

# DIGITAL MARKETING IN THE ERA OF SOCIETY 5.0 BY APPLYING DESIGN THINKING

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## ABSTRACT

***Digital Marketing In the Era of Society 5.0 by Applying Design Thinking.*** In the 4.0 Industrial Revolution, computers are made to be interconnected and able to communicate with each other so that they are able to make decisions without human involvement. In 2019, Society 5.0 appeared which was first inaugurated by Shinzo Abe. The concept of Society 5.0 is not a rival to technological progress, but rather to balance the role of humans with the existence of digital technology that has been created. At the end of 2019, the world was again shocked by the Covid-19 outbreak. Humans are at war with an invisible enemy. This writing aims to find out what is needed by society today and the methods used so that these needs can be met. This can be used as consideration for entrepreneurs in developing their business or for new entrepreneurs in looking for business ideas. Writing in this study uses a descriptive method with a qualitative approach. If we think from a different perspective, what society really needs today besides basic needs is "self-healing". Therefore it takes a calm, quiet and reassuring atmosphere to recover from difficult times. Workers who lost their jobs due to the impact of the closure from the weakening of the tourism sector, switched professions to become entrepreneurs. It takes new strategies and thinking to survive. Able to see sectors that have never been glimpsed into something that can be processed for survival. The problem of regeneration and development of agricultural human resources is a serious issue to be studied.

**Keywords:** Digital Marketing, Society5.0, Design Thinking, Self Healing, Agricultural.

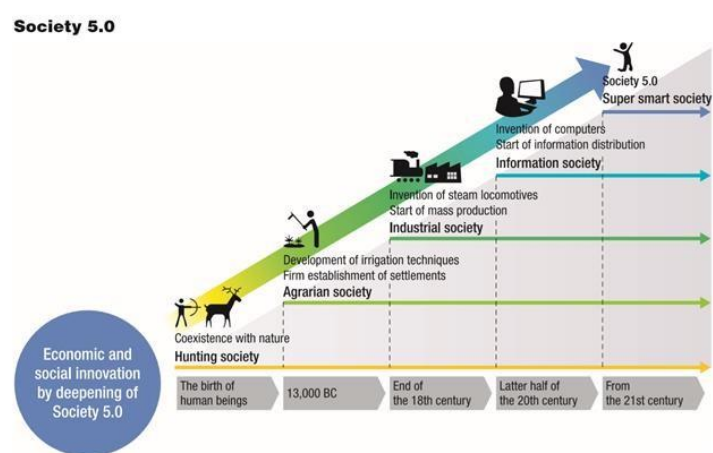
## FOREWORD

The world is slowly adapting to various changes that occur due to the arrival of digital technology in the 4.0 Industrial Revolution. The concept of the 4.0 Industrial Revolution was first introduced by Professor Klaus Schwab, a well-known economist from Germany and the initiator of the World Economic Forum (WEF). The 4.0 Industrial Revolution is marked by big data, the Internet of Things (IoT), cloud systems, robotics to Artificial Intelligence (AI). However, if we look back, the computer itself has existed since the 3rd generation of the industrial revolution. Computers are considered as something that is able to bring various conveniences and new opportunities. In this 4th generation Industrial Revolution Era, computers are made to be interconnected and able to communicate with each other so that they are able to make decisions without human involvement. In fact, change is something that is eternal that we still have to face. If we look at this change from the positive side, we will see that there will be many new opportunities to achieve a better future. As stated by (Kasali, 2017), that Disruption is an innovation. Innovations that will replace all old ways into new ways, replace old players with new players, replacing old physical technology with digital technology that produce something completely new that is more efficient and more useful. For this reason, humans as resources must always try to improve and develop their abilities.

