

A stylized human figure composed of white and yellow lines, with a green dot for a head and yellow leaves for hair. The figure is surrounded by a network of white and yellow lines, suggesting a digital or technological theme. The background is a dark blue gradient with a faint network pattern.

EMBRACING SOCIETY 5.0 WITH HUMANITY

Editor: Diah Karmiyati

 Bildung

Copy right ©2022
All rights reserved

Embracing Society 5.0 with Humanity

Editor : Diah Karmiyati
Desain Sampul : Ruhtata
Lay out/tata letak Isi : Tim Redaksi Bildung

Perpustakaan Nasional: Katalog Dalam Terbitan (KDT)
Yogyakarta: CV. Bildung Nusantara, 2022

x + 1115 halaman; 15 x 23 cm
ISBN: 978-623-6225-67-7
Cetakan Pertama: Maret 2022

Penerbit:
BILDUNG
Jl. Raya Pleret KM 2
Banguntapan Bantul Yogyakarta 55791
Telepon: +6281227475754 (HP/WA)
Email: bildungpustakautama@gmail.com
Website: www.penerbitbildung.com Anggota IKAPI

Bekerja sama dengan Direktorat Program Pascasarjana
Universitas Muhammadiyah Malang

***Embracing Society 5.0
with Humanity***

Embracing Society 5.0 with Humanity

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

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

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

Malang, 21 Maret 2022

Diah Karmiyati

Daftar Isi

Market Potential of <i>Kafalah Bil Ujroh</i> Sharia Guaranteee Through E-Policy During the Covid-19 <i>A. Ifayani Haanurat, Ifadhila</i>	1
Development students character in 5.0 era through learning to write based on stories of the loves one <i>Abd. Rahman Rahim</i>	9
Higher Education and Human Resources Development for The Society 5.0 Era <i>Adri Efferi</i>	20
Pesticide Residual and Nutrition of Organic Cultivation Rice with Pumakkal and Conventional <i>Agus Sutanto, Hening Widowati, Achyani, Nendi Hendri, Feny Thresia, Eka Setyaningsih</i>	33
Social Capital in The Empowerment of Muslim Communities Face 5.0 Society <i>Agus Wahyu Triatmo</i>	40
Transformation Of Religiousity Of The Community At Wonolagi Gunung Kidul Yogyakarta <i>Ahmad Salim Novi Handayani</i>	49
Early Marriage Before and During Pandemic Covid-19 (Revolutionary Era of Society 5.0) <i>A'im Matun Nadhiroh</i>	57
E-Gov, Realization Of Anti Corruption Policy (long journey to Era Society 5.0) <i>Amalia Syauket</i>	66
Use of Voice Recognition of "Cake" Android-Based Application to Improve Student's Pronunciation <i>Amaluddin, Mutiah Nur Adzra, Siti Hajar Larekeng</i>	77

Combination of Curcumin and Honey as Supporting Therapy for Typhoid Fever in Children <i>Ami Febriza</i>	87
Employees Readiness Improvement Model to Face Changes in The Society 5.0 Era: Study On Indonesian Expatriates Abroad <i>Anggia Sari Lubis</i>	94
Features of Collaborative Writing in EFL Context <i>Ani Susanti</i>	103
The Hoax as Terror Communication: Threats and Challenges in Society 5.0 <i>Ari Sulistyanto, Hamida Syari Harahap, Wichitra Yasya</i>	112
Implementation of Human Resources in Sharia Capital Market Study Group During Covid-19 <i>Asri Jaya, A.Ifayani Haanurat, Nurlina, Nur'aeni</i>	121
Acts of Terrorism as a Crime Against Humanity Under International Law <i>Aulia Rosa Nasition</i>	127
Prophetic Legal Science Paradigm in The Era of Society 5.0 <i>Auliya Khasanofa</i>	137
IP Appraiser Role in The Implementation of Copyright as a Collateral in Indonesia <i>Cita Yustisia Serfiyani</i>	144
Indonesian Slangs in The Digital Communication <i>Dewi Kusumaningsih</i>	151
Students' Spatial Reasoning In Solving The Flat Shapes Problem <i>Dewi Risalah</i>	160
Industrial Revolution 4.0 and Society 5.0 Eras: From The Strategic Human Resource Management's Perspective <i>Dianawati Suryaningtyas</i>	165

