



# UKRIDA



National Seminar

## Boost The Business Post Pandemic Covid 19

Prof Dr. Ir. Bernard T. Widjaja, M.M.,  
CSCA, CRA, CRP

Fakultas Ekonomi & Bisnis  
Universitas Kristen Krida Wacana  
Jakarta, 09 Juni 2023



# World Challenges



# GEOPOLITIK



 *By Members' Research Service / January 12, 2023*


# Latest on Russia's war on Ukraine [What Think Tanks are thinking]



# FOOD CRISIS



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 **258M** people – **22.7%** of the  
analysed population – in **58 countries/territories**  
faced high levels of acute food insecurity in **2022**

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 **253M** people were in Stressed  
(IPC/CH Phase 2) in **41 countries/  
territories** with IPC/CH analyses

*Source: IPC TWGs, 2022.*

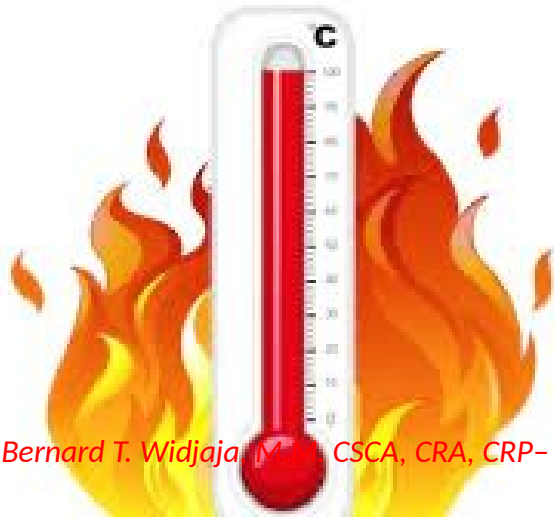
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# ENERGY CRISIS

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# CLIMATE CHANGE



## Asia is Heating Up and Getting Worse!



Source: StraitsTimes







INTERNATIONAL MONETARY FUND

WORLD ECONOMIC OUTLOOK

# A ROCKY RECOVERY

APRIL 2023



# The outlook is uncertain again amid financial sector turmoil, high inflation, ongoing effects of Russia's invasion of Ukraine, and three years of COVID

The baseline forecast is for growth to fall from 3.4 percent in 2022 to 2.8 percent in 2023, before settling at 3.0 percent in 2024. Advanced economies are expected to see an especially pronounced growth slowdown, from 2.7 percent in 2022 to 1.3 percent in 2023. In a plausible alternative scenario with further financial sector stress, global growth declines to about 2.5 percent in 2023 with advanced economy growth falling below 1 percent. Global headline inflation in the baseline is set to fall from 8.7 percent in 2022 to 7.0 percent in 2023 on the back of lower commodity prices but underlying (core) inflation is likely to decline more slowly. Inflation's return to target is unlikely before 2025 in most cases.

The natural rate of interest is important for both monetary and fiscal policy as it is a reference level to gauge the stance of monetary policy and a key determinant of the sustainability of public debt. Chapter 2 aims to study the evolution of the natural rate of interest across several large advanced and emerging market economies. Public debt as a ratio to GDP soared across the world during COVID-19 and is expected to remain elevated. Chapter 3 examines the effectiveness of different approaches to reducing debt-to-GDP ratios. Chapter 4 studies how such fragmentation can reshape the global economy. Chapter 4 studies how such fragmentation can reshape the global economy. Chapter 4 studies how such fragmentation can reshape the global economy.



WORLD ECONOMIC OUTLOOK APRIL 2023

# GROWTH PROJECTIONS

(Real GDP growth, percent)

## GLOBAL ECONOMY



## ADVANCED ECONOMIES



## EMERGING MARKET & DEVELOPING ECONOMIES



INTERNATIONAL MONETARY FUND

IMF.org #WEO

# GROWTH PROJECTIONS BY REGION

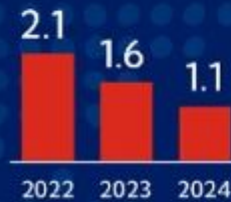
## GLOBAL GROWTH



(Real GDP growth, percent)

IMF.org

## UNITED STATES



## LATIN AMERICA & THE CARIBBEAN



## EURO AREA



## SUB-SAHARAN AFRICA



## MIDDLE EAST & CENTRAL ASIA



## EMERGING & DEVELOPING ASIA



**Source**

IMF, World Economic Outlook, April 2023.

**Note**

Order of bars for each group indicates (left to right): 2022, 2023 projections, and 2024 projections.



Penurunan pangsa Dolar AS pada 2022  
sebagai mata uang cadangan devisa

Sumber: cnbcindonesia.com (2022)

Foto: REUTERS/Dado Ruvic/Illustration



Suku Bunga The Fed dapat mencapai 6%, akan berdampak pada  
Ekonomi Indonesia

Foto: Ilustrasi dolar Amerika Serikat (AS). (CNBC Indonesia/ Muhammad Sabki)

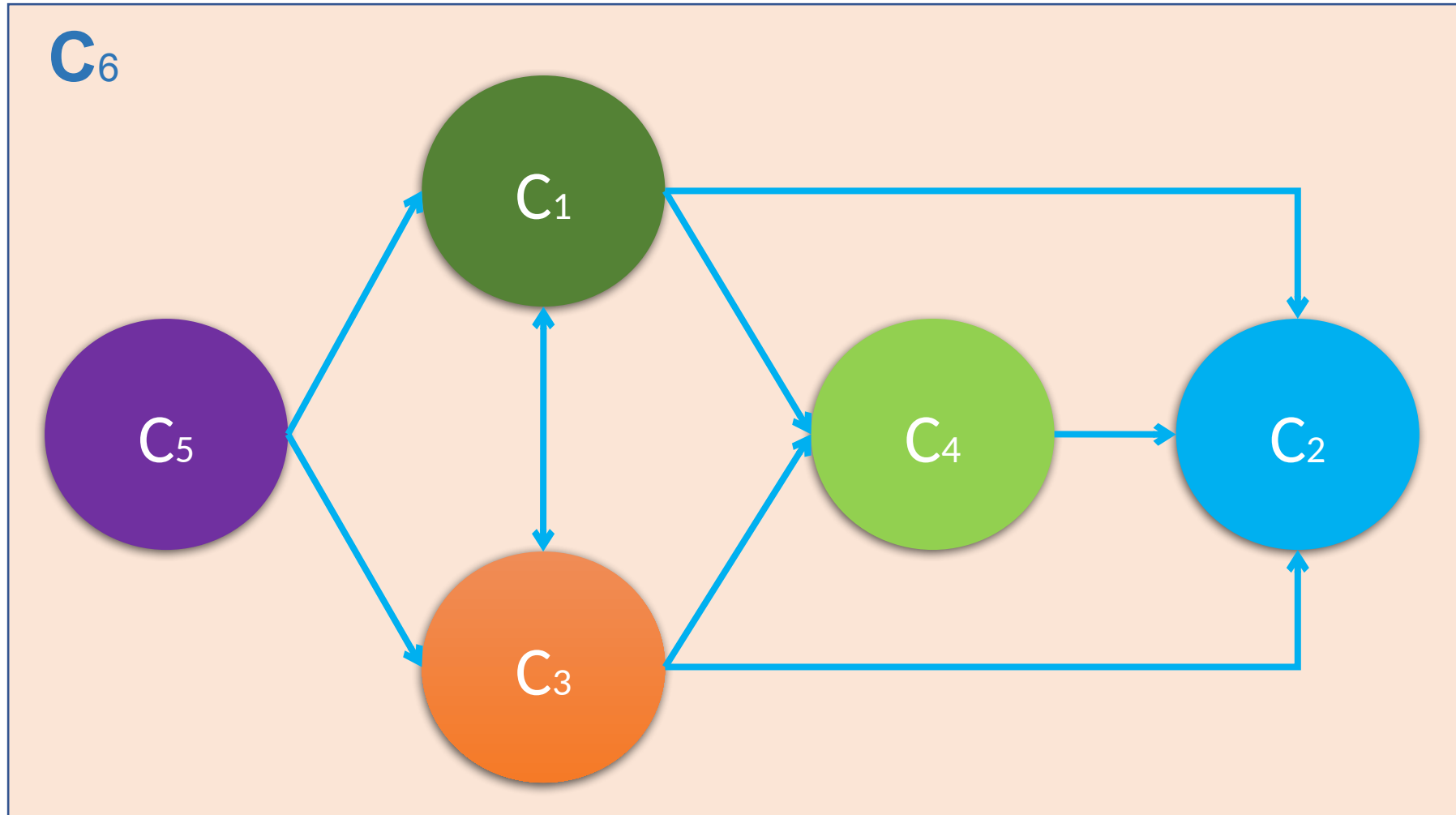
There's no sugar-coating it: the world seems to be lurching from one crisis to the next. There has been a pandemic, war, extreme political division, wildfires, severe weather events (hurricanes, floods, droughts), dramatic **increases in the cost of living**—and no time to take a breath after each one before another rolls in.



Source: Accenture (2023)



# BUSINESS ECOSYSTEM



\* C1: Company; C2: Customer; C3: Competitor; C4: Channel; C5: Centre; C6: Change

# COVID-19 UPDATE 27 APRIL 2023

ORANG DITES LAPORAN KASUS BARU POSITIVITY RATE HARIAN POSITIVITY RATE SEJAK 2 MARET 2020 **8,97%**



**6.769.005**

TOTAL KASUS

**11.129**

KASUS AKTIF +37

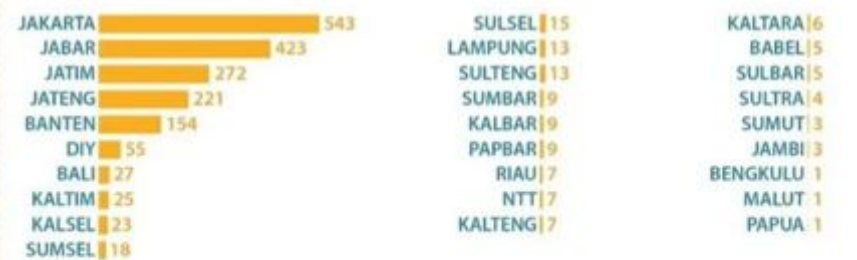
**161.221**

MENINGGAL +17

**6.596.655**

SEMBUH +1.825

## LAPORAN KASUS BARU HARI INI



(Sumber: covid19.go.id, Kemenkes)

pdperupadata

# Pola Pemulihan Ekonomi Dampak Pandemi

## V-shape

Perekonomian yang ditandai dengan pertumbuhan ekonomi menurun tajam dan pengangguran melonjak, tapi dalam waktu singkat bisa pulih kembali pada posisi sebelum krisis.

## U-shape

Perkonomian turun drastic dan pemulihan pertumbuhan ekonomi memerlukan waktunya yang lama, sisi suplai ekonomi, output yang hilang besar dan membutuhkan waktu yang jauh lebih panjang untuk recovery

## L-shape

Pertumbuhan ekonomi negara tidak pernah memulihkan dan tingkat pertumbuhannya menurun. Terjadi kerusakan struktural permanen pada sisi suplai. Bentuk L ini merupakan bentuk yang paling merusak akibat dari krisis

## W-shape

Terjadi perulangan perulangan pola V. Pola ini merupakan bentuk proses pemulihan ekonomi yang tidak baik

(Szlezak et al., 2020 dalam Irawan, 2020 )



**U** -shape **51%**

**L** -shape **25%**

**W** -shape **16%**

**V** -shape **8%**

\*Boston Consulting Group Survey ekspektasi pimpinan perusahaan (BCG 2020)





# Ekonomi Indonesia

# SURPLUS NERACA PERDAGANGAN BERLANJUT

## NERACA PERDAGANGAN BARANG APRIL 2023

Surplus US\$3,94 miliar



Neraca Perdagangan Indonesia sampai April 2023 surplus selama 36 bulan berturut-turut sejak Mei 2020. Surplus April 2023 ini menguat dibandingkan dengan bulan sebelumnya meskipun tercatat lebih rendah dari April 2022.