With the passage of time, the technology made is growing. As if to answer all doubts about the existence of digital technology, in 2019, precisely on January 21, the term Society 5.0 appeared which was first inaugurated by Shinzo Abe (former Prime Minister of Japan). The concept of

Society 5.0 is not a rival to technological progress, but rather to balance the role of humans with the existence of digital technology that has been created. With this concept, it allows humans to take advantage of various digital-based technologies such as robots, AI, IoT to assist human activities with the aim that all people can live comfortably and enjoy life to the fullest. In the article (Sampoerna, 2022), there is an explanation of the stages by stages of people's lives. In society 1.0 there are people who hunt and gather in coexistence in harmony with nature. Society 2.0 began to form groups based on agricultural cultivation, organizational improvement and nation building. Society 3.0 is a society that encourages industrialization through the industrial revolution, which allows mass production. Then society 4.0 which realizes increased added value by connecting intangible assets as an information network. In society 5.0, it is an informational society built on society 4.0 which aims to realize equality and the welfare of people in the world.

Figure 1  
Society Transformation



However, at the end of 2019, the world was again shocked by the Covid-19 outbreak. Humans are at war with an invisible enemy. A virus that spreads rapidly to claim the lives of millions of people regardless of anyone, anywhere, anytime. In the article (Wulan Nugrahani, 2022) it is stated that in the world, there are 509,596,776 cases, 6,243,270 deaths, 462,470,409 recoveries and 40,883,097 active cases (data dated April 25, 2022 at 14.00 WIB). The sudden loss of family members, experiencing a period of isolation, to the feeling of being afraid to meet other people is a deep trauma for some people. The worsening economic situation adds to the dark side of the Covid-19 phenomenon. This is also true in the Bali region, which is dependent on the tourism sector. The closure of entry access for tourists is the closure of the tourist site itself. This has resulted in the cessation of various types of businesses, such as providing accommodation, the service industry, food and beverages to transportation, which have an impact on the workforce. Many employees are laid off and even laid off due to the cessation of company or business activities where they work. But on the other hand, we must minimize, all outdoor activities. Many activities are then carried out from home such as work, study, play and shopping for necessities.

If you look at the history related to the economy, in fact Bali has often been tested with various major events such as the Economic Crisis (1998), Bali Bombing I (2002), Bali Bombing II (2005) and the eruption of Mount Agung (2017). All of these events occurred towards the end of the year, so the economy in that year was not corrected much. However, the impact was only felt in the following year. The COVID-19 pandemic has a different impact in each municipality/district. Those who have felt the most impact from COVID-19 are areas where the majority of their activities are tourism, such as the cities of Denpasar, Badung and Gianyar. The National Economic Recovery Policy (PEN) since mid-2020 is very meaningful for Bali, as it can help the affected communities to survive while trying to bounce back. The amount of funds under the PEN framework that flowed in 2020 reached around Rp 6.14 trillion which included: social protection, health, business, cash-intensive work, MSMEs including the distribution of tourism grants for hotels and restaurants in Bali which reached Rp 1.18 trillion. (Ulum, 2021). Based on the explanation above, this study aims to find out what is needed by the community today and the methods used so that these needs can be met. This can be used as consideration for entrepreneurs in developing their business or for new entrepreneurs in looking for business ideas.