The Online Learning Resources in Mastering Listening Comprehension: Students' and Teachers' Perspectives <i>Dodi Mulyadi</i>	173
Building Character Strengths through “new Islamic education” in Facing Era Society 5.0: Bibliometric reviews <i>Elihami, Kana Safrina, Riana Mashar, Hary Murcahyanto</i>	182
Ultraviolet Exposure To Energy Intake Synthesis Of Vitamin D <i>Emillia Devi Dwi Rianti</i>	194
Description Of Maternal-Fetal Attachment In Public Health Community Center Yogyakarta <i>Endang Koni Suryaningsih, Sri Subiyatun</i>	201
MSMEs Empowerment Strategy in Rural Areas Facing The Society ERA 5.0 <i>Endang Sungkawati</i>	208
Learning Assessment System in Islamic Higher Education <i>Enung Nugraha</i>	217
Midwifery Student Perception of Online Learning <i>Farida Kartini</i>	226
Implications of Constitutional Court Decision No. 91/PUU-XVIII/2020 on Working Relationship with PKWT Reviewed from Legal Certainty <i>Fithriatus Shalihah</i>	234
Dynamics Of The Digitalization Era For Women Umkm Activitiest <i>Hamida Syari H Ari Sulistyanto, Wichitra Yasa, Nita Komala Dewi</i>	243
Digital Marketing for Industrial Farming <i>Haris Hermawan</i>	252
Work Experience and Work Achievement Effect On Lecturer's Career <i>Hary Murcahyanto, Mohzana, Adri Efferi, Emilda Sulasmi, Koidah</i>	259

Development of Traditional Music Learning Media Using Macromedia Flash 8 <i>Hary Murcahyanto, Mohzana , Farida Sani</i>	273
Spices Removal Heavy Metal Pollutants, Increase CA and Protein in Foods <i>Hening Widowati, Agus Sutanto, Widya Sartika Sulistiani, Evita Anggereini, Maria Ulfah, Merri Sri Hartati, Asih Fitriana Dewi</i>	285
Teaching The Capita Selecta of Zoology Era 5.0 Based on the Surrounding Approach <i>Hening Widowati, Agus Sutanto, Widya Sartika Sulistiani, Evita Anggereini, Maria Ulfah, Merri Sri Hartati, Asih Fitriana Dewi</i>	307
Improved internal quality assurance system based on iso 9001:2008 with document management control (dmc) and web-based applications <i>Hermien Tridayanti Bayu Putra Airlangga</i>	325
Benefiting from Online Learning as a Shortcut to Address Society 5.0 Challenges: EFL Students' Perspective <i>Hersulastuti</i>	333
Bundes Services Can Improve the Community's Economy In Sharia Perspective <i>Heru Cahyono, Muh. Fahrurrozi, Nursaid</i>	344
Students' Critical Thinking In Solving Hots Problems: A Case Study In Gender Perspective <i>Ida Riskiana Dewi, Umy Zahroh</i>	359
Strengthening Pedagogical Competence of 21 st Century Teachers <i>Ifit Novita Sari</i>	368
Flipped Classroom Assisted by WhatsApp: Bridging Mathematics Learning During Pandemic and Era of Society 5.0 <i>Iis Holisin</i>	376
	387

Women Protection Against Sexual Violence Based On Human Security in The Era of 5.0 Society <i>Ika Dewi Sartika Saimima</i>	
A Mutualistic Talent Advantage In Teamwork Performance <i>Ika Nurul Qamari</i>	393
Corpus and Data-Driven Learning:Big Data for Language Teachers <i>Ikmi Nur Oktavianti</i>	402
Analysis of Leadership Style and Work Environment : The effect on employee Job Satisfaction <i>Irwan Idrus, Jumriani, Mutia Mursidiq Hasan</i>	413
The Architecture of <i>Banua tada</i> Buton, Southeast Sulawesi and its Challenges in the Future <i>Ishak Kadir, M. Husni Kotta</i>	420
Coping Strategy for the Defense of Persons with Disabilities During the Covid-19 Pandemic <i>Islamiyatur Rokhmah</i>	432
Prophets' Parenting Strategy Applied In The New Normal <i>Kana Safrina Rouzi</i>	436
Interconnection between Students' Cognitive Obstacles and Cognitive Load Theory in the Era of Society 5.0 <i>Kartinah</i>	447
From pandemics to business opportunities by young people: an opportunity and development <i>Kristina Sedyastuti</i>	456
Characteristics Of Lactic Acid Bacteria In Feces Of Mongoose (<i>Paradoxurus Hermaphroditus</i>) In District Jember <i>Kukuh Munandar</i>	463
Learning Geometry And Values From The Begalan Tradition: Ethnomatematic In Begalan Culture Of Banyumas, Indonesia <i>Kusno, Umy Zahrah, Reni Astuti, Muchtadi, Kusaeri, Triyono</i>	470