"Surplus neraca perdagangan ditopang oleh surplus neraca komoditas nonmigas"



Nonmigas surplus: US\$5,64 miliar

- ✓ Bahan bakar mineral (HS 27)
- ✓ Lemak dan minyak hewan/nabati (HS 15)
- ✓ Besi dan baja (HS 72)



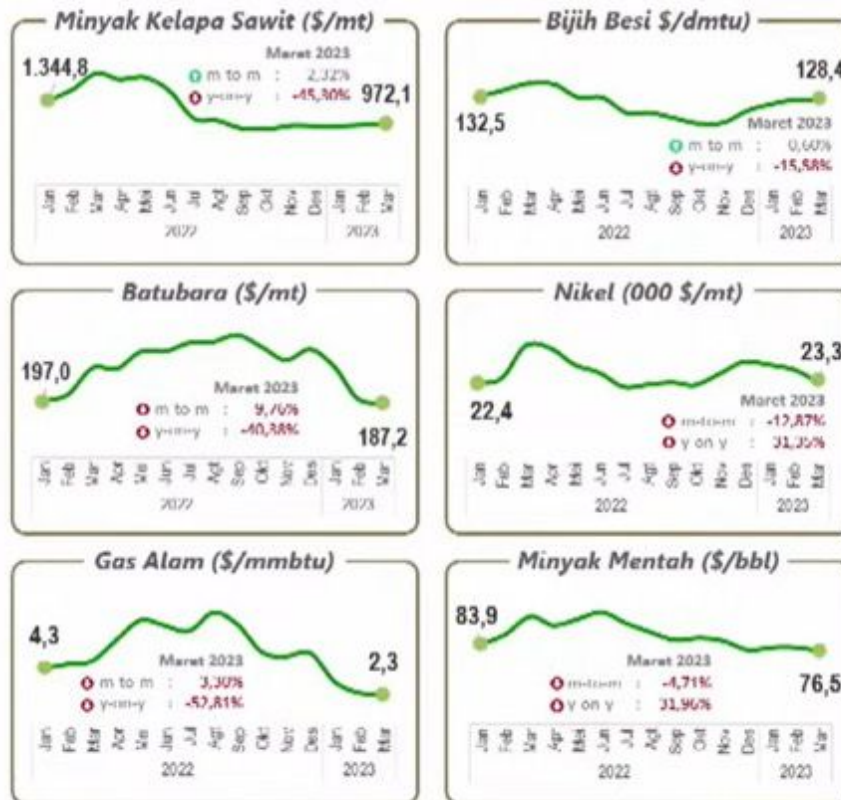
Migas defisit: US\$1,70 miliar

- ✓ Minyak mentah
- ✓ Hasil minyak

# KOMODITI & NILAI TUKAR RUPIAH

## PERKEMBANGAN HARGA KOMODITAS DAN NILAI TUKAR, SERTA *MANUFACTURING PURCHASING MANAGERS' INDEX*(PMI)

Harga beberapa komoditas unggulan turun baik secara bulanan maupun tahunan, kecuali **minyak kelapa sawit dan bijih besi** yang mengalami kenaikan (*m-to-m*)

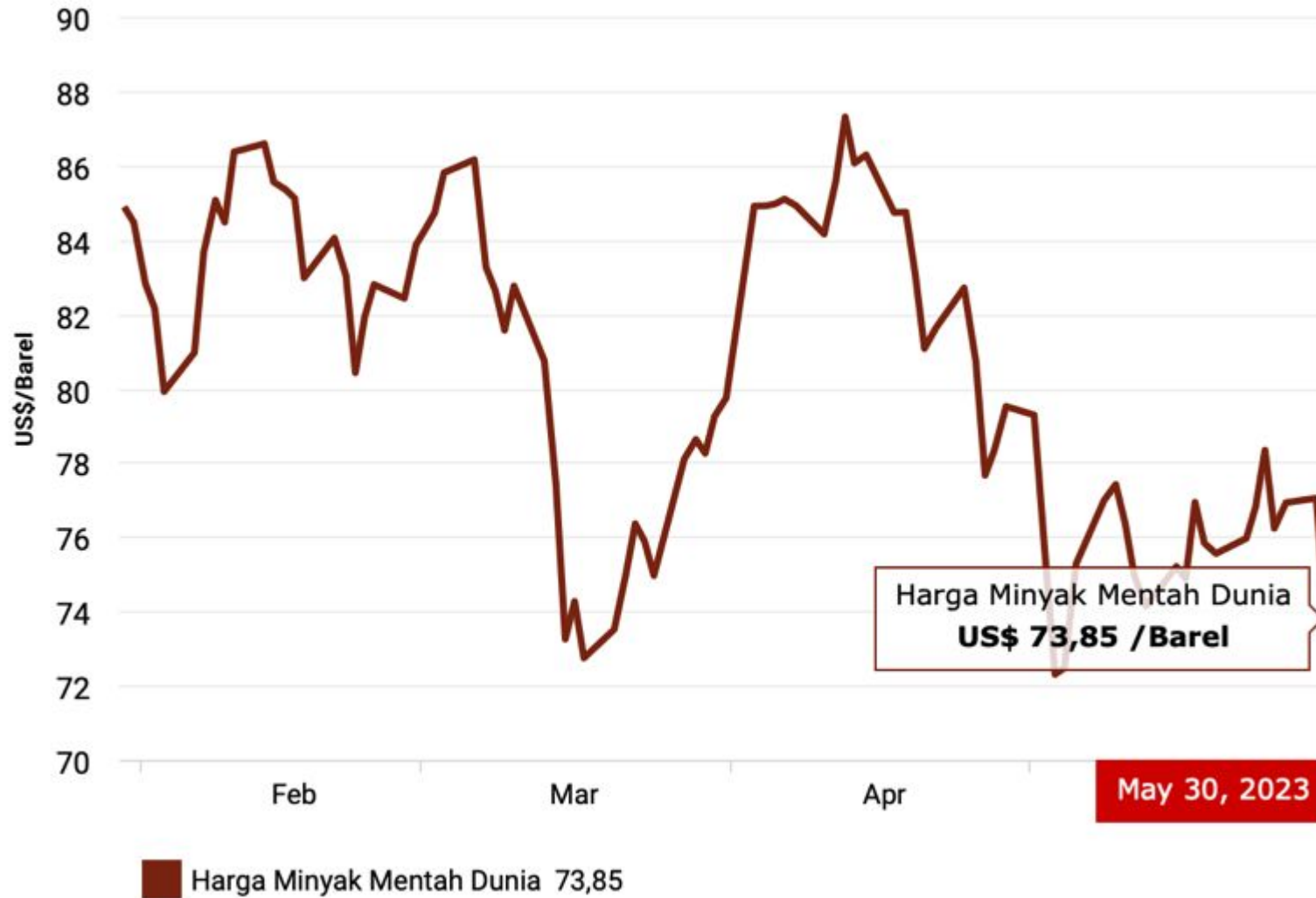


Sumber: World Bank (<https://www.worldbank.org/en/research/commodity-markets>)



Sumber: <https://www.bi.go.id/id/statistik/informasi-kurs/jisdor/default.aspx>





Sumber: Databoks (2023)



# UPAYA PEMULIHAN EKONOMI SAAT TRANSISI PASCAPANDEMI

Program Pengendalian COVID-19 dan Pemulihan Ekonomi Nasional (PC-PEN) memasuki masa transisi pascapandemi sehingga pelaksanaannya menyesuaikan situasi pandemi dan tantangan ekonomi pada 2023.



## Transisi Pemulihan Ekonomi


- ➔ Tidak melanjutkan program penanganan covid-19 dan pemulihan ekonomi nasional (PC-PEN).
- ➔ Seluruh belanja kembali ke K/L (kementerian/ lembaga).
- ➔ Alokasi APBN 2023 berdasarkan normalisasi dan penyesuaian perkiraan kebutuhan di 2023.

## Rincian APBN 2023

➤ Pendapatan negara:  
**Rp2.463 triliun**

➤ Anggaran belanja negara:  
**Rp3.061,2 triliun**

 Alokasi Perlindungan Sosial:  
**Rp476 triliun**

 Alokasi Bidang Kesehatan:  
**Rp178 triliun** (difokuskan untuk *stunting*, kanker serviks, dan isu strategis lainnya)

 Alokasi Ketahanan Pangan:  
**Rp104 triliun**

 \*Alokasi Infrastruktur:  
**Rp392,1 triliun**

 Alokasi Ketahanan Energi:  
**Rp341,3 triliun**



Sumber: Kementerian Keuangan/Litbang MI

# PERKEMBANGAN INDEKS HARGA KONSUMEN APRIL 2023



Berita Resmi Statistik No. 28/05/Th. XXVI, 2 Mei 2023

Month to Month (m-to-m) INFLASI **0,33 %**    Year to Date (y-to-d) INFLASI **1,01 %**    Year on Year (y-on-y) INFLASI **4,33 %**



## Andil Inflasi Year on Year (y-on-y) Menurut Kelompok Pengeluaran



## Inflasi Year on Year (y-on-y) Tertinggi dan Terendah di 90 Kota

Pada April 2023 terjadi inflasi year on year (y-on-y) sebesar 4,33 persen dengan Indeks Harga Konsumen (IHK) sebesar 114,74. Inflasi y-on-y tertinggi terjadi di Kotabaru sebesar 6,75 persen dengan IHK sebesar 121,12 dan terendah terjadi di Pangkal Pinang sebesar 2,78 persen dengan IHK sebesar 114,15.



Tanggal	Data Inflasi
April 2023	4,33 %
Maret 2023	4,97 %
Februari 2023	5,47 %
Desember 2022	5,51 %
November 2022	5,42 %
Oktober 2022	5,71 %
September 2022	5,95 %
Agustus 2022	4,69 %
Juli 2022	4,94 %
Juni 2022	4,35 %



# KETAHANAN EKONOMI INDONESIA

# UMKM



# PENGGERAK EKONOMI INDONESIA



Jumlah UMKM  
**64,2 juta**



UMKM berjualan daring  
**17,1%**



Kontribusi PDB  
**56-59%**



Penyerapan investasi  
**50%**



Menyerap angkatan kerja  
**97% UMKM**



Pertanian, peternakan,  
kehutanan, perikanan  
**49%**  
Perdagangan  
**29%**



Total lapangan kerja  
**99%**

Sumber: BPS (2020), Kementerian Kaeuangan (2019),  
Kementerian Komunikasi & Informatika (2019), diolah

## UMKM INDONESIA

- Kontribusi UMKM terhadap PDB tahun 2021: Rp. 8.574 T atau **61,07%** (Menko Perekonomian, 2022).
- Usaha mikro **63,4** juta unit, usaha kecil **783,1** ribu unit, dan usaha menengah **60,7** ribu unit (Smesco, 2023).