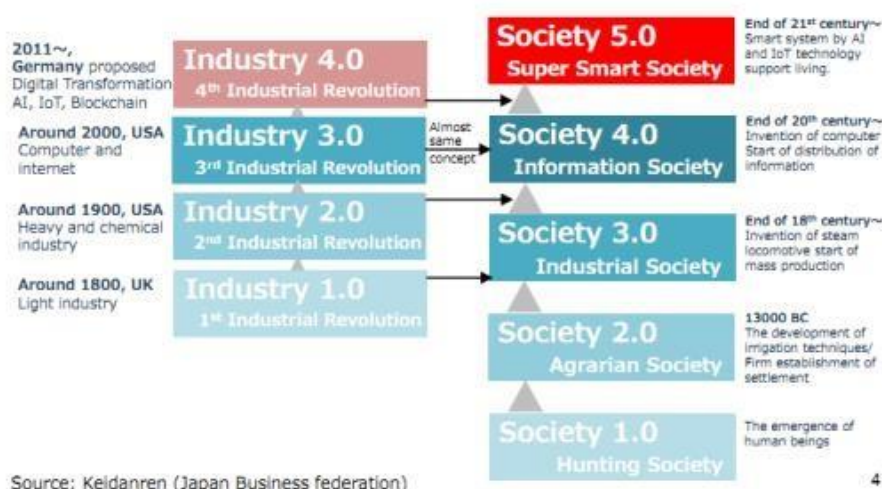
## LITERATURE REVIEW

### Society 5.0

Society 5.0 is a concept that defines that technology and humans will coexist in order to improve the quality of human life in a sustainable manner. Economic growth and technological development are the main goals, and not for the prosperity of a select few (Sampoerna, 2022). In line with this (Hasibuan, 2020) also said that society 5.0 is a concept of community technology that is human-centered and collaborates with technology (AI and IoT) to solve social problems that are integrated in virtual and real world spaces.

In the era of the 4.0 Industrial Revolution, people will access cloud services (databases) in cyberspace via the internet and search, retrieve, and analyze information or data. In the era of society 5.0, a large amount of information from sensors in physical space will accumulate in cyberspace. In cyberspace, this big data will be analyzed by artificial intelligence (AI) and the results of the analysis will be returned to humans in physical space in various forms.

Figure 2  
Correlation Between Society 5.0 and  
4.0 Industrial Revolution Concepts



Based on the picture above, it can be seen the relationship and correlation between 4.0 industry and Society 5.0 where the concentration of 4.0 industry and society 5.0 have in common, namely focusing on technology developed digitally and utilizing Artificial Intelligence, Internet of Things and Big data for transaction processing and information dissemination, as well as Blockchain as a security system. What distinguishes it is the orientation of the concept of 4.0 industry with society 5.0 where for the 4.0 industrial revolution it focuses on optimizing technology and information systems for the purposes of productivity and business processes, while the concept of society 5.0 on optimizing technology is developed for human needs (Setiawan, Dimas : Lenawati, 2020).

Society 5.0 is a solution to the 4.0 Industrial Revolution which in this era will use a lot of advanced technology that will reduce the amount of work done by human labor. Meanwhile, Society 5.0 is expected to create new technology in advanced technology so that it is expected to reduce social inequality. People do not only use technology but think more critically and deeply (Pristiwi, 2021) The main component in Society 5.0 is humans who are able to create new value through technological developments, this requires the younger generation to improve digital skills such as Creativity, Critical Thinking, Communication and Collaboration. It takes the ability to think critically, to reason, to be communicative, to be collaborative and to have problem solving (Mariska, 2022)

### ***Digital Marketing***

Marketing is an attempt to introduce products to consumers or the public. Marketing is an activity to build a brand or reputation. These efforts are carried out with several activities ranging from promotion, distribution, sales to product development strategies. Marketing plays a big role in the development of a business. Digital Marketing is an effort to promote a brand using digital media that can reach consumers in a timely, personal and relevant manner (Teknologi, 2021) Digital marketing is the use of digital technology to create targeted and measurable communication relationships that can help and retain customers and build a better network of cooperation with customers, suppliers, investors related to brands, products and business progress (J, Royle & Laing, 2014). Digital Marketing opens opportunities for business people to collaborate so that they gain business benefits by promoting products or services (Purkayastha, A., & Sharma, 2016). Digital marketing is the marketing of products or services using internet- based digital channels to reach wider consumers (Maria et al., 2021)

The role of Digital marketing in this technological era greatly affects aspects of people's lives. In this era, all sectors of people's lives have used technology, all fields must work together to complement each other in order to realize good economic stability (Kelana, 2022) Digital marketing strategy is not only about adding digital innovation to a business, but rather about rethinking the way businesses do effective marketing in the digital era. This is the basis of a successful strategy for conducting business development. Digital marketing strategies include: Implementing Search Engine Optimization, using pay-per-click (PPC), Content Marketing, Utilizing Social Media Marketing, and email marketing (Azkiya, 2021)