The Sustainability Of Maritime Eco-Lexicon Of Bungku Language In Morowali Regency <i>La Ino, Samsul and Maliudin</i>	483
Science And Interpretation Of The Qur'an In Indonesia Tracing The Scientific Interpretation Pattern In At-Tanwir Muhammadiyah's Tafsir <i>M Nurdin Zuhdi, M. Anwar Nawawi</i>	493
Locally Community Institutional Sustainability in Environmental Isolation Faced Pandemic becomes Endemic <i>Maharani, Marlinda Irwanti, Anita Ristianingrum</i>	501
Development of Teaching Materials Based On Mathematical Reasoning To Improve Mathematical Ability <i>Maifalinda Fatra, Lilis Marina Angraini</i>	522
Telenursing in Schizophrenia <i>Mamnuaah, Noorwahyu Trihidayati</i>	531
Practice speaking and social interaction for mentally retarded children through fantasy stories and role playing <i>Marwiah</i>	539
Antibiofilm Activity of Honey in Multispecies Pathogen <i>Masfufatun, Lusiani Tjandra, Budhi Setiawan</i>	562
Mother as Mother: Welcoming the Society Era of 5.0 <i>Mohd. Nasir</i>	576
Development of Audio Visual Media Based on Macro Media Flash 8 on Dayang-Dayang Dance Learning <i>Mohzana , Hary Murcahyanto , Linda Laili Harjuni</i>	584
Leadership And Principal Work Motivation Influence On School Operator Performance <i>Mohzana, Hary Murcahyanto, Adri Efferi, Emilda Sulasmi, Koidah</i>	596

Teacher Decision Making: Strategies to Give Examples Through Posing and Solving Mathematical Problems <i>Mughtadi</i>	613
Sharia Marketing Era of Industrial Revolution 4.0 in Improving Customer Loyalty <i>Muh. Fahrurrozi, Heru Cahyono, Nursaid</i>	623
Intelligent Transportation Management System (ITMS) in Indonesia Towards Society 5.0 <i>Muh. Nashir T</i>	634
Family Education during the Covid-19 Pandemic: Efforts to Build Parent-Child Attachment <i>Muhammad Abrar Parinduri</i>	643
Implementation of Digital Marketing as Integrated Marketing Strategy for Small and Medium Business Products in Palopo City <i>Muhammad Aqsa, M. Risal</i>	659
Sustainable Development 4.0 in Indonesia: eTOURISM, eMOBILITY, eCITIES and eDESA <i>Muhammad Ikhsan Setiawan, I Nyoman Sudapet, Agus Sukoco, Ronny Durrotun Nasihien, Che Zalina Zulkifli and Mohd Idrus Mohd Masirin</i>	668
Management of Science Learning in the Era of Society 5.0 in Indonesia <i>Muhammad Minan Chusni</i>	683
Culture Freedom to Learn Based on the Philosophy of the Indonesian Nation in Entrepreneurship Courses in the Era of Society 5.0 <i>Nanis Hairunisya</i>	690
Development of Children's Basic Movement Skills <i>Nevi Hardika</i>	699
Implementation of Quality-Based Islamic Worldviews Competitiveness in Industry 4.0 and Era of Society 5.0 <i>Novi Indriyani Sitepu</i>	708
	716

Disease Perception And Its Relation To Quality Of Life Of Undergoing Haemodialysis Patients <i>Nur Chayati, Nur Aini Handayani</i>	
Reconstruction of agent-based model in predicting the risk of stock On Indonesian Stock Exchange (BEI) <i>Nursaid, Heru Cahyono, Muh. Fahrurrozi</i>	727
How to Increase Customer Satisfaction Based on Service Quality, Brand, And Trust in Cafe Customers? <i>Nurul Qomariah, Wekel Mega Wisesa</i>	739
Revitalization of Islamic Religious Education Readiness Facing Era 5.0 <i>Nurzannah</i>	758
Gender Digital Divide and Empowering Women in the Industrial Age 5.0 <i>Oktiva Anggraini</i>	768
Practicing Communication, Collaboration, Critical Thinking and Creative Thinking Skills in Learning <i>Peni Suharti</i>	777
Utilization Of <i>Canva</i> In Learning To Write Poetry As A Learning Source In The Era Society 5.0 <i>Purwati Zisca Diana</i>	786
Postmethod Era and Its Implication to Language Teacher's Education <i>Purwo Haryono</i>	796
The Existence of Religion, Scripture, and Islamic Thinkers in the Era 5.0 <i>Rafiudin</i>	804
Realization of Online Learning in the Perception of Junior High School Student <i>Rizka Harfiani</i>	812
Indonesia In Society 5.0 ; Impact On Legal Policy <i>Rizka</i>	822