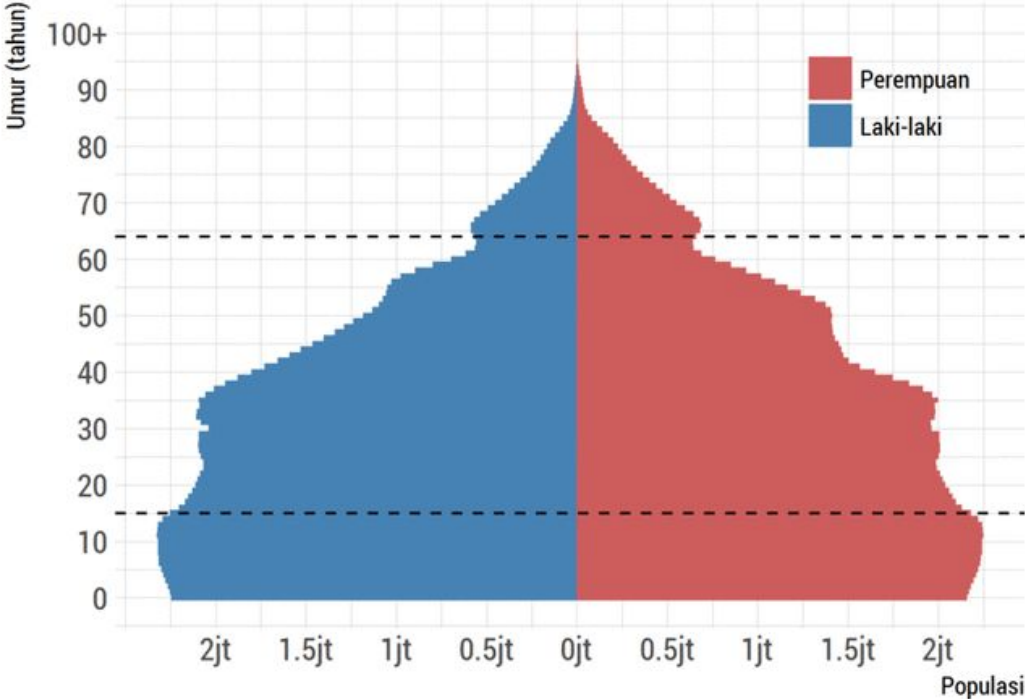
**1 : 4 atau 5**

# EKONOMI DOMESTIK



# Proyeksi Demografi Indonesia

Tahun 2010 Rasio ketergantungan: 51.6%



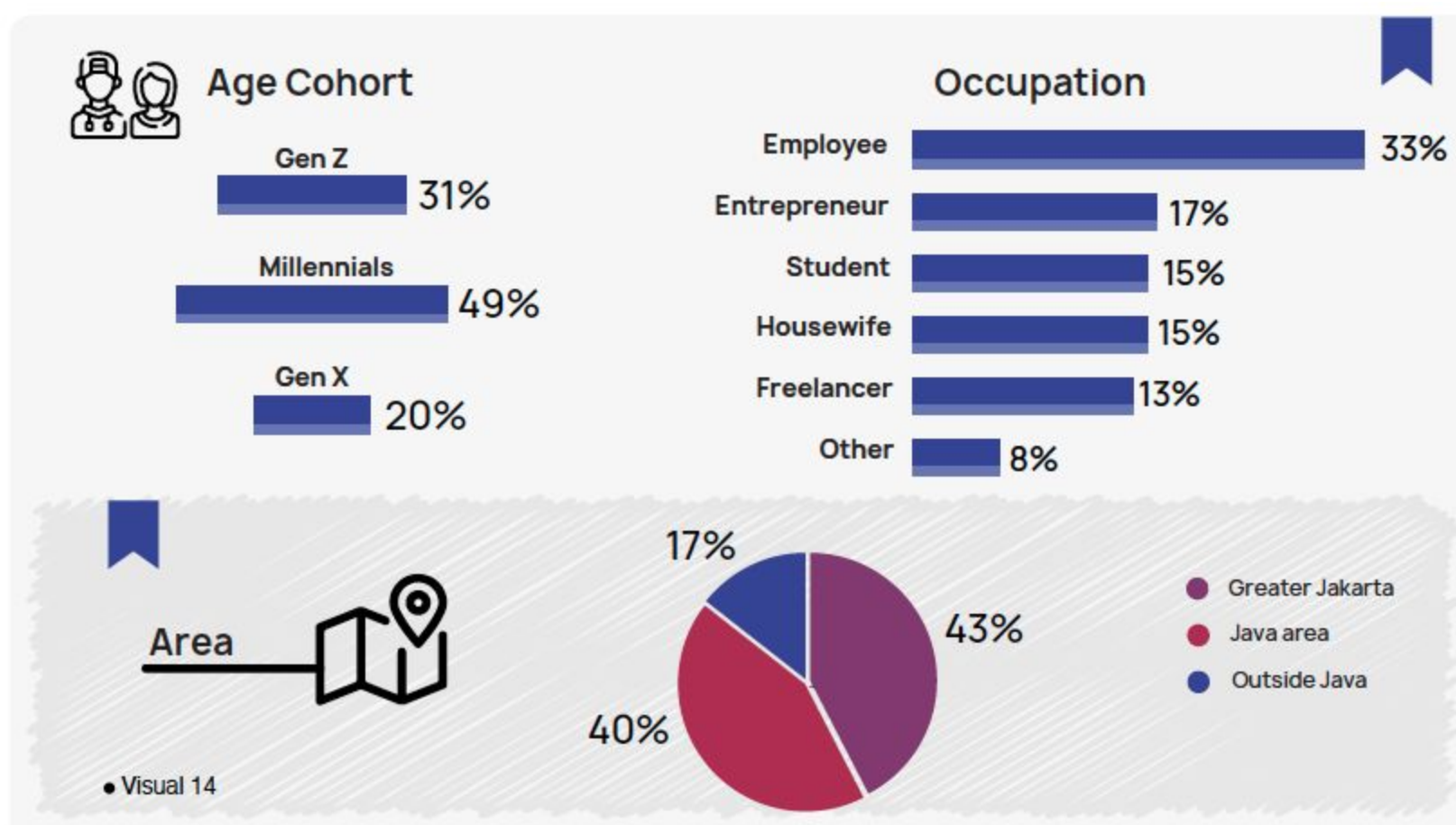
Sumber data: US Census Bureau IDB  
Visualisasi data oleh: Rasyid Ridha (@rasyidstat)

## •STRUKTUR DEMOGRAFI INDONESIA

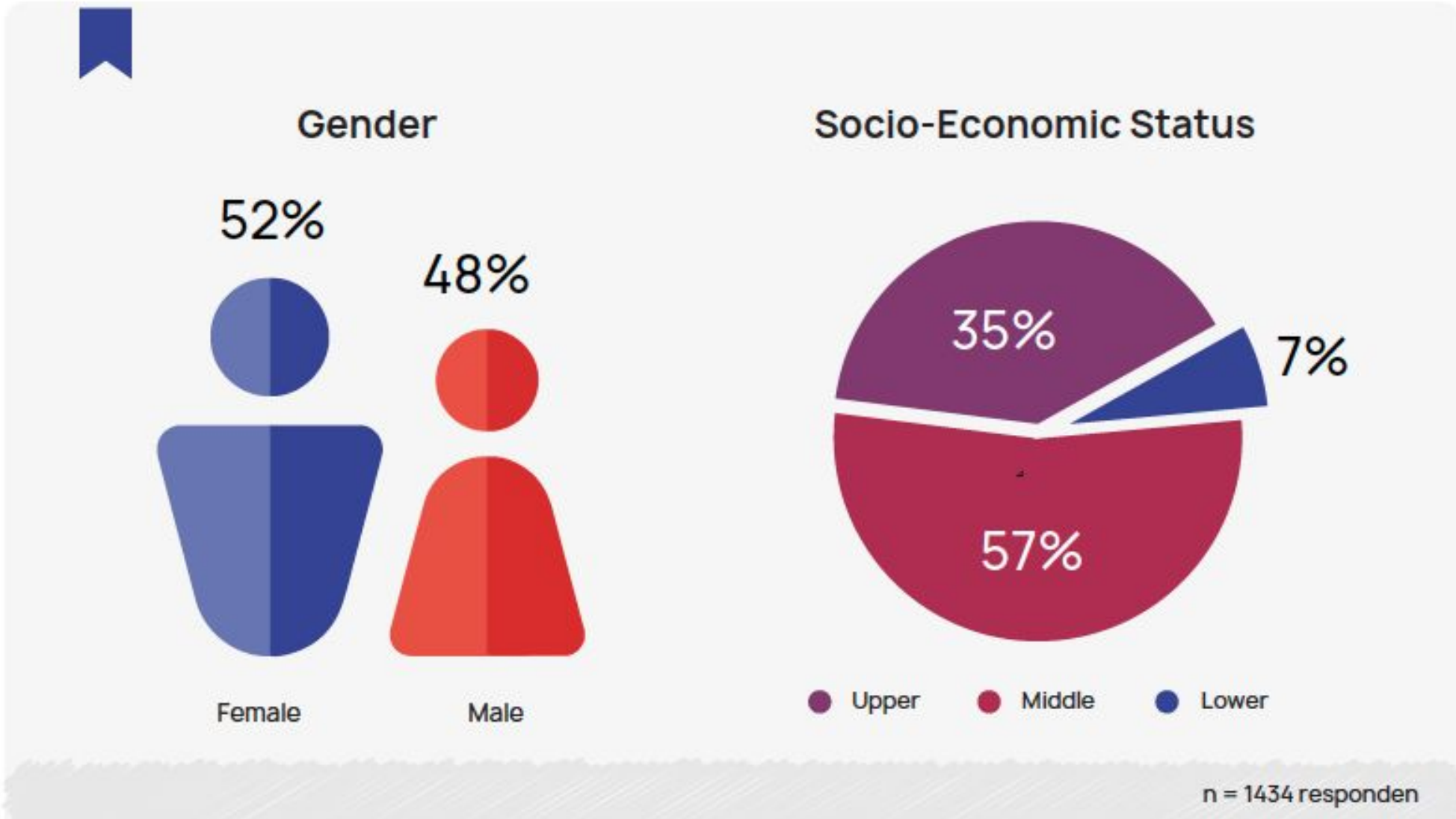




# Profil Demografi 2023

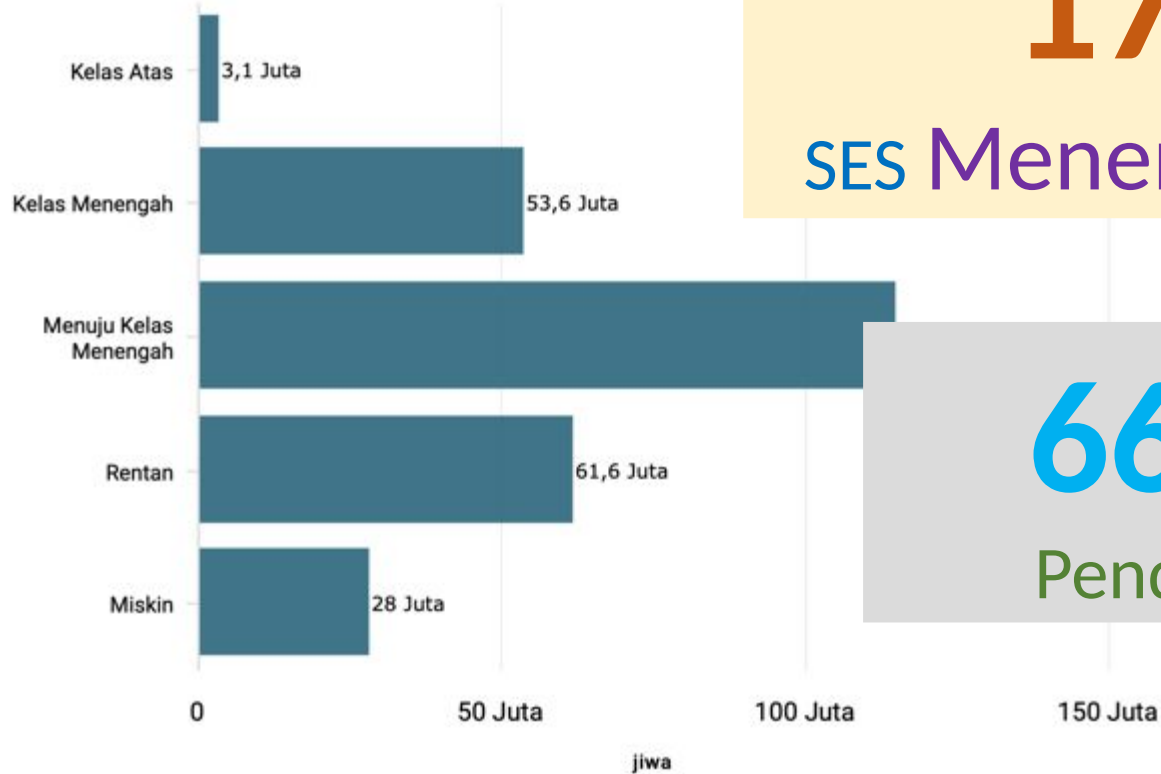


Sumber: Jakpat (2023)



Sumber: Jakpat (2023)

# ECONOMIC CLASS



171 Jt

SES Menengah ke atas

66 %  
Penduduk

No	Nama	Nilai / Jiwa
1	Kelas Atas	3.100.000
2	Kelas Menengah	53.600.000
	Kelas Menengah	114.700.000
		61.600.000
		28.000.000

kelompokan masyarakat menurut pengeluaran menurut  
< Dunia (per kapita/bulan):

Kelas Atas: > Rp 6.000.000

Kelas Menengah: Rp1.200.000 - Rp6.000.000

Menuju Kelas Menengah: Rp532.000 - Rp1.200.000

4. Rentan: Rp 354.000 - Rp532.000

5. Miskin: pengeluaran di bawah angka kemiskinan nasional atau kurang dari Rp 354.000 per orang sebulan

# GEN Z is the **KEY DRIVER**



Challenged Financially, Focused on Stability and Economic Mobility

- financial stress has affected 44% GEN Z and 38% MILLENNIAL workers

Optimist, Realist, Adaptable, Rebeliant

- 59% respondents stop the cancel culture
- (A social media phenomenon of deciding a person or a group is "over" because of past mistake).