### ***Design Thinking***

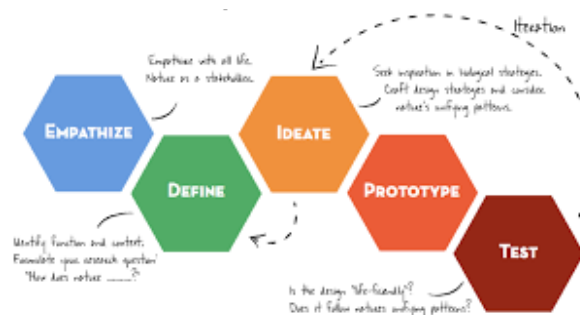
Design Thinking as a creative problem-solving method was first introduced in the early 1980s from academics such as Bryan Lawson, and Nigel Cross who observed how architects solved problems with a different mindset from scientists or workers at that time. And around 1990 Design Thinking began to enter the business world which was initiated and introduced by IDEO founders, namely David Kelley and Tim Brown, with the aim of solving problems by focusing on user needs.

Design Thinking is an iterative process where when trying to understand the user, questioning assumptions and redefining the problem in an effort to identify alternative strategies and solutions that may not be immediately apparent at the initial level of understanding (Ibnu,

2022). The human centered aspect that makes Design Thinking different from other innovation approaches that are centered on technology or competitors. However, it does not mean that design thinking ignores technology or market conditions, it's just that customer satisfaction is placed as the number one priority. Fundamentally, according to Design Thinking expert, Jeanne Liedtka, the main strength of Design Thinking is how its methodology is designed to subtly counter the tendencies of human nature that limit creativity and the innovation process (Nugroho, 2021)

Design Thinking is basically about how to answer as many guesses as possible quickly by observing and paying attention to the wishes of people today. Design thinking is about what is needed as a breakthrough. Design thinking is a method in creative problem solving that focuses on customer/user empathy. This method is usually used to develop new products or services or improve existing products. Empathy is one of the stages in design thinking that demands understanding the user. Design thinking is synonymous with innovation, thinking out of the box, having new breakthroughs. Although there are many meanings, there are four characteristics that will always be encountered in design thinking : solution-based, people-centered, hands-on, highly creative, carried out iterative or iterative. There are five stages in design thinking : empathize, define, ideate, prototype, test. These five stages do not have to be sequential, but can also be carried out non-linearly. (Rose, 2022)

Picture 3  
Five Stages Design Thinking



## METHOD

Writing in this study uses a descriptive method, the approach used is a qualitative approach. Descriptive method is a method that aims to convey or describe a situation or reality that occurs using scientific procedures to answer actual problems (Sugiyono, 2016) This writing is a literature review that aims to describe the phenomenon of the application of Design Thinking in Digital Marketing in the Era of Society 5.0 scientifically based on the results of the existing literature review. The data used is secondary data, namely data obtained from the analysis of existing literature reviews. The data needed in this paper is a literature review on concepts that discuss Digital Marketing, Society 5.0 and Design Thinking.