The Implementation of the Teaching and Learning Model of the Value Clarification Technique in Society Era 5.0 <i>Ronggo Warsito, Dhiva Maulida Rizqi Nur'Aini</i>	832
Telepsychology: Alternative Digital Mental Health Services Towards The Society Era 5.0 <i>Rr. Setyawati</i>	841
Blended Learning in Islamic Education Learning: Moderate Learning Model in Society 5.0 Ruslan, Luthfiyah	853
Framing English Language Teacher in Facing Society 5.0: Challenges and Adaptive Strategy <i>Salasiah Ammade, Khairil</i>	861
Vocational High School Learning In Era 5.0 <i>Singgih Prastawa</i>	871
The contribution of science in building society 5.0 <i>Siti Patonah</i>	865
Building Student Character In Writing Poetry Based On Makassar Local Wisdom In The Era Of Society 5.0 <i>Siti Suwadah Rimang</i>	897
Early Detection Services Development For The Indonesian Ethnic Group Specified In The Community Era 5.0 <i>Sri Lestari Utami</i>	899
The Impacts Of Industry 4.0 And Society 5.0 To The Sovereignty Of States Based On International Law Perspective <i>Sri Wartini</i>	911
Strengthening Financing Reform For Msmes In The Society Era 5.0 <i>Sriyono</i>	921
Science Education: Its Role in Building Scientific Attitudes in The Context of Society 5.0 Era <i>Suciati</i>	931

The Implementation of Pop Culture as Teaching English Media in Society 5.0 <i>Sudiran</i>	941
Characteristics of Learning Facing the Era of Society 5.0 <i>Sulastrri Rini Rindrayani</i>	949
Prevention and Control of Non-Communicable Diseases Era Society 5.0 <i>Sulistyaningsih</i>	958
Fuzzy Logic Oftimization Implementation For Optimizing Motor Speed On Barrel Machine <i>Sumardi Sadi</i>	968
Agriculture Based on Biochemistry and Information Systems in Era 5.0 <i>Suryani</i>	982
<i>Problem Based Learning</i> Model Integrated With Islamic Values <i>Sutrisni Andayani</i>	994
Development of Mathematical Learning Media Integrated Qur'an <i>Syarifah Fadillah, Yadi Ardiawan, Rahman Haryadi</i>	1003
Literacy Program in Madrasah: Challenging Lagging <i>Taufiqur Rahman, Moh. Zamili</i>	1012
EFL Teaching Innovations in Indonesia <i>Tono Suwartono, Retno Ayu Cahyaningtyas</i>	1021
Blended Learning Strategy During the COVID-19 Pandemic in Plant Tissue Culture Course <i>Trianik Widyaningrum</i>	1036
The Approach to Stunting Problems in the Society 5.0 Era <i>Wa Ode Salma</i>	1044
Environment with Technology as Highly Important Element for The Wellbeing of the Elderly <i>Wantonoro, Moh Ali Imron</i>	1053

Social Media Use during the Covid-19 Pandemic and Beyond: A Uses and Gratifications Perspective <i>Wichitra Yasya, Nani Nurani Muksin</i>	1061
The Implication Of Project-Based Teaching On Undergraduate Students' Creativity <i>Wiwin Sri Hidayati</i>	1071
Implementation Of E-Learning In Integrated Islamic Junior High School Granada Tangerang City <i>Yessi Astriani, Asrori Mukhtarom</i>	1086
Bibliometric Analysis Of Digital Marketing And Halal Cosmetics <i>Yulist Rima Fiandari</i>	1092
The challenge of building critical thinking in Era 5.0 <i>Zahara Tussoleha Rony</i>	1101
Creative Industries in The New Normal Era: The Role of Digital Marketing <i>Zakiyah Zahara, Muslimin</i>	1109

Sharia Marketing Era of Industrial Revolution 4.0 in Improving Customer Loyalty

Muh. Fahrurrozi⁷⁷, Heru Cahyono⁷⁸, Nursaid⁷⁹

Introduction

The world is entering the era of the industrial revolution 4.0 or the fourth world industrial revolution where technology has become the basis of human life. Everything becomes limitless and unlimited due to the development of the internet and digital technology. This era has influenced many aspects of life both in the fields of economy, politics, culture, art, and even to the world of education. The technological revolution has had a tremendous impact on human life. It has fundamentally changed the value system, way of thinking, insight and changed human relations with the environment, both with the natural surroundings and with each other. These changes are happening so rapidly that the entire accumulative human experience seems powerless to control the explosion of technology and the significant changes it brings.[1], [2]

The rapid development of technology causes the international community to tend to develop increasingly complex and complicated. Change after change is also growing rapidly and reaches society broadly and deeply. Such conditions make a change in the power of the customer so that the market changes. These key forces have created new behaviors for customers and challenges in marketing[3].