Entrepreneurial

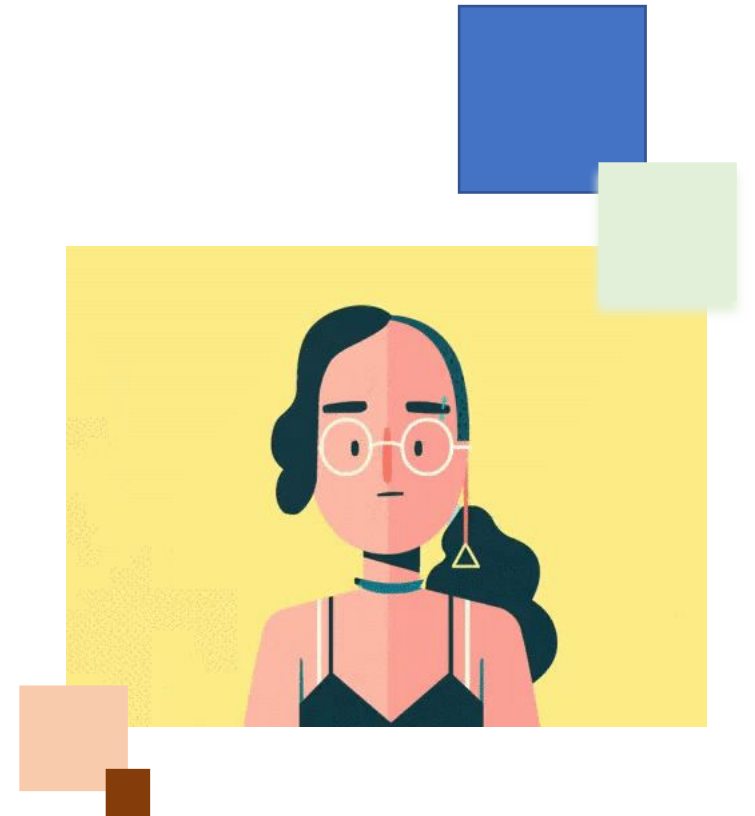
- 65% GEN Z have already started the business

Mental Health Central

- 70% of GEN Z have mental health issue (anxiety and depression)

Creative & Entrepreneur Inclusion

- more than 50 Million consider themselves to be creators



Source: Tilaar (2023)

# Indonesian Adaptability

# Flight

People will look for alternative options, including **relocation**, switching **financial** systems, and finding **different** digital platforms.

Source: Accenture (2023)



# Permacrisis

## and human adaptability

Waves of crises, one after the other, have come in to change people's day-to-day lives. For some, crisis isn't new but for others, it's extremely destabilizing. People's response to crisis is always (eventually) to adapt. As growing numbers of people internalize instability as a norm, the way **they adapt** will **affect what they buy**, and how they **view brands** and their employers—so **companies need to be ready.**

Source: Accenture (2023)





# Lifestyle Landscape Changing

Many Lifestyle habits formed in the pandemic are **persisting**

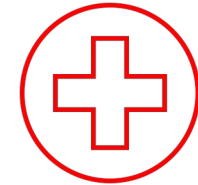


PRE PANDEMIC → PANDEMIC → POST-PANDEMIC



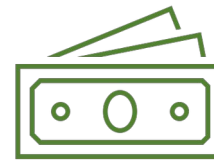
**46.8%**

Continue to work from home



**51.8%**

Concerned about physical health



**62.1%**

Concerned about finance



**68.6%**

Online more than before

# Five consumer groups have been split by an economic divide

After COVID-19's first year caused disruption at unprecedented scale, NielsenIQ identified four consumer groups based on the pandemic economic impact on their financial security and associated spending patterns. Fast forward to 2022, as the dust settles consumers situations and spending ability has evolved and shifted. Our latest NielsenIQ study identifies five new cohorts, their unique rebound mindsets, and the shopping habits that we anticipate from them in 2022.

Our study looks at consumers within five separate groups, each shaped by their unique circumstances and approach to endemic living:

- **23% are Strugglers** – Experienced financial insecurity during COVID-19, which continues today.
- **21% are Rebounders** – Experienced financial insecurity during COVID-19 but are back on track today.
- **38% are Cautious** – No impact on financial security but remain cautious with spending.
- **12% are Unchanged** – No impact on security and continued to spend normally.
- **6% are Thrivers** – Saved money during COVID-19 and feel more financially secure than prior to the onset of the pandemic.

# Five groups shaping endemic-minded consumption



**Strugglers**  
Have suffered financial insecurity and continue to do so today.



**Rebounders**  
Experienced income or job loss but now feel they are back on track.



**Cautious**  
Not impacted financially but are cautious with spending.



**Unchanged**  
Not impacted and continued to spend the same.



**Thrivers**  
Saved money and feel more financially secure.



Source: NielsenIQ Unlocking Consumption global survey, December 2021/January 2022

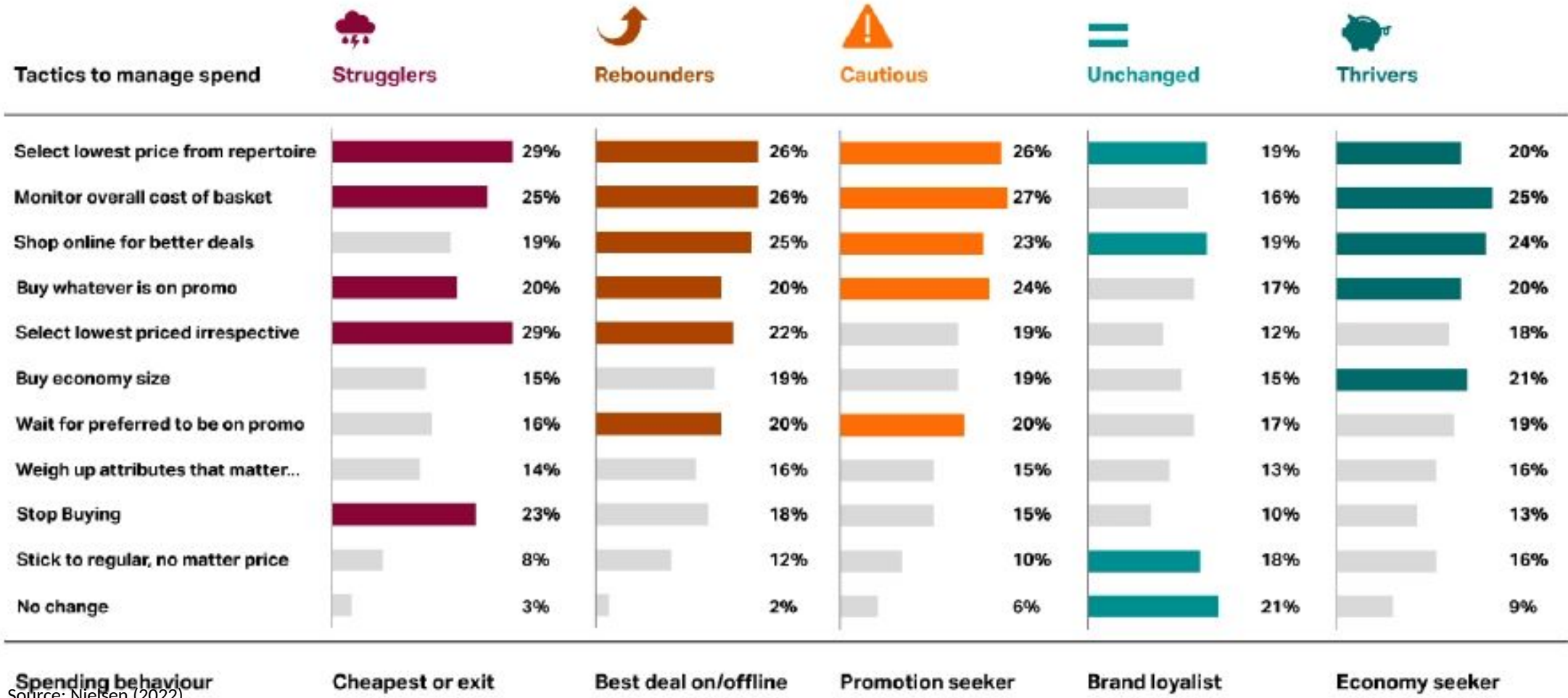
Copyright © 2022 The Nielsen Company (US), LLC. All rights Reserved

# Pricing pressures will be felt differently across consumer groups

Strugglers are more price aware and actively seeking out ways to save

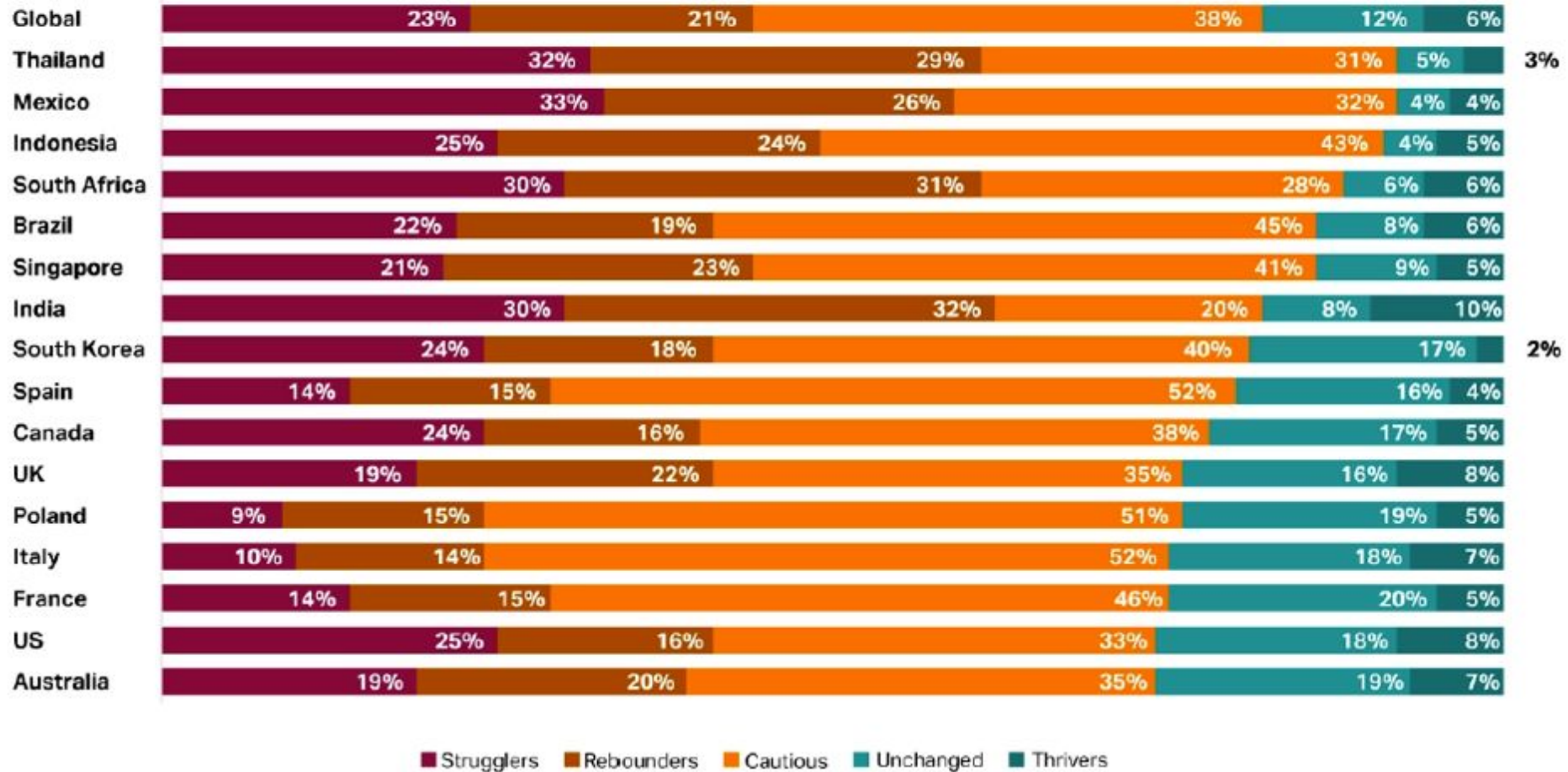
Skews compared to average	 <b>Strugglers</b>	 <b>Rebounders</b>	 <b>Cautious</b>	 <b>Unchanged</b>	 <b>Thrivers</b>
The same groceries cost more than they used to	<b>68%</b>	51%	57%	50%	51%
Average number of tactics used to manage grocery spending	2.5	2.5	2.5	2.1	2.4
Have <b>not changed</b> how I shop	3%	3%	6%	<b>21%</b>	9%