## RESULTS AND DISCUSSION

The COVID-19 pandemic has had a major impact on people's lives and created pressures that have an impact on changing people's habits and lives with new lifestyles. Various changes have emerged during the pandemic, such as all digital activities such as working from home, virtual meetings, shopping for necessities online, and non-cash transactions that change all people's perspectives. (Ekarina, 2021) said that the new habit has effectively directly increased internet users in Indonesia by 16% or reaching 27 million people between 2020 and 2021. Internet penetration jumped to 73.7% as of January 2021. However, the situation has changed during the pandemic as well. impact on people's mental health and multiple stressors. Starting from fears of contracting covid, losing family members or friends, due to layoffs and experiencing a decrease in income. The results of an online survey entitled Impact of the Covid-19 Pandemic on Mental Health Conditions conducted by SurveyMETER at the end of May 2020 showed that the level of anxiety and depression of the Indonesian population during the pandemic was relatively high, namely 55% experiencing anxiety disorders and 58% experiencing depression. Residents who are prone to experiencing anxiety and depression are women aged 20-30 years and located in areas with high levels of exposure to Covid-19 cases. The category of women aged 20-30 is a group of career women, who are used to actively working outside the home. The existence of government policies in order to suppress the spread of the COVID-19 virus, namely the campaign to work at home, study at home, and worship at home has resulted in separate problems for career women who are also mothers (Sofana, 2021)

Changing habits have a big impact on the role of a woman, especially a mother. Mothers get the biggest burden in doing their jobs in the midst of the Covid 19 pandemic. A mother is required to be smart in dividing her time in doing work, children's affairs, to household matters. Situations like this can make the mother feel exhausted to the point of stress. In theory, according to dr. Ronny Tri Wirasto, Sp.KJ, women are actually better able to control stress than men, this is related to the high estrogen hormone in the body which functions to block the negative effects of stress on the brain. Keeping yourself from stress should also be done by women because stress can affect the woman's mental health. Mentally unhealthy women can cause many negative impacts both on themselves and on others, for example, they are easier to get sick, disturbed child-rearing patterns, disturbed husband-wife relationships, and decreased quality of family relationships (Affairs, 2020)

Globally, there are four main risk factors for depression that have emerged as a result of the Covid-19 pandemic (Thakur and Jain, 2020). The first is the factor of distance and social isolation. The fear of COVID-19 creates serious emotional stress. The sense of isolation caused by social distancing orders has disrupted the lives of many people and affected their mental health. The second is the economic recession. The COVID-19 pandemic has triggered a global economic crisis that is likely to increase the risk of suicide associated with unemployment and economic stress leading to feelings of uncertainty and hopelessness. Third, stress and trauma to health workers. Health care providers are at increased mental health risk during the COVID-19 pandemic. Sources of stress include feelings of fear of being infected, feelings of helplessness, trauma from witnessing

a patient who dies alone. Fourth is stigma and discrimination. At the beginning of the spread of COVID-19 in Indonesia, stigma and discrimination were experienced, especially by health workers. The forms of stigma experienced include people who avoid and close the door when they see nurses, are prohibited from taking public transportation, and some are even threatened with divorce by their husbands or wives (Kompas, 2020)

After more than two years the world slumped with a pandemic that managed to disrupt the order of human life. But behind it all, nature naturally does "healing" on him. Slowly humans began to make peace with the situation. Many new habits become a must in living life. Humans themselves seem to be "made aware" for health reasons. The development of technology that makes humans move quickly to the rhythm of change, causes some relationships to become distant. The relationship between humans and humans, the relationship between humans and nature, especially the relationship between humans and God, has become something that has been replaced by the name "technological sophistication". And when nature speaks, at that time humans will be silent. This pandemic makes us re-experience precious time with family, and how we can see nature so enchanting. (Darma & Rai, 2020) explained that the Covid-19 pandemic had an impact on the environment, which was seen from the decrease in air pollution in several big cities in Indonesia. Even in some international cities, especially cities with dense activity conditions, changes in air conditions are experienced. The nature of tourism is also affected by the decline in travel activities in tourism wherever they are. The cessation of tourism activities makes natural ecosystems able to recover and avoid human exploitation in the tourism industry even though the recovery experienced cannot be felt quickly.

