CHALLENGES OF COMMUNITY EMPOWERMENT IN THE ERA OF INDUSTRIAL SOCIETY 5.0

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ABSTRACT

The presence of society 5.0 as a technology-based human concept of society requires humans to have a paradigm that is more critical, creative way of thinking, and balance between development and problem-solving skills to improve the quality of life sustainably. The industrial sector must innovate to be able to provide recommendations on every consumer problem. The digital content industry is one of the industrial sectors that is considered to have a significant role, both in improving the economy and in building sustainability for the community. This study used a conceptual review to review the concept of the digital content industry from the perspective of Society 5.0. There were two aspects examined in this study, namely the presence of social media and its role as a stage for mainstream media in supporting community activities in era 5.0, the readiness of human resources (HR) in the adaptation process, and welcoming sustainable development. YouTube and TikTok have become social media platforms as a form of technology application platforms as a savior of human life that depends on and coexists with technology.

Keywords: challenges of community empowerment, the era of industry, society 5.0

INTRODUCTION

Simply, society 5.0 is a concept in a society that focuses on technology-based humans (Ina, 2019). The presence of social media as a stage for mainstream media also has a role in supporting digital community activities in the 5.0 era. Various ICT (Information Communication Technology)-based features available on several social media platforms can help content creators as part of the community to be able to develop their profit-oriented content performance.

Currently, the use of several social media platforms can gain income that can be considered, especially during a pandemic where technology seems to be a savior amid the difficulty of finding a permanent job that requires existence, physical activity, and human power. A few people depend on social media as their primary source of income. Several social media, which are now also referred to as content distributors, namely TikTok, have become an ideal reference for the community to earn income through creativity and skill development, especially in creating straightforward content without patronizing.

It is different from TikTok. The presence of YouTube in the last decade is also no less crowded by newcomers who also contribute content, one of which is OMETV live recording content by several content creators. Only with recordings from live video call activities by content creators, they can attract the attention of many subscribers, which in turn has an impact on profitable advertising and AdSense offers.

It is an excellent opportunity to make people more digitally savvy. It is undeniable that the presence of a one-by-one feature in an ICT-based digital platform will open up people to be more 'technology literate' so that they are not outdated to find, evaluate, utilize, and communicate information cognitively and technically. The technology used by humans, direct human interaction, and socialization is starting to be abandoned because they switch and prefer to interact using sophisticated technological equipment. Direct interaction patterns have turned into virtual interaction patterns (Santoso et al., 2020).

Studying in South Korea, which is famous for Korean dramas and K-Pop artists/actors, has even been worldwide not only by the players but also by South Korean food and culture, which indirectly penetrates the knowledge of fans worldwide, including Indonesia. The South Korean government lacks culinary literacy programs for travelers and even people outside the country. However, they have subtly managed to insert a variety of cultures and foods that some of the world's people who are fans of Korean dramas and K-Pop are familiar with food terms such as bossam, gimbap, ramyeon, and others. It is one indicator of the success of the South Korean government in introducing and promoting its culture and cuisine to people outside the country.

Through the content played by K-Pop and Korean drama artists/actors subtly inserting local food, for example when the eating scene in Korean dramas highlights the food, the delicious expressions of the players, and the mention of the name of the food; as a result, their fans will become acquainted with Korean cuisine. They raised Korean cuisine, one of which was through storytelling, music, and film content. Not to mention, South Korea is also famous for its 'mukbang' or significant meal content, which its content creators mainly serve on YouTube.

The same method can be used as a model to introduce digital skills to people in Indonesia. Thus, now income reform for the people of Indonesia can also be obtained from their efforts to maximize the role of ICT by wrapping creativity through content that is not only beneficial for their existence but also invites opportunities for new sources of income and skill development in the digital world.

At first glance about YouTube, it is familiar with the term 'monetization, an excellent start to bring AdSense and advertisers into every content creators create. Sufficient consistency in the contribution of content on the YouTube platform will have the opportunity to penetrate the initial requirements for obtaining 'monetization,' which is to have a minimum of 1000 Subscribers and 42,000 watch hours.