# Consumer segments utilize a variety of tactics to manage their spending



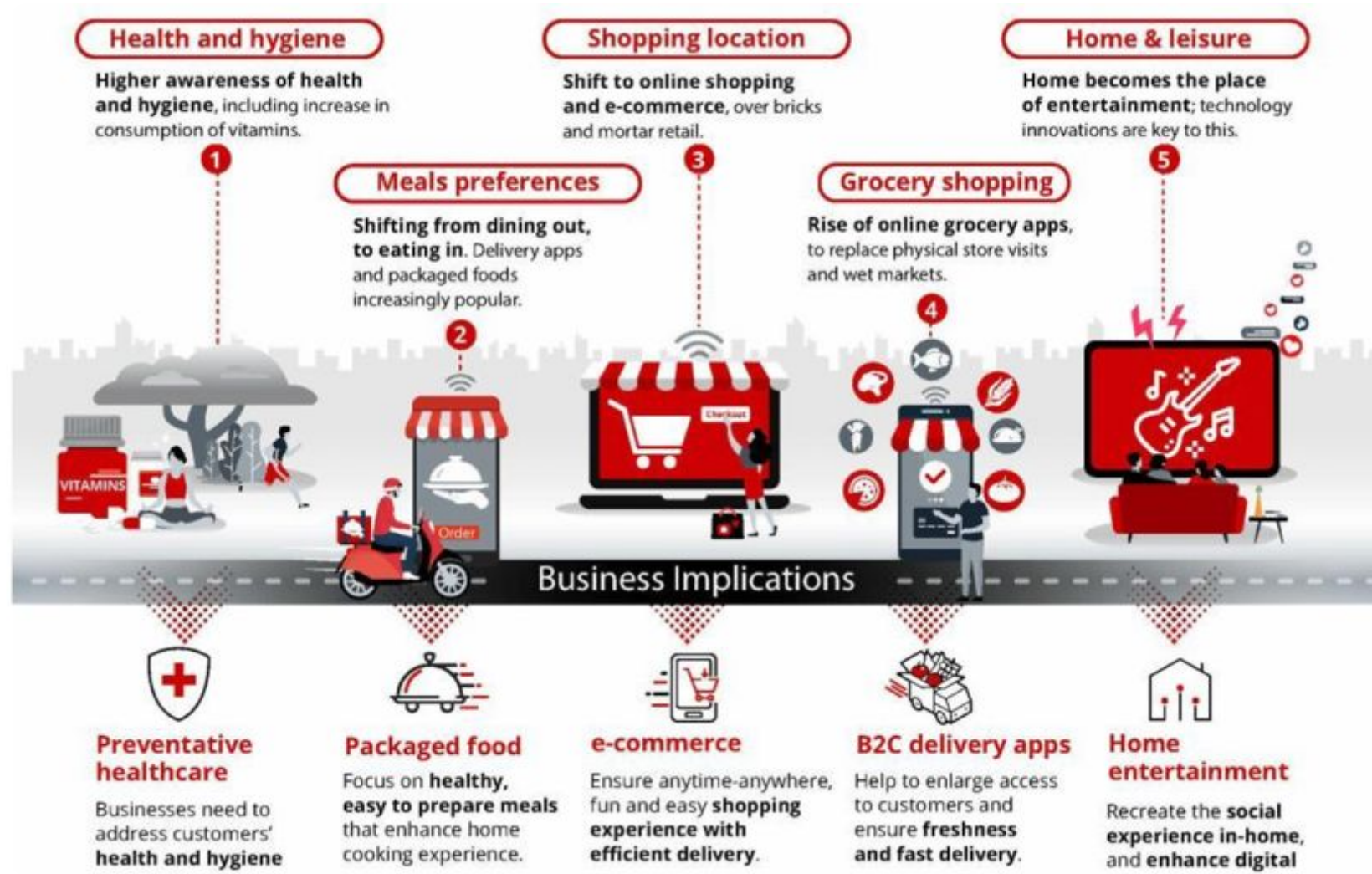
Source: Nielsen (2022)

# Consumers around the world remain cautious with spending into 2022



Source: Nielsen (2022)

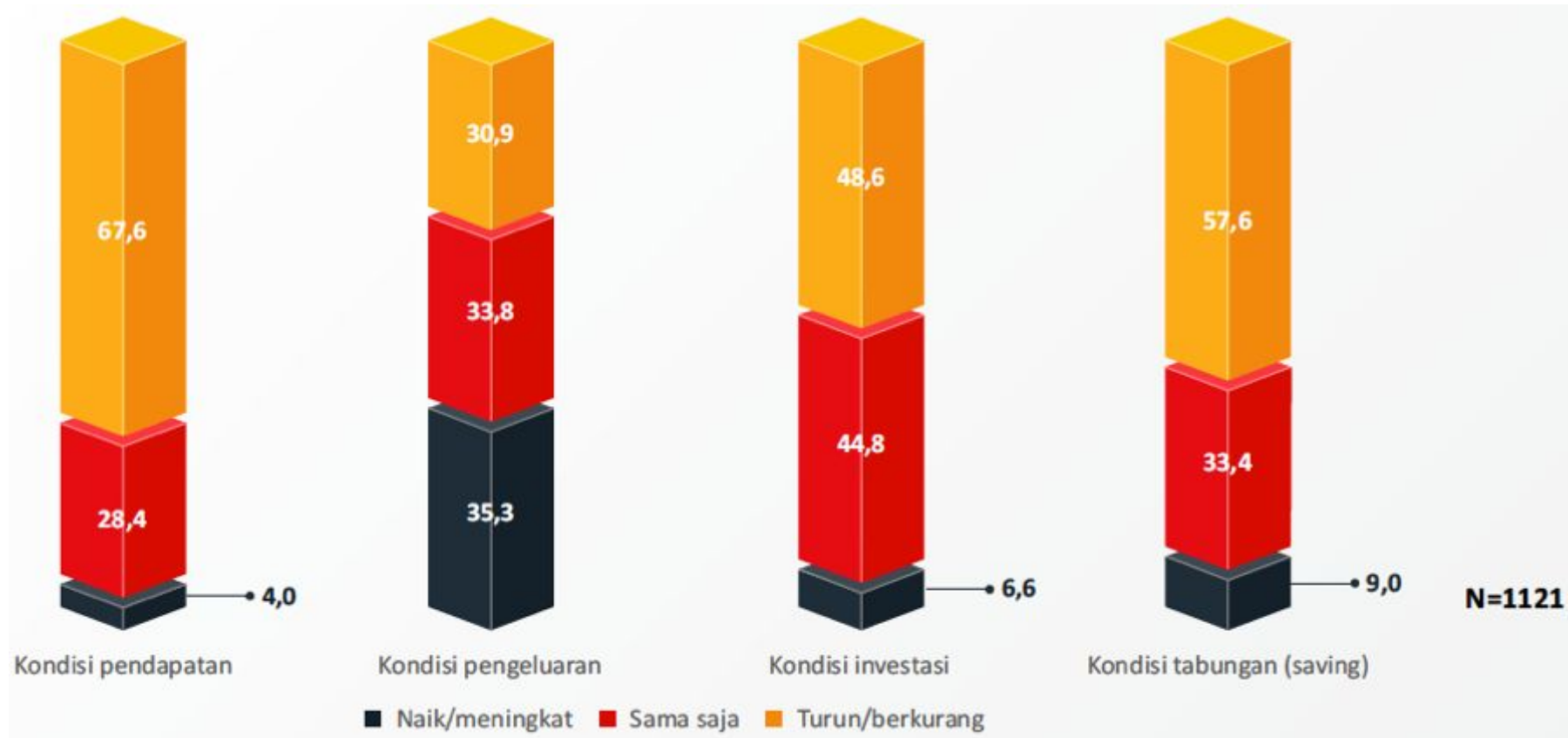
# HOW COVID-19 HAS CHANGED INDONESIA'S CONSUMPTION BASKET



Source: DBS (2023)

- Impact on Household **2021**

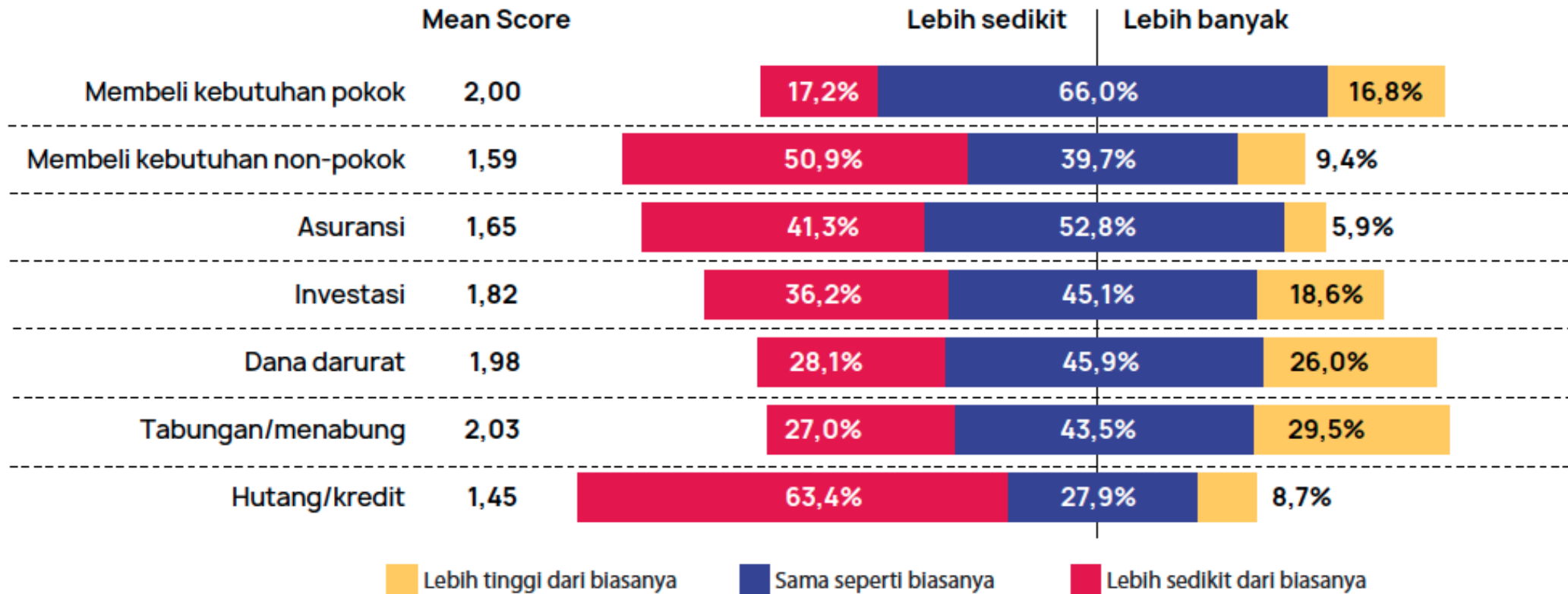
### INCOME, SPENDING, SAVING, INVESTING



Sumber: Inventure-Alvara (2021)