The Industrial Revolution was a period of massive industrialization that took place during the late 1700s to early 1800s. It started in the United Kingdom and then quickly spread around the world. The American Industrial Revolution, commonly known as the second industrial revolution, began between 1820-1870. This period included the mechanics of agriculture and textile manufacturing as well as revolutions in control, including steamships and railroads, which had social, cultural and economic impacts.[4].

Technology that is growing rapidly has an impact on supporting the activities of its users and completing the activities

⁷⁷ Universitas Hamzanwadi Lombok Timur

⁷⁸ Institut Agama Islam Bunga Bangsa Cirebon

⁷⁹ Universitas Muhammadiyah Jember

carried out. The internet is one of the developments in information technology. The internet is also getting closer to life, even most people rely heavily on the internet to carry out daily activities such as completing office or college assignments, shopping online, and social networking. The internet can be accessed easily using a cellphone or mobile phone. The development of mobile applications is also very rapid, no wonder the internet is accessed by more people via mobile than using a computer because it can be accessed anywhere and anytime. This is also supported by the emergence of several mobile phones with internet facilities that are widely available in the market. One of the mobile phones that is currently growing rapidly is Android-based smartphones.[5].

In line with the development of the internet, a new understanding of the marketing paradigm emerged in the form of a modern market/consumer-oriented marketing concept or a marketing revolution in the form of an electronic marketplace. In the business context, internet marketing has a transformational impact that creates a new paradigm in business, in the form of digital marketing. Marketing is the process of compiling an integrated communication that aims to provide information about goods or services in relation to satisfying human needs and wants.[6].

The role of marketing today is not only to deliver products or services to the hands of consumers but also how these products or services can provide satisfaction to customers while still making a profit. The goal of marketing is to attract new customers by promising added value, to set product prices attractively, to distribute products more easily, to promote effectively, and to retain existing customers while still adhering to the principle of customer satisfaction. Therefore, Allah SWT, reminds us through His words in the Qur'an Surah An Nisaa ': 29

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِنْكُمْ وَلَا تَقْتُلُوا
أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

29. O you who believe, do not eat the property of your neighbor in a vanity (untrue) way, except in the form of commerce on the basis of mutual consent between you. Don't kill yourself. Verily Allah is Most Merciful to you.

Marketing is also defined as a strategic business discipline that leads to the process of creating, offering and changing value from one initiator to its shareholders, which in the whole process is in

accordance with Islamic contracts and muamalat (business) principles.

Marketing is the art and science of customer satisfaction. The American Marketing Association defines marketing as the activity and process of creating, communicating, delivering, and offering exchanges of value to customers, clients, partners, and society at large.

Marketing has various meanings based on audience, media, and market dynamics. That's why it's no wonder that marketers define marketing in different ways. Marketing comes from the basic word "market" where one of the general meanings is the place where the sale and purchase of goods or services takes place and the exchange of goods or services between the seller and the buyer. Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.[7]

Excellent entrepreneurs need good and appropriate marketing management. The application of management in the company can increase the effectiveness and efficiency of the company's or organization's resources so as to achieve maximum results. Meanwhile, the urgency of marketing in the success of a company can be better understood and appreciated when considering the activities it carries out. In essence, the marketing management process anticipates and measures the importance of the needs and wants of certain consumer groups and responds to them with a flow of goods and services that satisfy these needs.

A manager in a company is often tasked with making decisions in every change that occurs in the business world. The duties of a manager usually include the activities of analyzing, planning, implementing and controlling programs designed to establish, build, and maintain, the benefits of exchange through target markets in order to achieve organizational goals (company) in the long term. The population in Indonesia, which is predominantly Muslim, cannot be separated from economic activity every second. This is because the needs of the community that must be met, both primary, secondary, and tertiary needs. With the needs of Muslims, various types of sharia business arise. The shari'ah label is given to attract consumer sympathy for the product.