Various types of content now appear on YouTube users' timelines, one of which is OMETV. During the OMETV pandemic, there are more and more new and old content creators trying it out. One famous for its OMETV content is Fiki Naki, while content creators from artists/actors also try this OMETV content, such as Anya Geraldine, Raffi Ahmad, and Baim Wong.

Table 1
OMETV Content on YouTube from Artists/Actors

Account name	Estimated Income/month	Use of social media platforms	Content upload category
Baim Paula	IDR 830 million – IDR 13.29 billion	YoTube, Instagram, TikTok,	OMETV, Vlog, Social Experiment
Rans Entertainment	IDR 679 million – IDR 10.87 billion	YouTube, Instagram, TikTok	OMETV, Vlog, Social Activity
Anya Geraldine	IDR 198 million	YouTube, Instagram, TikTok	OMETV, vlog

OMETV is a live chat platform that offers secure data privacy so that anyone can have random conversations with people from all over the world. Generally, the use of OMETV is used as a fulfillment of entertainment preferences for digital application users; various characters of people are found on OMETV ranging from conversations about information in other countries, humor, prank content, to finding a mate can also be done through OMETV as long as there is mutual trust between the two users and interconnected OMETV.

It should be noted that OMETV users cannot generate income directly from OMETV; this activity on OMETV can be used as content to be uploaded on other media platforms as a 3rd party that can provide income opportunities for content creators. YouTube has become the target of social media to upload OMETV content that content creators have done. The ease of managing AdSense through advertisers in the middle of inserting YouTube video content is quite profitable. Plus, there is no need to go into too much detail in terms of editing for the type of content taken from OMETV, at least adjusting the maximum duration of 30 minutes so that it is not too dull for video viewers. On the other hand, there is still TikTok. Who would have thought, TikTok is now the ideal reference for content creators who are relatable to their users. Various content segmentations can be selected and adjusted according to the preferences of content creators. Unlike YouTube, all types of content on TikTok can be edited directly through TikTok. It can also streamline the posting time for content creators on TikTok.

Likewise, like on YouTube, most content creators maximize their income through TikTok by accepting endorsement offers from various brands, from small-scale online shops to large brands. The advertisers' target is generally focused on content creators who have high engagement in views, likes, and followers and are consistent in creating content. It indicates that content creators already have the trust of TikTok users in every content they upload.

On the other hand, TikTok has a more complex feature that users can maximize, especially earning profit. One of the easiest ones is from payout coins or donations from followers. The mandatory requirement to use this feature is to have a minimum standard of 1000 followers. It can later be used for live streaming activities on the TikTok application. Content creators can collect gift stickers given by followers as a sign that followers appreciate live streaming content. Some of the explanations above are pretty tempting for the public to directly experience the reform of technology-based income sources only through social media platforms that can be accessed anywhere, free of reach, and profitable

from the aspect of networking between parties, both followers and advertisers. However, technical efforts from the community are also needed to move towards a technologically capable digital society. Technically, the public can refer to several content creators who have already started digital activities on TikTok, as well as OMETV uploads on the YouTube channel of several content creators as below.

METHOD

The qualitative research model focuses on content analysis using the approach of (Philip Marying, 2019). The primary communication media and data sources are TikTok and YouTube, with the OMETV content category. Researchers carried out several stages to conduct content analysis, namely: 1) Grouping several content-creator accounts relevant to the performance and categories of different types of content according to the research unit; 2) Download content on TikTok and OMETV Content via YouTube, in the form of videos and analyze the images and videos; 3) Account collection is carried out by looking at the number of followers/subscribers, engagement in the form of likes, comments, views, and shares, as well as viewing posts referring to opinion formation, communication development, community participation in the digital industry through content performance; 4) Analyze the caption or description of the uploaded video; 5) Classifying analysis seen from several components, such as captions in the form of persuasive writing and videos in the form of practical analysis of video content as the characteristics of each content creator.

The implementation of the research method uses content analysis on TikTok accounts and OMETV uploads on YouTube to see how far content creators are involved in the development of digital society in the era of society 5.0 as a space for creativity and their source of income seen from the level of engagement that exists between these social media users.