Not only nature, humans also need to heal ourselves, refresh our souls and bodies to "restart" a new order of life in society. The restored nature provides space for us to harmonize life, to be able to enjoy its freshness, beauty and serenity. For this reason, currently what most people need is a space, a place that can provide calm, peace so that we can refocus with ourselves, can restore our enthusiasm to continue walking on the line of life that lies in front of us. The Indonesian Hotel and Restaurant Association (PHRI) predicts that natural or outdoor tourism will become a tourism trend in 2022. This is because of the interest of tourists to get a healthy and healthy travel experience. Tourists are also increasingly happy to make their own travel plans, including booking their own accommodation and tickets through an online travel agency. Companies that can develop today are those that have adapted to the digital era (Chairunnisa, 2021). Today's tourists are known to be active in uploading photos or videos about how he visited an area or tour he visited. This is what makes social media a tourism promotion medium even though the social media users themselves are not aware of it.

The President of the Republic of Indonesia, Joko Widodo, emphasized three things in the development of Bali. First, economic diversification, covering tourism to agriculture. Second, the paradigm and governance of tourism that prioritizes health and safety. Third, Bali tourism is transforming from mass tourism to green tourism and quality tourism. Carrying out social, cultural, and environmental-based tourism, realizing harmony and glorifying nature. Bali's economic recovery and transformation is crucial, considering Bali's role as a barometer of Indonesian tourism in the eyes of the world. The road map is expected to help Bali recover and grow fast, based on the values of Sad Kerthi's local wisdom and the spirit of Tri Hita Karana. With the Bali Economic Transformation, it is expected that labor productivity will increase by four times (Darmawan, 2022). One example of a village that has this kind of thinking is Aan Village, located in Klungkung. Aan Village in fact has a lot of potential that can be used as an attraction and even a work of art that can be useful for the wider community. Apart from the historical side that can be used to attract public interest in knowing an area, as well as the people who are still thick with culture and customs, there is one potential that can be developed by this Aan Village. Tourism development is not only seen in terms of recreation and in terms of technological development. With the preservation of nature that we can see in various places and the presence of abundant water, it is likened to a calm, especially with the tagline "Spirit Of Harmony", which we can interpret as an effort from this village to realign human relations with God, human interaction with God. each other, as well as humans with the natural surroundings

(Tri Hita Karana concept). This is what Aan Village needs to develop in its regional development efforts. Because even though by maintaining its nature, Aan Village is able to become a place for people who do need time to do "self-healing".

Bank Indonesia strongly agrees, Bali must transform looking for potential sectors to become economic drivers other than tourism. However, transformations in sectors outside of tourism such as agriculture, industry and trade also need to be carried out. Agriculture is very feasible to be the foundation of hope for economic growth in the long term. Several things that can be key drivers of agricultural sector growth include: agricultural digitization, especially through the use of agricultural equipment and machine technology which is proven to be able to encourage time efficiency and increase productivity, as well as the use of internet technology in marketing during the covid pandemic. Utilization of agricultural technology 4.0 is agriculture with the characteristics of using artificial intelligence technology, robots, internet of things, drones, blockchain and big data analytics, to produce superior, precise, efficient, and sustainable products. Consumers of agricultural products will use the platform via smartphones in buying products, both to choose products and to trace the origin of the product (Bisnisbali, 2021)

One of the efforts made to develop an export-oriented Micro, Small and Medium Enterprises (MSME) sector in agriculture is to develop an application-based market place managed by millennial farmers. The digital approach applied will target young farmers through the Millennial Smartfarming Program. The Millennial Smartfarming Program is an ecosystem for millennial empowerment through fostering and developing a digital agricultural ecosystem (IoT) from upstream to downstream and increasing village financial inclusion. The agricultural system is entering a new era that has an online system approach and artificial intelligence. New agricultural intervention steps must be taken so that Indonesia is truly advanced, self-sufficient and food-sovereign. Through the use of information technology applications and the use of IoT tools, farmers become more motivated to farm because they know a fairer marketing system and produce healthy, quality food and the price has high bargaining power (Praptono, 2021)