If you ask several people about the definition of marketing, the answers can vary as follows: a) Marketing is selling, b) Marketing is advertising. c) Marketing is a trading concept. d) Marketing is a

business that influences the purchase action of the products and services offered.[8], [9]

This opinion cannot be faulted, each can provide a definition according to his understanding. The definition of marketing can be different for everyone. However, it is very easy to understand that marketing is an activity of exchanging value transactions owned by each party, for example exchanging products owned by the company for money owned by customers. This shows that the customer wants something from the company, and the company wants something from the customer. So as a marketer, you need to know what customers really want and how to deliver what they want to get a return that is usually measured in money in exchange.

Buchari Alma and Donni Juni Priansa in their book entitled “Sharia Business Management: Instilling Sharia Values and Practices in Contemporary Business”, state that the marketing practices of the Prophet Muhammad SAW include the following [10]:

a. Segmentation and Targeting

Segmentation and targeting were practiced by Prophet Muhammad SAW when he traded to the State of Sham, Yemen, Bahrin. Prophet Muhammad SAW knows very well what goods are liked by the residents and absorbed by the local market. After knowing the target market (targeting), Prophet Muhammad SAW prepared the merchandise that was brought to the area. The Prophet Muhammad SAW was really professional and understood well segmentation and targeting so it was very pleasing to Khadijah, who at that time was acting as her boss. The goods traded by the Prophet Muhammad were always sold quickly, because they were in accordance with the segment and target market (targeting).

b. Positioning

Positioning means how to make the goods we produce or sell have advantages, are liked, and are attached to the hearts of customers and can be attached for a long time. Positioning relates to what is in the mind of the customer, related to perception, where the perception will stick for a long time. Positioning of Prophet Muhammad SAW which is very impressive and unforgettable by customers is the key to why Prophet Muhammad SAW became a successful businessman. He sells genuine goods that are original and in accordance with the needs and desires of customers. There has never been a fight or claim from the customer that the services and products sold by the Prophet Muhammad SAW were

disappointing. Marketing is the process of compiling an integrated communication that aims to provide information about goods or services in relation to satisfying human needs and wants. Marketing is the art and science of customer satisfaction. The American Marketing Association defines marketing as the activity and process of creating, communicating, delivering and exchanging value for customers, clients, partners, and society at large. Marketing has various meanings based on audience, media, and market dynamics. That's why it's no wonder that marketers define marketing in different ways. Marketing comes from the basic word "market" where one of the general meanings is the place where the sale and purchase of goods or services takes place and the exchange of goods or services between the seller and the buyer. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large.

c. Marketing Mix (Marketing Mix)

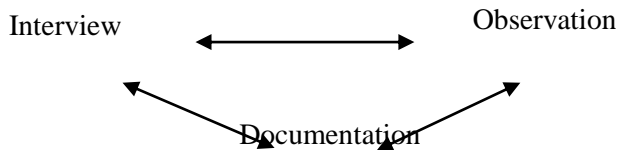
Marketing strategy to serve customers by satisfying them through product, price, place, and promotion (4P)

Research methods

The type of research used is a qualitative research method. Qualitative method is a method used to examine the condition of natural objects, where the researcher is the key instrument, inductive analysis and qualitative research results emphasize meaning rather than generalization. The data collection techniques used in this study were interviews, observation, and documentation. The interviews in this study used a guided free interview technique, using a list of interviews that had been prepared in advance to be asked to informants about the company's Sharia marketing to keep pace with the industrial revolution 4.0. Observations in this study, researchers act as observers who observe directly related to the company's marketing management. In addition, documentation is used to obtain data in the form of books, archives, brochures, or documentation in the form of the Company's Sharia marketing activities. [11]

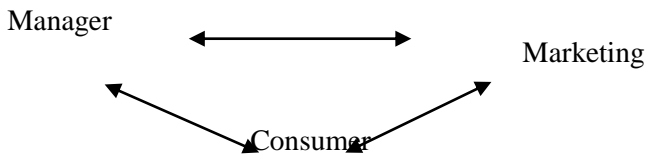
Test the validity of the data in this study using triangulation techniques and triangulation of sources. Then the results obtained from interviews need to be tested for truth with the results of observations.

1. Triangulation techniques to test the credibility of the data is done by checking the data to the same source with different techniques.



Schematic 1 Triangulation Technique

2. Source triangulation to test the credibility of the data is done by checking the data that has been obtained through several sources.



Schematic 2 Source Triangulation

3. Time triangulation is testing the validity of the data by checking with interviews, observations or other techniques at different times or situations, then it is done repeatedly so that the certainty of the data is found. This triangulation of data is useful for researchers to further improve their understanding of things and phenomena in the object of research. Valid triangulation of data will facilitate the completion of the research being done.