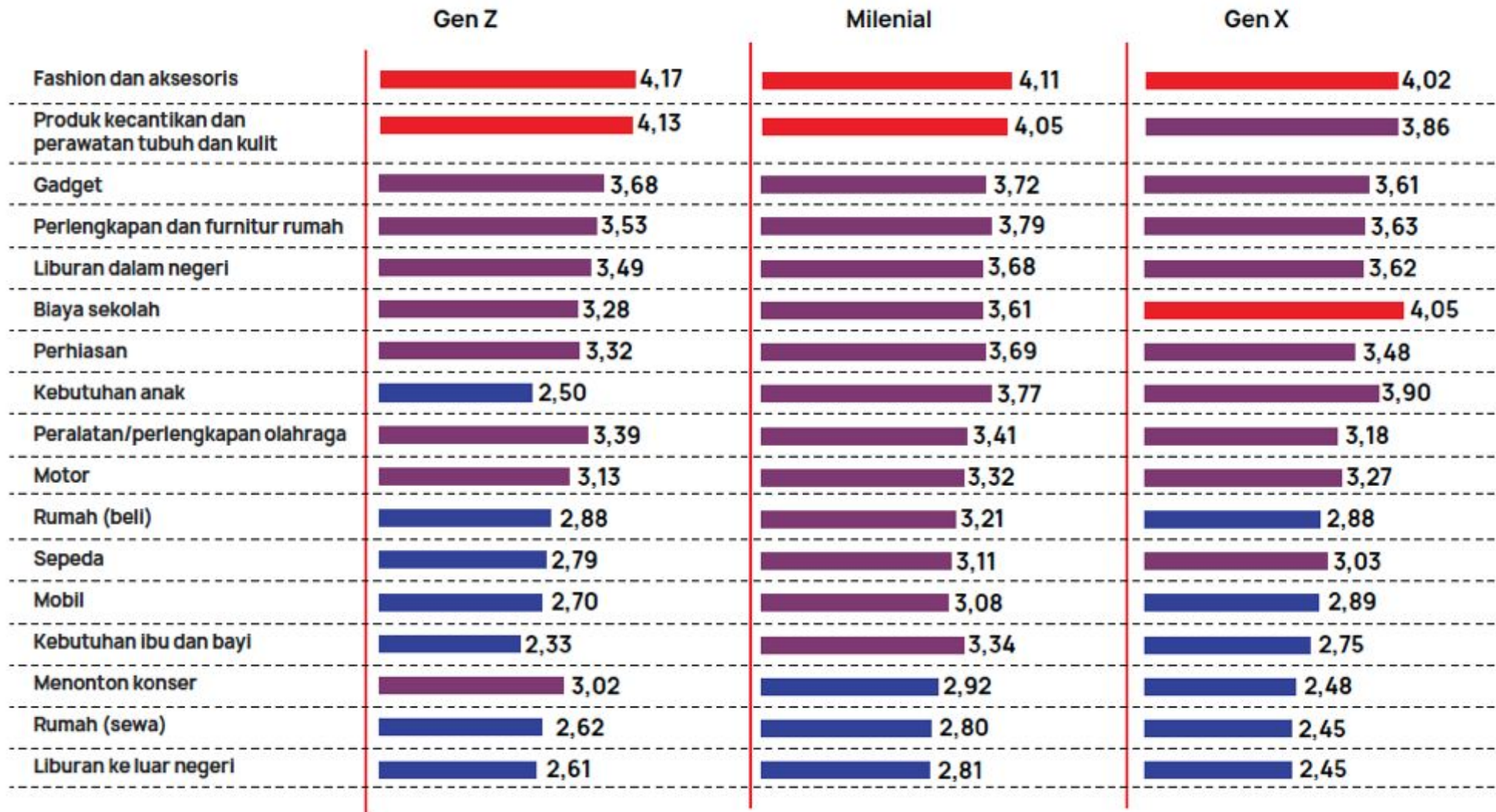


• Proyeksi pola keuangan masyarakat **2023**



Sumber: Jakpat (2023)

• Proyeksi Kebutuhan Masyarakat



Sumber: Jakpat (2023)

# Indonesian Market Recovery

# LIPSTICK EFFECT

May  
10  
2023

## Daftar Lengkap Jadwal Konser dan Festival Musik 2023

*Siap-siap habis tabungan lo nih, Kawula Muda!*



Daftar Konser dan Festival Musik 2023 Lengkap (UNSPLASH)

# PEMULIHAN PARIWISATA DOMESTIK INDONESIA 2022



Berita Resmi Statistik No. 33/05/Th. XXVI, 2 Mei 2023



## Provinsi Asal (juta perjalanan)

Jawa Timur 198,91

Jawa Barat 128,67

Jawa Tengah 103,99

## Provinsi Tujuan (juta perjalanan)

Jawa Timur 200,55

Jawa Barat 123,53

Jawa Tengah 110,35

BADAN PUSAT STATISTIK <https://www.bps.go.id>

# PERKEMBANGAN PARIWISATA JANUARI 2023

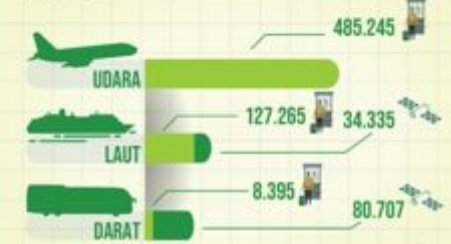


Berita Resmi Statistik No. 20/03/Th. XXVI, 1 Maret 2023

## Perkembangan Kunjungan Wisatawan Mancanegara (juta kunjungan)



## Jumlah Kunjungan Wisatawan Mancanegara menurut Moda Transportasi (kunjungan)



## Jumlah Kunjungan Wisatawan Mancanegara (ribu kunjungan), Januari 2022-Januari 2023



## Kedatangan Wisatawan Mancanegara menurut Kebangsaan (%)



## Tingkat Penghunian Kamar (TPK) Hotel menurut Klasifikasi (%)



## Rata-Rata Lama Menginap Tamu (RLMT) pada Hotel Klasifikasi Bintang (hari)



BADAN PUSAT STATISTIK <https://www.bps.go.id>

INDUSTRIAL SOLUTION EVENTS FOR MANUFACTURING INDUSTRY

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**MANUFACTURING  
INDONESIA**

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INDONESIA**



A PAMERINDO INDONESIA TRADE EVENT  
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INDONESIA**



A PAMERINDO INDONESIA TRADE EVENT  
**INDUSTRIAL  
AUTOMATION  
& LOGISTICS  
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- + Meet + **60** leading Universities & Colleges from Indonesia
- + Visited by + **30.000** students



# INDONESIA FESTIVE

## JADWAL CUTI LEBARAN 2023

04 APRIL 2023 Ramadhan - Syawal 1444 Poso - Syawal 1956	Minggu	Senin	Selasa	Rabu	Kamis	Jumat	Sabtu
	الأحد	الاثنين	الثلاثاء	الأربعاء	الخميس	الجمعة	السبت
	26	27	28	29	30	31	1 <sup>10</sup> 10 Pahing
	2 <sup>11</sup> 11 Pon	3 <sup>12</sup> 12 Wage	4 <sup>13</sup> 13 Kliwon	5 <sup>14</sup> 14 Legi	6 <sup>15</sup> 15 Pahing	7 <sup>16</sup> 16 Pon	8 <sup>17</sup> 17 Wage
	9 <sup>18</sup> 18 Kliwon	10 <sup>19</sup> 19 Legi	11 <sup>20</sup> 20 Pahing	12 <sup>21</sup> 21 Pon	13 <sup>22</sup> 22 Wage	14 <sup>23</sup> 23 Kliwon	15 <sup>24</sup> 24 Legi
	16 <sup>25</sup> 25 Pahing	17 <sup>26</sup> 26 Pon	18 <sup>27</sup> 27 Wage	19 <sup>28</sup> 28 Kliwon	20 <sup>29</sup> 29 Legi	21 <sup>30</sup> 30 Pahing	22 <sup>1</sup> 1 Pon
7 April : Wafat Sibhi Isa Al Masih 22-23 April : Hari Raya Idul Fitri 19, 20, 21, 24, 25 : Cuti Bersama Idul Fitri	23 <sup>2</sup> 2 Wage	<del>30<sup>9</sup> 9 Legi</del>	24 <sup>3</sup> 3 Kliwon	25 <sup>4</sup> 4 Legi	26 <sup>5</sup> 5 Pahing	27 <sup>6</sup> 6 Pon	28 <sup>7</sup> 7 Wage
							29 <sup>8</sup> 8 Kliwon

# INDONESIA FESTIVE

Uang Beredar Maret 2023

**Rp 8.293,6 Triliun**

Pertumbuhan uang beredar dalam arti sempit (M1) sebesar **4,8 %** secara tahunan

Sumber : BI (2023)





# BPS: Volume Kendaraan Mudik Lebaran 2023 Tembus **26,4 Juta** + **45%** dibandingkan 2022



Mobil angkutan yang melewati tol dan arteri pada 2023: **9,97 juta** pergerakan, **+175,56%** dibandingkan Lebaran 2022 (3,59 juta pergerakan).

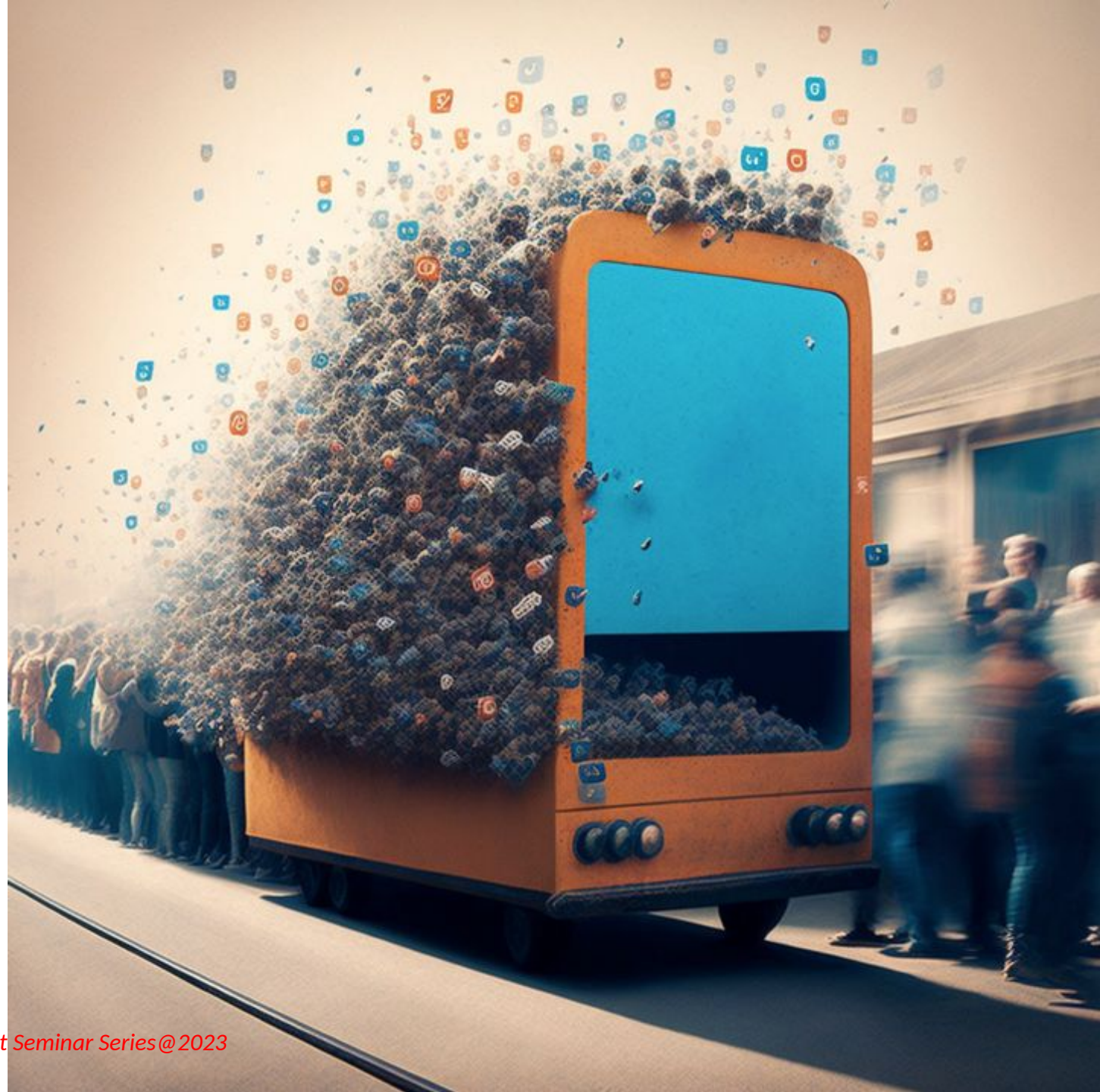
Arus mudik via udara :