Table 2
Grouping of TikTok Content Creators

	TikTok Account Name	Category Content Type	Number of Followers	Total View	Average Post/ month	Average Comme nt/ Post
1	@buiramira	Online lecturer	654.3 thousand++	9.9 million++	36	562
2	@basyasman00	Da'wah	3.4 million++	161.6 million++	90	1,251
3	@aqilasheila	Women in Tech	176.2 thousand++	3.7 million++	36	10
4	@mahasiswagendut2	Filter	2.5 million++	53.3 million++	60	220
5	@okyarisandireal	Photography	353.4 thousand++	8.1 million++	18	644
6	@arrofiramadhan	Project Interior	1 million++	11.4 million++	75	155
7	@Sofyansap	Photo Pose	1.3 million++	14.8 million++	10	1,310
8	@inggrism	English	297.5	2.1	36	12

	thousand++	million++

Data Source: Analysis.io and respective TikTok accounts

The table above shows that the popularity of professional content is still needed by users with the characteristics of *digital literacy* and being *well educated.*

Table 3
Grouping of OMETV Content Creators

No	Account Name	Category Content Type	Number of Subscribers	Total View	Total Upload (Video)	
1	Fiki Naki	Sharing	4.24 million++	272.8 million++	94	June 8, 2019
2	Billman	Sharing	22.4 thousand ++	2.1 million++	55	May 25, 2016
3	Engkol TV	Prank	244 thousand ++	11 million++	43	January 3, 2020
5	Rive Project	Musik	222 thousand++	14 million++	36	February 6, 2016

Content Performance of content creators on OMETV and TikTok

Tables 2 and 3 are search results from TikTok accounts and OMETV uploads from several popular content creators on YouTube, seeing all uploaded results from each user account. Then selected one by one from each uploaded content in the form of videos. All selected accounts have been verified (blue ticks), which means they are validated, and the minimum requirements for AdSense and advertiser offers have been met. These accounts have taken advantage of all the features of social media that they have chosen as one of their sources of income in the digital realm.

Thus, we get five OMETV content creators through YouTube and 10 TikTok content creators along with relevant content according to the criteria in question, namely in the form of content packaging seen from the content as a characteristic of the segmentation of each content creator to earn income through the media platform used.

TikTok Content Analytics as a source of income

Various characters are shown in each of TikTok's content creators. There are many digital features that content creators can use to maximize the performance of their content. One of the interesting findings is on the TikTok account @buiramira, a Lecturer in Communication Studies at Padjadjaran University. Academics also use TikTok as a valuable learning space, especially for its content targets, namely students who are mostly millennials and are familiar with social media. It does not just stop at TikTok, and even Mrs. Ira is now exploring the YouTube platform to expand the reach of the knowledge she provides.

Until now, her YouTube has even reached 47.1 thousand subscribers just by promoting awareness through TikTok and other personal social media. It is undeniable that

now Mrs. Ira's income can be increased from AdSense and advertisers on her YouTube. Not to mention the coins payout facility every time Mrs. Ira goes live on TikTok.

Although as a lecturer, Mrs. Ira has a steady income only by relying on her main job at the University. However, it is undeniable that from every show on YouTube and her life, Mrs. Ira also has the opportunity to get other income from advertisers. It can be seen in Figure 1 and Figure 2 on the side.

Figure 1
Buiramira Official YouTube Content

Figure 2
**TikTok Content of @buiramira**
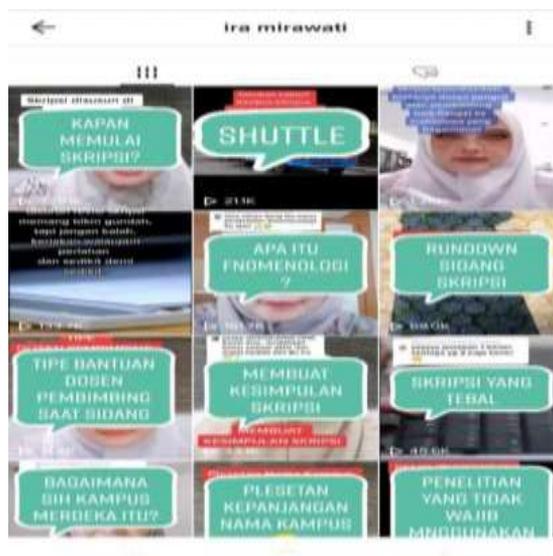
Figure 1 shows the performance of the video content uploaded to the TikTok account according to the needs of the target recipients, namely students, so this invites

engagement in the form of likes, comments, and views. Several times, there are requests to discuss LAN problems among students from the lecturer's point of view.