Results and Discussion

Corporate Marketing in the Industrial Revolution 4.0

Based on the results of the interview, the chairman/leader of the company said: The company's marketing is based on Islamic business. We really put forward the concept of mercy and pleasure, both from the seller and the buyer, to Allah SWT. Thus, marketing activities must be based on ethics. Marketing ethics in relation to

products, namely products that are halal and thoyyib, products that are useful and needed, products that have economic potential, products that have high added value, and products that can satisfy the community.

In addition, employees also said: The strategy implemented in our company regarding service, we always do 5 SBs: smile, greeting, greeting, polite, courteous, and helpful. On the same occasion the researcher also interviewed consumers in the company. said: What is clear is that I feel benefited by the existence of this company, so I don't bother looking for products anywhere, just order at and there is already catering too, so we don't just buy products but receive them in ripe condition, and ready distributed because it is already in a box packaging.

On the same occasion, the researcher also interviewed other consumers in the company. said: If the ones that are close are cheap, why look for those that are far away. Already know the quality of the product is good and healthy, plus the price was cheap. I also saw that many of the products were bought, and the service was also friendly. On the same occasion, the researcher also interviewed another person as a consumer in the company who said: I have always bought their products, complete, spacious, clean, close to home, friendly service, cheap prices. If the strategy is the most honest, the price is not increased according to the product, so there is no fear of being tricked by the price.

Corporate Sharia Marketing in the 4.0 Industrial Revolution Era

Based on the results of the interview, the chairman/leader of the Company said: The method of marketing or dissemination or even cooler promotions that we do in this era that is completely online, of course we also take advantage of existing media such as promotions via the internet or social media, orders via whatsapp, instagram and facebook. That's how our brand can be widely known among the public.

In addition, as an employee, he also said: The marketing we do is to attract consumers' interest by distributing brochures, promotions through Facebook, Instagram and other social media. Can order via WA. Besides that, because Elsifa has many branches, our name is starting to spread everywhere.

On the same occasion, the researcher also interviewed a consumer at the company saying: Before, I never knew there was a place for this product in Cirebon, after I searched on the internet, I

found this company. From there it makes it easier for me. So I don't have to bother cooking myself. If there is something more practical, why not, it's not prohibited, instead the product is recommended by religion.

On the same occasion, the researcher also interviewed another consumer, a consumer in the company. said: The only business in Cirebon that is most well known is this company, knowing the needs of the community, especially today that public awareness has begun to grow, especially parents, to carry out their obligations.

On the same occasion the researcher also interviewed other consumers in the company saying: I am interested when the employees of the company explain about the company brochure, so we don't only buy the product but also feel the benefits, and it is ready to be distributed because it is packaged neatly. In addition, the processing method that relies heavily on Islamic law certainly adds confidence for me.

Based on the results of interviews on different occasions, the company leadership also said: The reason I developed this business was to see such a huge opportunity, especially in Cirebon, because today public awareness has grown. It is a great opportunity to become a business because the opportunity or potential for this business will never subside, especially in Indonesia, especially Cirebon, the majority is Muslim.

Based on the results of the interviews above, it can be concluded that the marketing strategy carried out by the company can adjust or can balance the industrial revolution 4.0, where everything is internet-based. Thus, the company is certain to be erasing in this era.

Islamic marketing advantages and constraints

Based on the results of an interview with the chairman/leader of the Company said: The advantages that support my business are choosing a strategic marketing and livestock location, this is a very promising advantage. The prices set by the company are relatively cheap and affordable.

For small obstacles, it is relatively smooth or almost non-existent, but if there are annual obstacles, for example, the supply of products is difficult, you have to look for or wait for it to be sent from outside so that it hampers production, for marketing, thank God, there are no obstacles.

In addition, the researcher conducted interviews with employees who also said: Setting a low and right price is the leading strategy implemented in the company, the pricing strategy is very supportive of our existence until now. The main problem constraining the Company, if the weather is bad, then the supply will be delayed, for example in the rainy season, so that brochures are wet and for the delivery of orders will also be delayed.

On the same occasion, the researcher also interviewed consumers in the company who said: The company's employees always provide friendly, prompt, and smiling service. Low prices and lots of choices that many buyers are interested in. In serving too, I hardly see any complaints or irritated faces, when I am not the product.

The product stock in the company is not much so when buying the product it doesn't match my choice and if possible the stock of the product is increased so that it is right to buy the product according to my choice.

On the same occasion, the researcher also interviewed other consumers in the company who said: the company still maintains its best service, is aware that every selling activity is always under the supervision of Allah, is honest in transactions, does not lie in offering goods, does not take profits that burden buyers, and always imitates Prophetic way of business conduct.