**4,45 juta** pergerakan, **+26,93%**

Arus mudik via laut: **1,43 juta** pergerakan **+3,21%**

Arus mudik kereta api:

**2,89 juta** pergerakan **+29,07%**



**Liburan... !!**



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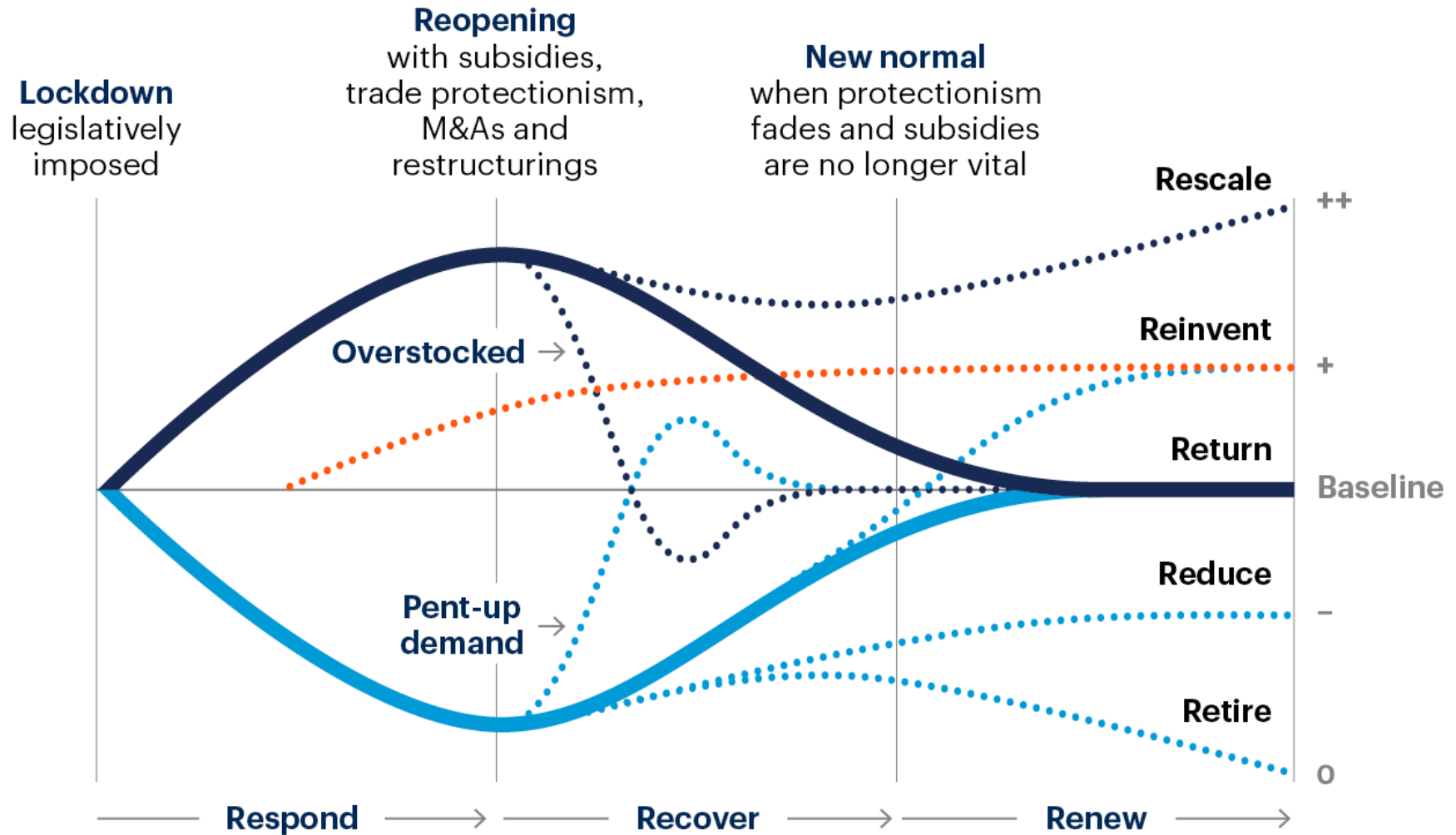
•Staycation....





# Indonesia (Business) Next...

# Post-pandemic Planning Framework

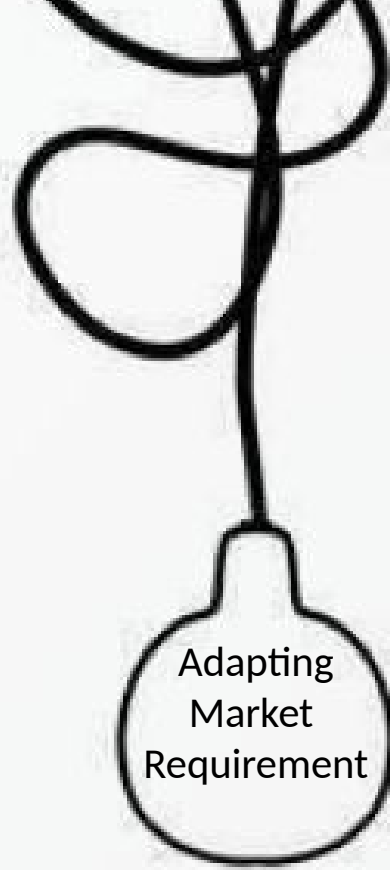


Source: Gartner (2020)



SOS!

- Cash Flow
- Re-seizing
- Survival action



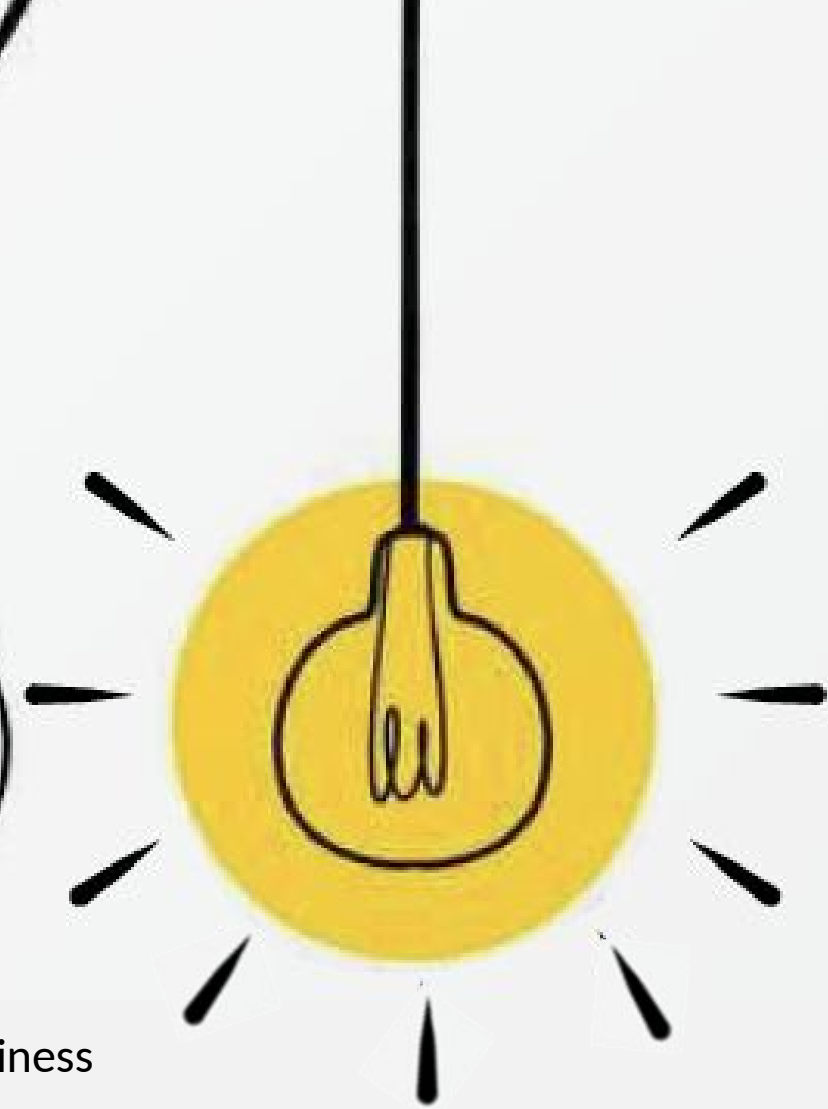
Adapting  
Market  
Requirement

- Re-define customer needs or New Customer
- Re-aligning supply chain



Reset

- Aligning business model
- New business model







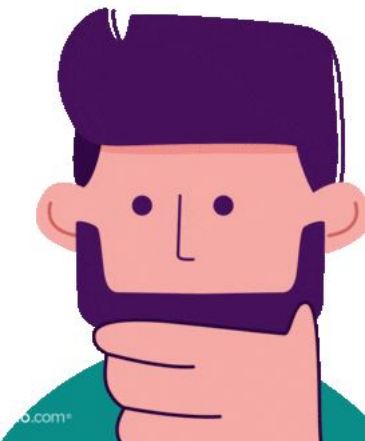
## High inflation influence to the shopping habits?