Meanwhile, Figure 2, proves that there are advertisers who enter the video content on YouTube. It increases the opportunity for sources of income through her digital activities by utilizing the features she manages.

Another type of content category is found on the TikTok account @basyasman00. He is a da'wah content creator and one of the most popular among TikTok users because if you choose a segmentation around Da'wah, you will often find @basyasman00 on 'For Your Page.' As a result of his excellent content performance in terms of engagement, he can now enjoy various collaboration offers with various brands that endorse it. It can be seen from Figure 3.

Figure 3
Video content on the TikTok account @basyasman00

@basyasman00 conveys product information directly in audio-visual format. Without eliminating the characteristics of the content, he carried out endorsement activities with the *santri,* who were none other than his friends at the mosque. It is what invites good engagement through the comments column asking about his fellow students.

Without realizing it, this is also an indicator of the success of its content in the eyes of brands that invite collaboration, because product insertion in the content does not reduce the level of engagement. It is still included in the recommendation 'for your page,' and some even share the content. It increases the opportunity for content distribution, which can be used as a portfolio for different brand collaboration offerings in the future. Uploading content on TikTok can also attract opportunities to get jobs that match the competencies possessed by content creators. It is evidenced by the owner of the TikTok account @aqilasheila. She is a representative of the women in the tech content category. The type of content that she creates is by taking advantage of all the features on TikTok, even though, she is also total by editing outside of the video editing features on TikTok, she uses video audio with different music backgrounds in every content she uploads. It can be seen in Figure 4.

Figure 4
Contents of the TikTok account @aqilasheila

With her creativity, she displays a video explaining tips and tricks for implementing ICT to make daily work more accessible, from explaining creative PowerPoint templates to tips on getting a job on Linkedin. With what she displays on TikTok, she has also led her to her dream job as a social media specialist (TikTok Content Creator) at a start-up company in Indonesia. It shows that the technology base in the current era is not only an opportunity for direct income through social media but also as an introduction to getting a source of income from permanent work in companies, especially in fields that do require technological skills and competency. There are also many endorsements offers for TikTok content creators, from small online shops to big brands—no need for grandiose endorsement concepts. Content creators are even free to express themselves according to the character and characteristics of their content, even though, it looks simple. As in figure 5.

Figure 5
Content of the TikTok account @mahasiswagendut2
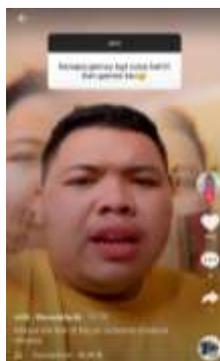
Renald Fadli, the owner of the TikTok account @mahasiswagendut2, also directs his TikTok users to check Bio related to skincare offers that he gets through e-commerce Shopee. With one of the flagship stickers that he often makes on Instagram, he re-applies it to TikTok videos as his endorsement video concept.

It can be seen in the caption that he directly wrote, "The point is to click the link in the bio before checking out Shopee." It is simple, he did it because his engagement is quite good. It can be seen that the videos he uploads are often recommended 'for your page' and mentioned by fans in the video comments. In addition, he also often promotes his

Instagram. He uses the offer of various Instagram story filters that are free to use by his users. It is also an opportunity for Instagram to get engagement as another source of income, primarily through Instagram.

Figure 6
Video content of @mahasiswagendut2 to connect to his Instagram

In addition to personal purposes, the community can also use social media as part of technological proficiency to gain existence and a source of income. The content creators @okyarisandireal, @arrofiramadhan, and @inggrism are some representations of some communities that have an 'interest' in their respective fields. As seen in Figure 7.