The biggest obstacle is the stagnating supply of products from suppliers, if certain seasons. To overcome this, the owners usually take their products from other larger suppliers.

On the same occasion the researcher also interviewed other consumers in the company who said: The advantages of buying products here are complete, spacious, clean, close to home, friendly service, and low prices. If possible, there is a large size product so there are lots of choices because if it's a small one, it's a bit risky to buy it because it doesn't match your choice.

Conclusion

Based on the research that has been done, it can be concluded that: 1) Company marketing in the Industrial Revolution Era 4.0 is done by using marketing or dissemination methods or even cooler promotions that we do in this era that is already completely online, of course we also take advantage of existing media, for example promotions. via the internet or social media, order via whatsapp, instagram and facebook. That's how our brand can be widely known

among the public. 2) Corporate Sharia Marketing in the Industrial Revolution Era 4.0 is based on Islamic business. We really put forward the concept of mercy and pleasure, both from the seller and the buyer, to Allah SWT. Thus, marketing activities must be based on ethics. Marketing ethics in relation to products, namely products that are halal and thoyyib, products that are useful and needed, products that have economic potential, products that have high added value, and products that can satisfy the community. 3) The advantages and constraints of Sharia Marketing in this company are always prioritizing the best service. The prices set at Elsyifa's aqiqah are relatively cheap and affordable. For small obstacles, it is relatively smooth or almost non-existent, but if there are obstacles per year, for example, there will be. supply of raw materials is difficult, you have to look for it or wait for it to be sent from outside so that it hampers production and sales.

References

- [1] N. Kadek, D. Candra, N. K. Sinarwati, and M. Arie, "Efektivitas pengelolaan dana pada badan usaha milik desa kerta danu mandara di desa songan a," *e-Journal S1 Ak Univ. Pendidik. Ganesha*, vol. 8, no. 2, pp. 1–10, 2017.
- [2] N. F. Mukaromah and T. Wijaya, "Profit : Jurnal Kajian Ekonomi dan Perbankan," *J. Kaji. Ekon. dan Perbank.*, vol. 3, no. 1, pp. 14–29, 2019.
- [3] E. Karyani, "Transformasi Digital Dan Industri Halal : Studi Kasus Pada Produsen Besar dan UMKM," *Wikrama Parahita J. Pengabd. Masy.*, vol. 5, no. 2, 2021.
- [4] F. Budiman, "Kepuasan dan Loyalitas Nasabah Bank Syariah Indonesia Cabang Boyolali. Jurnal Ekonomi, Sosial & Humaniora," *J. Ekon. Sos. Hum.*, vol. 2, no. 5, pp. 142–166, 2020.
- [5] L. Masriansyah, "Go Digital and Customer Relationship Marketing sebagai Strategi Pemulihan Bisnis UMKM yang Efektif dan Efisien di Masa Adaptasi New Normal," pp. 126–140, 2020.
- [6] D. Rudy Irwansyah, *MARKETING DIGITAL USAHA MIKRO Tim*, vol. 1, no. 1. 2021.
- [7] D. N. Rahmatika, S. Subroto, D. Indriasih, and D. Prihadi, "Strategi Pengembangan Kualitas Bumdes; Pendekatan Model Tetrapreneur Serta Kemitraan Dengan Perguruan Tinggi Dan Perbankan," *J. Ind. Kreat. dan Kewirausahaan*, vol. 2, no. 2, pp. 84–95, 2021, doi: 10.36441/kewirausahaan.v2i2.58.
- [8] M. Mashuri, "Analisis Strategi Pemasaran UMKM Di Era 4.0,"

- IQTISHADUNA J. Ilm. Ekon. Kita*, vol. 8, no. 2, pp. 215–224, 2019, doi: 10.46367/iqtishaduna.v8i2.175.
- [9] P. K. dalam M. I. E. 4. 0. and S. 5.0., “Book Chapter 20,” no. 022, 2021.
- [10] Nurkholis, “Pendidikan dalam Upaya Memajukan Teknologi,” *J. Kependidikan*, vol. 1, no. 1, pp. 24–44, 2013.
- [11] P. D. Sugiyono, *Metode Penelitian Pendidikan; Pendekatan Kuantitatif, Kualitatif dan R&D*. 2012.



EMBRACING SOCIETY 5.0 WITH HUMANITY

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

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

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

Bildung



+6281227475754



Bildung



@sahabatbildung



bildungpustakautama@gmail.com



www.penerbitbildung.com

ISBN 978-623-6225-67-7



9 786236 225677

