community empowerment is an effort to enable and empower the community, which is carried out with the following efforts:

a. Enabling, namely creating an atmosphere or climate that allows the potential of the community to develop. The starting point is recognizing that every human being and every society has the potential to be developed. Empowerment is an effort to build that power by encouraging, motivating, and raising awareness of its potential and trying to develop it.

b. Empowering, namely increasing capacity by strengthening the potential or power possessed by the community. This strengthening includes concrete steps, such as providing various inputs and opening access to various opportunities that can make the community more empowered.

c. Protection, namely protecting interests by developing a protection system for people subject to development. In this empowerment process, the weak must be prevented from becoming weaker. It is done to prevent unequal competition and exploitation of the strong against the weak.

Based on this explanation, it can be concluded that the community empowerment strategy is helping the nation and the community itself so that actual results or changes can be found as an impact of whether the potential or power they have can take advantage of the various opportunities that exist.

Empowerment Principles

Four principles are often used to succeed in empowerment programs, namely the principles of equality, participation, self-reliance or independence, and sustainability (Najiati et. al., 2005). The explanation of the principles of community empowerment is as follows:

a. The Principle of Equality is the main principle that must be adhered to in community empowerment. This equality can be seen from the parallel position between the community and the institutions that carry out community empowerment programs, both men and women. The built dynamics are equal relationships by developing mechanisms for sharing knowledge, experience, and expertise. Each recognizes the other's strengths and weaknesses to have a mutual learning process.

b. Participation is an empowerment program that can stimulate community independence. This program is participatory, planned, implemented, monitored, and evaluated by the community. However, it takes time and a mentoring process that involves facilitators who are highly committed to community empowerment to get to that level.

c. Self-reliance or independence is the principle of respecting and prioritizing the ability of the community rather than the assistance of other parties. This concept does not view the poor as not capable objects (they have not) but as subjects who have little ability (they have little). They can save, have in-depth knowledge of business constraints, know the environmental conditions, have the workforce and willingness, and have social norms that have been obeyed for a long time. All of that must be explored and used as the primary capital for the empowerment process. Assistance from other people who are material in nature must also be seen as a support so that the provision of assistance does not weaken the level of self-reliance.

d. Sustainability is an empowerment program that needs to be designed, even though, at first, the role of the facilitator is more dominant than the community itself. However, slowly and indeed, the role of the companion will decrease. In fact, it is finally removed because the community can manage its activities.

Based on this explanation, cooperation between elements is needed to support the success of the empowerment program, including the government, non-governmental organizations, political parties, community organizations, and educational institutions. However, the most crucial role is government intervention because it has many advantages and extraordinary strengths compared to other elements. Elements of the government have funds, many apparatuses, authorities that can be invited to work together to create a framework or policy in providing public services, and so on. Thus, the empowerment process can occur efficiently, comprehensively, and sustainably if based on mutual trust and respect principles.

3.3   Challenges of Community Empowerment in the Era of Society 5.0

Several challenges must be faced in the era of Society 5.0. Serpanos (in Nusantara, 2021) reveals that when considering the old IT system, challenges include software integration and upgrades, inter-network operations, synchronization to solve real-time processes and applications, and, more importantly, are key security factors in the face of the Society 5.0 era. Therefore, five challenges must be faced in the era of Society 5.0, which are as follows:

a. Formulation of national strategy and integration of government promotion system.
b. Development of laws regarding the application of advanced techniques.
c. Formation of scientific foundation.
d. The active involvement of all citizens in the new economy and society.
e. Integration of advanced technology and society.

The same advances also present unprecedented ethical, legal, social, security, privacy, and safety challenges, which need to be addressed before the actual benefits of these opportunities can be realized (Center for Research and Development Strategies: Japanese Science and Technology) (in Nusantara, 2021:8). Azhar added that there are three things that are a challenge for society in the 5.0 era. First, the problem of digital economic control that controls society certainly affects public behavior, where previously people shopped at retail stores, and now they are starting to switch to online shopping. Social and cultural aspects like this also need to get attention from parties such as the government and the community so that many retail stores do not fall one by one. Second, the problem of inequality caused by people who have lost their jobs due to being replaced by robots or all the work currently being done by a system is the most terrible scourge. Automation caused by the Digital Revolution 4.0 needs to be taken seriously so that people can prepare skills for the

future so that the unemployment rate in Indonesia can be reduced. Third, the problem of competition, namely the problem of unhealthy competition, should be watched out for. If one platform dominates too much, users cannot choose the most suitable service for them. To face the 5.0 era, the national industrial sector needs a lot of improvements, especially in the technological aspect, because mastery of technology is the main key to determining Indonesia's competitiveness in the 5.0 era (Ellitan, 2020).