Figure 7
TikTok video content @okyarisandireal

@okyarisandireal is an active photographer who likes to take pictures of social activities, especially in rural areas. All of his works are mostly uploaded on Instagram, but as a media awareness, he still uses his TikTok. Photographers are part of a community that some people often favor. Through the photos he uploads, he can provide his income for Oky. With TikTok, there is also a lot of video content that is recommended for 'for your page' so that it brings new followers to Instagram. That way, you can add new engagement entrants who can widen the opportunity for attractive offers from advertisers who want to work with them through Photography.

Analysis of OMETV Content Uploads on YouTube

YouTube has long been the choice because of its monetization in AdSense, which is quite profitable for content creators. Until now, there are many choices of content categories that can be selected according to audience segmentation, one of which is OMETV content. In terms of the complexity of the content format, it is not too difficult for anyone who wants

to try this OMETV content upload. It is enough to do random live videos with various groups from all over the world, carry out conversations according to the direction of the desired content. It will undoubtedly refer to the preferences of each OMETV user as a content creator. The challenge that these OMETV content creators must face is the need for permission from the party they invite live on OMETV for its availability to broadcast on their YouTube account. Like what Fiki Naki did in Figure 8.

Figure 8
Upload content of Fiki Naki live video OMETV (YouTube)

Fiki Naki is a popular content creator famous for his OMETV video content. The majority of the content he creates contains sharing between his acquaintances in various countries. In this way, Fiki Naki can inspire others to do the same; by connecting from various circles worldwide, Indonesian can easily contribute to introducing Indonesian culture and customs directly and personally.

The diverse responses from live partners on OMETV are what later became a concern for subscribers on YouTube. Fiki Naki's multi-lingual ability makes his subscribers interested and invites much engagement for every upload of his OMETV content.

One of the advantages that can be utilized from this OMETV content is the collaboration between parties, namely live partners on OMETV and content creators, in making endorsement scenarios or advertisements that are subtle and can attract sympathizers of subscribers. As was viral some time ago between Fiki Naki and Dayana, content creators from Kazakhstan, where both of them are connected via OMETV and plan to create an endorsement scenario from a shipping service, namely shipper, so as not to seem setting and hard-selling, the scenario is made as if as if Fiki Naki sent a gift to Dayana by embedding the name 'shipper' on the parcel. The hope is that after the goods arrive, Dayana will immediately post stories and make headlines for the shipping service 'shipper' who helps send the gifts. However, unfortunately, it did not go according to plan because Dayana's management refused to post stories. Then, the collaboration was canceled, and the scenario from Fiki Naki's management was revealed. It was what later became viral and was widely discussed in various media portals. It looks like it is not wearing, but YouTube monetization continues; precisely with this incident, Fiki Naki's subscribers are increasing as well as the total views on Fiki Naki's OMETV video content posts.

Reported from data (Nox Influencer, 2021), Fiki Naki is estimated to have pocketed a monthly income of IDR 143.45 million to IDR 502.13 million, calculated based on Cost per Mille or CPM. CPM is the price per 1,000 views. While the CPM obtained by Fiki Naki's YouTube channel is IDR 11-38.5 thousand.

A strategy in good packaging communication must also accompany digital skills. Moreover, what we are targeting is active audiences who have different preferences for using media. Nevertheless, at least, by speaking digitally, people can find, evaluate, utilize, and communicate information based on trends that can attract audience sympathizers.

Besides Fiki Naki, there are still many newcomers trending in OMETV live streaming content, as shown in figure 9 below.

Figure 9
Billman's OMETV content on YouTube

The hallmark of OMETV content on Billman's YouTube account is that it contains live streaming activities with women from several countries. Not far from the concept of Fiki Naki's YouTube account, Billman also invited his life partners on his OMETV to talk about the culture and preferences of foreign people, especially him as a representation of Indonesian men. He has targeted many women from several countries such as Korea, Israel, the Philippines, Russia, Thailand, and others.

Thumbnails on content that seem 'tempting' are also a favorite attraction for the women he invites live streaming, such as "Koreans are OK too," "Thai girls are calm," "He likes Indonesian guys," and others. The content is conditional on the message of respecting the female figure, without any element of bringing down or demeaning women in various countries whom he invites to live stream on OMETV.

In addition to sharing activities, OMETV users can also perform other content activities as a characteristic. As in Figure 10.