- Stick to favourite product
- Value for money



## Health and wellness shaping future innovation in the industry?

- Shifting priority to holistic wellbeing product (mental & physical)
- “Natural” and biotechnology
- Reassurance and transparency are the key



## Company strategy vs consumer's beliefs?

- Highlight the relevant issues: environment, diversity and inclusivity
- Personalized products or services
- Support self expression

# 1# FLEXIBLE Business Process



## Efficient **SUPPLY CHAIN**



# #2 Effective BUSINESS MODEL

- Re-define customer needs or New Customer
- Re-aligning supply chain
- Aligning business model
- New business model



# 3# Focus on **COMPANY** **ADVANTAGE**

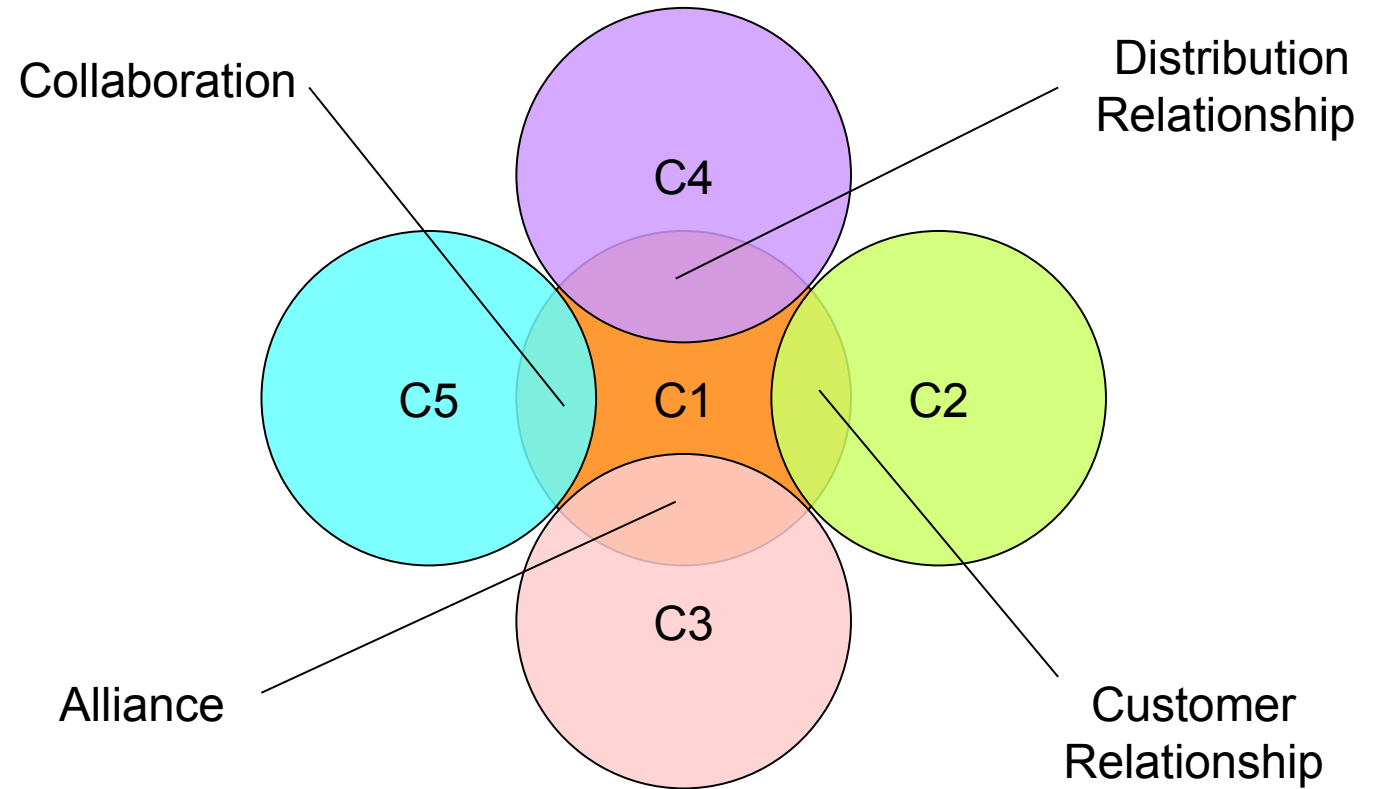
**Unique  
Resources**

**Inferior  
Values**

**Superior  
Values**

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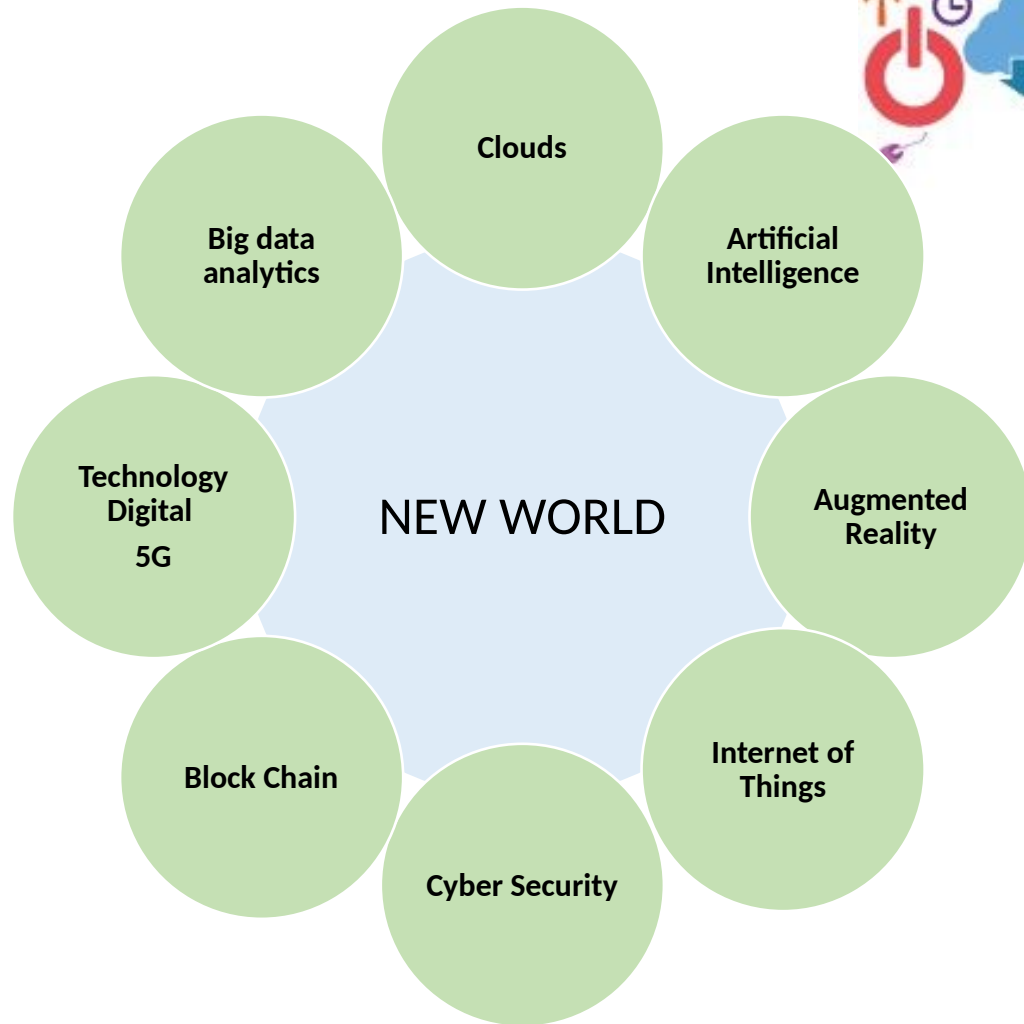
- **Strategic RELATIONSHIP**



# 4# More Digital



# Digitalization





# Digital Community

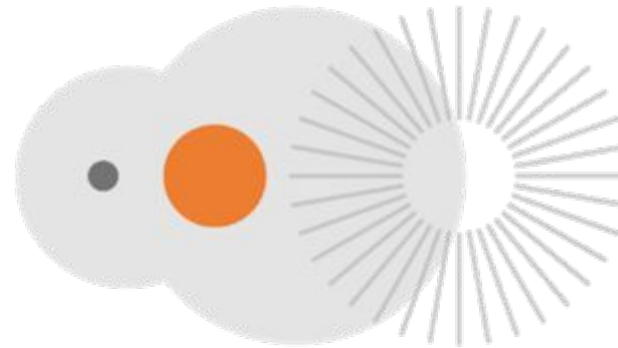
## TOTAL INTERNET USER 2022

TOTAL INTERNET USER



**204,7 JUTA**

INTERNET USER PENETRATION



**73,7%**

RATA2 PENGGUNAAN HARIAN



**8H 30M**

# More Digital



## Health Care

- Centralized Data Storage
- Artificial Intelligence Implementation (AI)
- Cost-Cutting Metrics
- Decisions Based on Accurate Information
- Intensifying the Efficacy of Multi-Stakeholder Proposals

More  
Digital



Smart City

More  
**Digital**



**Fintech**

More  
Digital



Life style

More  
Digital



Music & Art

More  
Digital



AI

More  
Digital



Education



More  
Digital

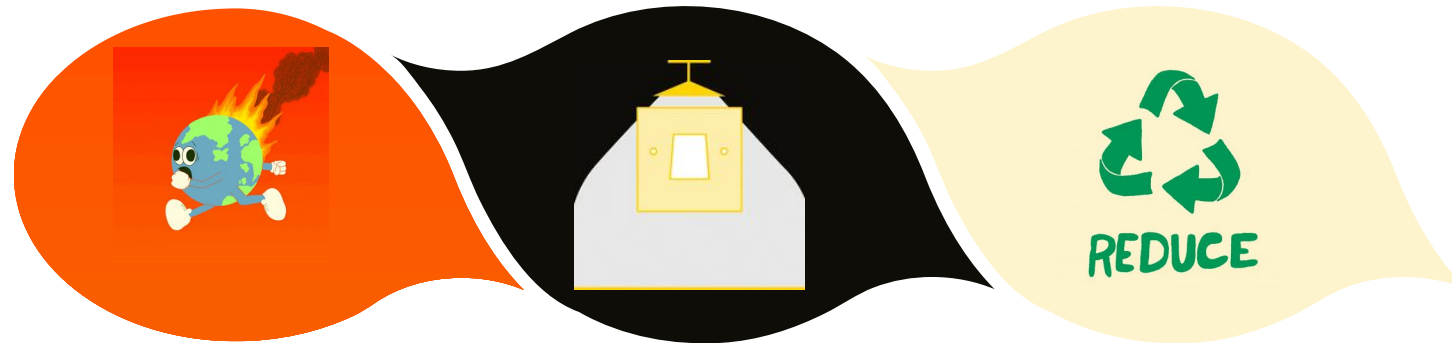


Society 6.0?

# 5# SUSTAINABILITY Journey

## New habit

Waterless, save energy, low carbon food print, healthiers, nature



**Climate changes**

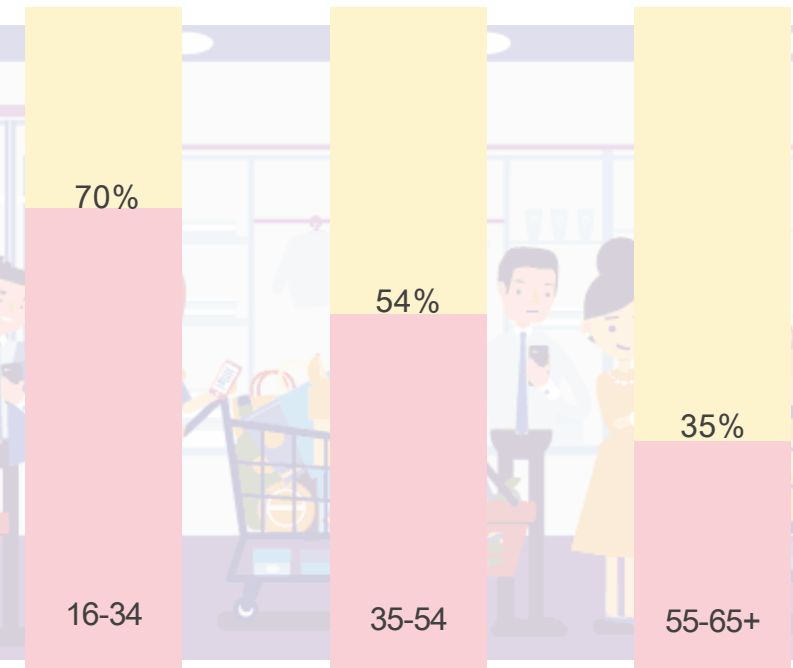
**Business**

**Individual actions**

Reduce, reuse, recycle, rework, revolve

# Net purchase of **eco-friendly** beauty and personal care product from **2021 onwards**

Average buy eco-friendly products



A large, 3D white text graphic that reads "Thank You!". The text is set against a background of numerous small, colorful confetti pieces in shades of red, blue, yellow, and pink. The entire graphic is centered on a white background.

Thank You!

*Prof. Dr. Ir. Bernard T. Widjaja, M.M., CSCA, CRA, CRP*  
email: [bernard.widjaja@ukrida.ac.id](mailto:bernard.widjaja@ukrida.ac.id)