3.4 Community Empowerment Opportunities in the Era of Society 5.0

IT has anticipated that continuous advancement will provide tremendous opportunities for individuals and societies to innovate, grow, and prosper through co-collaboration between people, machines, and co-creation. The presence of IT has provided many conveniences and practicalities in all aspects of life, starting from education, economy, health, socio-culture, and others. In the form of such information, all aspects of life can be accessed anytime, anywhere, without being limited by space and time. It is a massive opportunity for the millennial generation or other circles to explore their potential in digital-based technology. Business opportunities with various digital platforms have now provided many advantages, especially for business people.

According to Huda (2021), there are seven business opportunities in the field of digital-based technology that are considered very promising, namely as follows:

a. Software House

A software house is a company that provides application services in serving orders, making software or applications that suit the tastes or desires of the company or client.

b. Startup

The presence of a startup business is one of the pioneering businesses by prioritizing creative ideas with contemporary concepts that are all innovative, always providing solutions or solutions to all problems that exist in consumers or customers. Startups usually rely more on digital-based technology to help grow the business they build.

c. Content Creator

Having the ability to become a content creator in the era of Society 5.0 can open up promising business opportunities, both now and in the future, given the rapid development of technology in the world nowadays. The profession as a content creator is extraordinary because what is done is to create creative and innovative content, whether in text or writing, images or symbols, video, sound, or combining several or more elements to produce extraordinary copyrighted works.

d. Game Developer

In developing its business, every company in this world cannot be separated from creative and innovative ideas to be the best. One of them is building a game developer company with an exciting concept so that it can compete in the global market. The game business is still up-and-coming for the future, so the game business is considered essential and has the potential to provide big profits for the company.

e. Digital Marketing

It has become a current trend that the business world in the era of Society 5.0 cannot be separated from the available digital platforms. The company has to build and run its business with the latest innovations. The presence of digital marketing has shown a positive trend. It continues to

experience a very significant increase because digitally packaged marketing businesses are much preferred by business people, rather than marketing developed in the usual conventional way.

f. E-Commerce

Indonesia is one of the countries with the highest e-commerce adoption rate globally. The changes that occur starting from consumer lifestyles and the e-commerce industry with various digital platforms provide much convenience in opening new business opportunities. The presence of e-commerce businesses globally is increasingly competitive, more productive, and innovative every day. There is still much potential for the e-commerce industry that has not been explored to the surface to become a promising business opportunity in the future.

g. Internet Service Provider

The online-based digital world cannot be separated from the presence of the Internet Service Provider (ISP) business because the internet network has become a basic need for modern society in the Society 5.0 era, from education to household aspects. All require the services of an Internet Service Provider (ISP). Hence, this business has positive effects on the development of digital-based technology and has promising business opportunities in the future. Based on this description, it can be concluded that by entering the current era of Society 5.0, people prefer to carry out all their activities by moving the stay-at-home economy online rather than going offline. The community must utilize this disruption, especially the millennial generation, to constantly explore their potential in digital-based technology to easily take advantage of current opportunities.

4. CONCLUSION

The conclusions presented in this article are that first, in the era of Society 5.0, there was rapid technological development, including human roles being replaced by the presence of intelligent robots. Various problems also emerged as an extraordinary challenge in preparing existing human resources. If the human resources are fulfilled, then the various anticipated sustainable advancement opportunities from IT will be more easily felt by the community so that they can innovate, grow, and live prosperously through a collaboration between humans and machines and co-creation. Therefore, it is necessary to strengthen community empowerment through cooperation between elements, including government, non-governmental organizations, political parties, community organizations, and educational institutions, as provisions for the development process in facing the challenges of entering the era of Society 5.0

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