Suryadi, Dessy Kushardiyanti, Reza Gusmanti
Challenges Of Community Empowerment In The Era Of Industrial Society 5.0

171

Figure 10
Uploaded by OMETV @Rive Project on YouTube

The Rive Project YouTube account also gains income from the OMETV activities that he uploads on his YouTube. The difference is that he utilizes his musical abilities in every OMETV content created with his life partners from various countries. Who would have thought he could attract the attention of 221 thousand subscribers from 2 aspects of the content point of view, namely from the musical skills and expressions of his live streaming partners on OMETV.

Some of the technical references above are good prospects for a digital society with a technology base that is quite simple to implement. What can be underlined from some of the performance of the content above with the help of tools on social media TikTok and OMETV, is the consistency in uploading content and trends that can attract the attention of subscribers.

Technically, content management, as long as social media accounts can achieve monetization standards to attract advertisers, content performance in the form of engagement will continue. Content creators are pretty focused on disseminating content created by synchronization with other existing social media. In addition, joining a community that is similar to the content category you are interested in can also help in expanding the reach of content in the community according to segmentation, such as content type photography, interior projects, English, and others.

DISCUSSION

Era Society 5.0 based on E-community

Society 5.0 offers a human-centered society that balances economic progress with social problem-solving through a system that strongly connects the virtual and the real world. Indeed, the concepts of industrial revolution 4.0 and society 5.0 do not have much difference, namely, industrial revolution 4.0 uses artificial intelligence while society 5.0 focuses on the human component. The concept of society 5.0 is an innovation from society 1.0 to society 4.0 in the history of human civilization. Starting from society 1.0, humans were still in the era of hunting and recognizing writing. In society 2.0, it was agriculture where

humans had started to know to farm. Then, society 3.0 entered the industrial era, namely when humans started using machines to support daily activities. After that, society 4.0 appeared that we experience today, namely humans who are familiar with computers and the internet as well as its application in life.

If society 4.0 allows us to access and share information on the internet, then, Society 5.0 is an era where all technology is part of humans themselves. The Internet is not only for information but also for living life. Thus, technological developments can minimize the gap in humans and economic problems in the future. It sounds very utopian, especially since Indonesia is a developing country, which can even be said to be only a handful of people who know the industrial revolution 4.0 or society 5.0. Only academic circles are literate about the progress of their times, business people who do have an interest in the sustainability of their business, as well as public policy-makers who pay attention. Educational institutions that are categorized as superior in Indonesia have not yet implemented the industrial 4.0 and Society 5.0 system. Starting from the education system, the way educators and educated people interact, as well as fertilizing the paradigm of modern thinking. Meanwhile, communities and organizations independently discuss the industrial revolution 4.0 and society 5.0. Hence, they are only sufficient for personal consumption due to limited power. In this case, the industrial system 4.0 towards society 5.0 requires good preparation from individuals, academics, and things that affect society. Especially, in the field of education, which has an important role in it (Puspita et al., 2020).

With the improvement of policies that have developed based on the demands of the times, Society 5.0 has become an idea that explains the revolution in people's lives with the development of the industrial revolution 4.0. The concept to be presented is how the revolution in society that utilizes technology also considers human and humanities aspects. This society is called the super-smart society that utilizes technology to make life easier so that various future services can accommodate the needs of the community (Sabri, 2019). Furthermore, (Faulinda & Aghni Rizqi Ni'mal, 2020) also stated that Society 5.0, which was initiated by the Japanese government, was not only limited to manufacturing factors but also solved social problems with the help of the integration of physical and virtual spaces (P. O. SKobelev & Borovik, 2017). Society 5.0 has the concept of big data technology collected by the Internet of Things (IoT) (Hayashi) converted by Artificial Intelligence (AI) into something that can help the community so that life becomes better (Özdemir & Hekim, 2018; Rokhmah & Saputra, 2019). Society 5.0 will have an impact on all aspects of life from health, urban planning, transportation, agriculture, industry, and education.