With the enormity of the digital industry today, being able to turn what is difficult to do becomes very easy to realize. In the economic field, digital infrastructure has driven the growth of hundreds or even thousands of successful startups/start-ups. One of them is the community of young people who are members of the Keren Young Farmers (PMK) in Bali. This community, which consists of 600 young people/millennials, has succeeded in developing agricultural products by utilizing digital infrastructure by creating the Farmers App. The purpose of this application is to help farmers from upstream to downstream. Making agricultural data such as when to start planting, availability of fertilizer, number of harvests to how much market absorption and where the product will be marketed. Through this application, it is expected to be able to map the problems faced as well as find solutions. Applications based on digital infrastructure, really open up our opportunities to achieve the maximum economic benefits. Not only successful in the field of production, PMK also has its own marketing pattern. Through the Bali Organic Subak (BOS) Fresh Retail market place, these young farmers market their commodities safely and in the right quantities (Perspect, 2020).

Picture 4  
Agriculture App





## CONCLUSION

When people cannot move freely to carry out their activities because of government policies that require them to stay at home, various technological facilities are needed, especially in an effort to help meet the needs of daily life. The presence of various digital platforms is very helpful and influences people's lifestyles. People tend to be more consumptive with the practicality that is presented in shopping through the marketplace. One of the most popular digital platforms in the world is social media. Social media can be used to do digital marketing or commonly known as digital marketing.

If we think from a different perspective, what society really needs today besides basic needs is "self-healing". Entering the "new normal" life, many people are still dissolved in adversity. There are people who have not been able to forget the "wounds" caused by the pandemic, giving their own "tasks". Therefore, a calm, quiet and reassuring atmosphere is needed to recover from the difficult times caused by the outbreak of the covid-19 virus. Because if we are still in a state of worry, confusion, especially stress, whatever path we try to take will be difficult as if all doors are closed. We can handle all kinds of problems if we are calm.

Many tourist attractions that can be used as a place to rest comfortably. We can find the location according to what we want even just through the smartphone we have. With the help of the internet we can search for many tourist locations, including if you want to book a hotel or villa. We can also search for tourist attractions through our social media. This is because there are many social media users who actively inspire their travel activities in the form of photos and videos on social media such as Instagram and Facebook which have indirectly made the tourist objects that have been visited become famous and viral and can attract the attention of other social media users. Utilization of nature through collaboration with technology will provide convenience for people who need information. This is in line with the concept of Society 5.0. Not only the people who benefit, but the introduction and reuse of nature also adds to the selling value of an area in terms of tourism.

Workers who lost their jobs due to the impact of the closure from the weakening of the tourism sector, switched professions to become entrepreneurs. With the capital skills and expertise possessed, create a small business with limited capital. But nowadays, there are so many people trying to become an entrepreneur that there is competition in the new business. It takes new strategies and thinking to survive. Able to see sectors that have never been glimpsed into something that can be processed for survival. An example is the agricultural sector. The problem of regeneration and development of agricultural human resources is a serious issue to be studied. Agriculture is no longer a primary choice for the younger generation. The existence of an assessment of agricultural life which is considered not prestigious also has an impact on the aspirations of the younger generation in rural areas who tend to choose to migrate to cities in search of work. It is time for the community, especially the millennial generation, to see opportunities in this agricultural sector. Being a farmer is not just about hoeing and plowing the fields.

Opportunities from the agricultural sector are still wide open. Being a farmer is something extraordinary, an independent human being who lives for a living. A touch of technology is needed to get to agriculture based on quality and data validity. With technology, helping the cultivation process to get the best agricultural products that are valid and sustainable and connected to the market or market demand itself. The existence of the "Farmer App" application is one solution to attract the interest of the millennial young generation in the agricultural sector. The urban farming technique, which utilizes narrow land in urban areas, is another solution in maintaining food availability. The presence of millennial farmers is very important, the millennial generation is a determinant of future agricultural progress. In the hands of the millennial generation who are adaptive, innovative and creative, the agricultural sector will progress rapidly and run in harmony with advancing technology.

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