Based on the description above, it can be concluded that the society 5.0 revolution is more focused on humans who have a paradigm of thinking more critically, through the concept of society 5.0, people's lives are expected to be more comfortable and sustainable (Faulinda & Aghni Rizqi Ni'mal, 2020). Thus, Society 5.0 is better known as a concept of a human-centered and technology-based society.

Challenges of Community Development in the Era of Society 5.0

If you look back at the development of society 4.0, which is characterized by the information society and the development of computers and the internet of information, and communication technology, the world is currently welcoming the era of society 5.0. In the era of society 5.0, human civilization concerning on technology, trying to bring back real civilization in the development of human-centered technology-based, as stated by Prime

Minister Shinzo Abe at the World Economic Forum (WEF) held in Davos, Switzerland on January 23, 2019 (Santoso et al., 2020). While having unfinished to the 4.0 industrial revolution era, Indonesia was surprised by a new concept, namely society 5.0.

Society 5.0 can achieve in parallel with the development in life as well as provide solutions to social problems. Therefore, Society 5.0, although based on technological progress, is focused and centered on improving humans themselves. The principle in Society 5.0 is that anyone can enjoy a high-quality life and a prosperous life.

In the era of Society 5.0, it becomes a new challenge for all elements of society, especially Gen Y, Z, Alpha, millennials, and the younger generation who are very familiar with the technology. Life in the virtual world has now become an inseparable part of every human being. Through the virtual world, it is very easy for humans to be able to connect quickly and easily, even the virtual world can always change people's mindsets with various types of social media, such as the presence of various social media applications i.e, TikTok and YouTube (Hidayat & Andarini, 2020). With Society 5.0, humans are taught to be able to integrate life between the virtual and the real world well so that there will be harmony which has an impact on increasing the quality of human life. The presence of society 5.0 as a technology-based human-centered concept of society requires humans to have a paradigm of a more critical, creative way of thinking, and to balance development and problem-solving skills. Thus, it needs the adaptation of the community capacity-building process to the era of society 5.0. It can be overcome by increasing the capacity and ability of the community. One strategy to accelerate society adapting to the progress and development of the world to face global competition is to accelerate development through community empowerment efforts in various fields of life through the implementation of appropriate technology (Alfi, 2020; Okid Parama Astirin, 2015).

The development of technology is rapid. It is necessary to have digital skills. If it is used optimally, then, it is believed to be able to increase people's income, provide added value for products, improve quality, and assist in realizing a creative and innovative society. Implementation is seen as a strategy to optimize the utilization of all aspects of local resources (natural, human, technological, and social) in a sustainable manner capable of providing added value to improve people's welfare, and in turn, will contribute to increasing the nation's competitiveness. Technically, this digital prowess can have a significant impact on users. In the process of technology transfer, it is often found that there is a fairly large gap between technology providers and the community as technology recipients. Advances in information technology have changed the perspective and lifestyle of people in carrying out their activities. However, development has not been matched by an increase in human resources that will determine future success and prosperity. Thus, it is very necessary to be able to use technology. Technology has become an irreplaceable necessity.

HootSuit and We Are Social reports stated that the number of internet users in Indonesia currently has reached 202.6 million people or 73.7 percent of the total population of 274.9 million in 2021. The proportion of internet access devices ownership among users in Indonesia in 2021 in the age range of 16-64 years by 98.3 percent. If this device is used properly, all kinds of information can be obtained (Febriyani, 2021). Everyone can learn from the internet without having to take formal classes. If we put aside the negative things of the internet and take more positive benefits, it can be used as an understanding, then Indonesia's digital landscape will affect the development of the digital economy in the future. Digital transformation has made education develop into e-learning, the world of

entertainment has gained more space, e-commerce has skyrocketed, telemedicine has become increasingly popular, digital interactions have become more widespread, digital bureaucracies have become more established, the use of identity has become more intensive, and creative industry players can continue to grow by utilizing good digital skills. To balance the development of digital transformation, everyone's competence to understand digitalization from all sides so that they can collaborate, solve problems, foster creativity, and innovation is very much needed. Digital skills that must be possessed in the era of society 5.0 are in the form of digital marketing and online transactions, skills in managing information, skills in using social media, in the use of learning technology, skills in mastering data, and the ability to share digital skills in the social environment.

Furthermore, when technology has co-existed with humans in addition to digital skills becoming an adaptation in the lives of the wider community. In the current condition of society, especially in Indonesia, people who are inhabited across a very wide archipelago become a challenge in itself to keep up with community developments in the Society era of 5.0. It is in line with the formulation that has been agreed by 190 countries with the adoption of the SDGs. There are future challenges that become the main focus of sustainable development, including the readiness of the community as the main actor in developing human resources (HR). A quality society is very much needed in the era of Society 5.0 with conditions of abundant data accumulation, which can affect the difficulty of obtaining accurate and actual data.

The difficulty of finding accurate news makes it easy for false information to appear or known as hoaxes. The emergence of these hoaxes can be reduced by sorting out news from reliable and factual sources, especially in the world that is increasingly merging between the virtual and the real world become vital to have a high critical thinking power so that the education and training program is needed to prepare and develop the quality of society based on social and digital transformation. According to Tilaar (1998), there are three demands on society in the digitalization era, namely: a superior society, a society that continues to learn, and a society that has indigenous values. The fulfillment of these three demands can be achieved through the development of the community itself. In its development efforts, it should be based on the principle of improving the quality and ability of the community to work to achieve the order of community life; (1) improving competence conceptually and technically; (2) increasing work productivity; (3) improving efficiency and effectiveness; (4) improving work status and career; (5) improving critical thinking skills; (6) improving moral-ethical; and (7) improving welfare.

Based on the narrative of Hasibuan (2007: 72-73), there are two types of community development, namely formal and informal. First, the people who are gathered in groups of educational institutions assigned to attend education or training, both those carried out by the institution and the target training institution because of the demands of current and future tasks that are designed in the curriculum. Thus, can arise a competent community with the empirical and predictive needs for the existence and sustainability of the institution. Second, informal development, namely the development of the quality of the community individually based on their awareness and desire to improve their quality related to their duties. Many ways can be done to improve their abilities but they require strong intrinsic motivation and the ability to access information sources as learning resources.

In adapting to the era of society 5.0, the focus of the community should not only be on increasing the ability to prepare people for change but further ahead is the ability to

prepare innovators for change (Epon Ningrum: 2015). People who have these abilities become strategic assets in realizing their role as agents of innovation and changes in society. In addition, they can produce people who have competitive, critical, and selective power so that they can show an independent and adaptive identity in welcoming the era of society 5.0. Therefore, humans are required to more quickly produce solutions to meet their needs. It has an impact on humans to continue to explore information, as well as create an innovation to support their survival. Therefore, it can be concluded that humans in this era must behave and think forward and follow the pattern of the times but do not forget about identity. Openness to innovation in Society 5.0 will trigger the community to be forward-looking which breaks the existing sense of stagnation.

CONCLUSION

This study reveals that social changes in society along with the speed of technological innovation in the digital-based industrial era 4.0 have resulted in a shift in the pattern of economic orientation. The era of society 5.0 also resulted in the definition of community not being limited only by geographical similarities. The shift in society along with the intervention of digital-based technological innovation has an impact on a more dynamic pattern of economic orientation and creates a lot of productive creativity, especially among millennials. The disruptive era makes it a necessity to reap profits through digital channels that are easily accessed by all people in any part of the world. Through digital media, such as TikTok, OMETV, YouTube, Facebook, etc. Content creators can provide shows that many viewers are interested in. Jobs, professions, and skills such as playing music, singing, polyglot, etc., which previously had to be displayed in front of the stage directly or through television screens, now, it can be done only in the studio room, broadcast by various digital technology-based channels, and can be viewed on mobile phones by the public, viewers around the world. The reward for those who like, be entertained, and enjoy the show is not a sum of money but simply by clicking "subscribe" and followed by clicking "like". Then, the income will be received by content creators in return.

The shift in the pattern of interest and expertise in the field of digital technology needed in the disruptive era nowadays is a challenge for resource development in society. This opportunity must be immediately answered by Community Education in the form of informal and non-formal education, as well as training that is needed by millennials. Adaptive skills in the digital era are a central issue for designing curriculum designs that are compatible, no longer with conventional patterns, which are all rigid and not dynamic to rapid social change.

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