

The Integration Of Technology And Local Wisdom In The Economic Development Of Indonesian Society In The Era Of 5.0

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Abstract

The Era 5.0 marks a paradigm shift in economic development that places humans at the center of innovation, with advanced technology as the primary driver. In the Indonesian context, the integration of technology and local wisdom serves as a crucial strategy for fostering sustainable and inclusive economic growth. This study aims to analyze how the application of digital technology can align with the values, practices, and traditional knowledge deeply rooted in society. The research employs literature review and qualitative methods to examine various successful integration models in the agriculture, tourism, and creative industry sectors. Data analysis was conducted through data condensation, data display, and conclusion drawing. The findings indicate that the integration of technology and local wisdom in the Era 5.0 is an essential strategy for building an advanced Indonesian economy while remaining rooted in cultural identity. Technology accelerates processes, enhances efficiency, and expands access to global markets, while local wisdom ensures sustainability and social cohesion. The synergy between the two has the potential to promote inclusive growth, reduce inequality, preserve cultural heritage, and create employment opportunities. Success, however, depends on equitable infrastructure development, digital literacy, intellectual property protection, and cross-sector collaboration, enabling Indonesia to become a global example of harmonizing tradition and innovation.

Keywords: *Technology Integration, Local Wisdom, Economy 5.0.*

Abstrak

Era 5.0 menandai pergeseran paradigma pembangunan ekonomi yang menempatkan manusia sebagai pusat inovasi, dengan teknologi canggih sebagai penggerak utama. Dalam konteks Indonesia, integrasi teknologi dan kearifan lokal menjadi strategi penting untuk menciptakan pertumbuhan ekonomi yang berkelanjutan dan inklusif. Penelitian ini bertujuan menganalisis bagaimana penerapan teknologi digital dapat berjalan selaras dengan nilai, praktik, dan pengetahuan tradisional yang telah mengakar di masyarakat. Metode yang digunakan adalah studi literatur dan metode kualitatif terhadap berbagai model integrasi yang berhasil di sektor pertanian, pariwisata, dan industri kreatif. Analisis data menggunakan kondensasi data, display data dan menarik Kesimpulan. Hasil penelitian ini menunjukkan bahwa Integrasi teknologi dan kearifan lokal di Era 5.0 menjadi strategi penting membangun ekonomi Indonesia yang maju sekaligus berakar pada budaya. Teknologi mendorong percepatan, efisiensi, dan akses pasar global, sementara kearifan lokal menjaga keberlanjutan dan kohesi sosial. Sinergi keduanya berpotensi menciptakan pertumbuhan inklusif, mengurangi kesenjangan, melestarikan budaya, dan membuka lapangan kerja. Keberhasilan bergantung pada pemerataan infrastruktur, literasi digital, perlindungan kekayaan intelektual, dan kolaborasi lintas sektor, sehingga Indonesia dapat menjadi teladan global dalam memadukan tradisi dan inovasi.

Kata kunci: *Integrasi Teknologi, Kearifan Lokal, Ekonomi 5.0.*

Introduction

The development of information technology and automation has entered a more human-centered and contextual phase, often referred to as the Era 5.0. This era emphasizes not merely technical efficiency, but the integration of technology with human values, sustainability, and local wisdom (Maria et al., 2024). In Indonesia, a nation rich in cultural diversity and natural resources, the main challenge lies in leveraging technological advancement to stimulate economic growth without sacrificing cultural identity, ecological balance, and long-preserved social values (Anggraini et al., 2025). The integration of modern technologies such as artificial intelligence, the Internet of Things, digital platforms, fintech, and blockchain with deeply rooted local practices such as traditional knowledge, collective economic systems, and environmental wisdom offers an alternative pathway toward inclusive, sustainable, and resilient development (Salsabila & Wibawa, 2022).

The global advancement of technology in recent decades has ushered the world into a new phase known as Era 5.0. Unlike Era 4.0, which emphasized automation, efficiency, and machine connectivity, Era 5.0 shifts the focus toward harmonizing technological progress with human values (Tangkas Ageng Nugroho et al., 2023). In this context, technology is no longer limited to being a tool for production and industrial efficiency, but also serves as a medium for fostering social well-being, preserving environmental sustainability, and safeguarding cultural heritage. For Indonesia, with its remarkable cultural wealth and biodiversity, the challenge is how to integrate modern technological advancements with local wisdom that has been cultivated for centuries (Nurfalah et al., 2023). Local wisdom—manifested in social practices, traditional farming systems, community-based environmental management, and the values of mutual cooperation—is not merely a cultural heritage, but also a socio-economic asset with great potential to support sustainable development (Yordan Rendis Suherman et al., 2023). This knowledge has proven adaptive to local environmental conditions and capable of maintaining ecological balance while simultaneously shaping the social identity of communities.

On the other hand, digital technology offers unlimited opportunities. E-commerce platforms enable local products—ranging from handicrafts and organic agricultural goods to traditional culinary products—to penetrate national and even international markets (Setyaningrat et al., 2023). Digital payment systems and technology-based financial services (fintech) expand access for micro, small, and medium enterprises (MSMEs) that were previously marginalized from conventional banking systems (Mubarak et al., 2022). The Internet of Things (IoT) and artificial intelligence (AI) can assist traditional farmers in improving quality and productivity without abandoning sustainable methods passed down from their ancestors.

Nevertheless, integrating technology with local wisdom is not a straightforward process. Structural challenges persist, ranging from limited internet infrastructure in remote areas and low digital literacy among certain communities, to the risk of cultural commodification that may erode authentic values (Enstein J & Banufinit YA, 2024). Issues of intellectual property rights are also of concern, as many innovations and products rooted in local wisdom remain vulnerable to external exploitation without fair benefit-sharing

mechanisms for the communities that own them. Moreover, there is also the risk that technology may drive production intensification that disregards the capacity of local ecosystems, thus negatively impacting the environment. Therefore, the ideal form of integration is not technological dominance over culture, but rather a synergy that positions technology as a reinforcement and protector of local values (Aba et al., 2025). Technology should function as an amplifier that broadens the reach of traditional knowledge, protects community rights, and enhances welfare without compromising sustainability.

In the context of national development, the government, academia, the private sector, NGOs, and local communities all play crucial roles in building an ecosystem that enables this integration to function effectively (Malihah, 2022). Public policies that are culturally sensitive, equitable provision of digital infrastructure, technology literacy programs tailored to local needs, and community-based intellectual property protection schemes form the foundation for the success of this process (Sanjaya & Safitri, 2024). With the right approach, the integration of technology and local wisdom can become a driving force for inclusive, competitive, and sustainable community-based economic growth in the Era 5.0. This is not only relevant to strengthening Indonesia's position in the global arena, but also to ensuring that economic transformation does not sacrifice cultural identity and environmental sustainability, which constitute the nation's core strengths.

Previous studies on technology and local wisdom in economic development have been conducted by researchers such as Tangkas Ageng Nugroho, Achmad Kaisi Amaro, and Muhammad Yasin, who examined the development of Industry 5.0 in relation to Indonesia's economy (2023). Their findings revealed that Industry 5.0 holds significant potential to stimulate Indonesia's economic growth through increased productivity, efficiency, and innovation. Its development generates new employment opportunities requiring relevant skills, accelerates digital transformation, and attracts foreign investment that enhances Indonesia's competitiveness in global markets (Tangkas Ageng Nugroho et al., 2023). That study touched on several themes relevant to this research, such as (a) the role of technology in Industry 5.0, (b) the utilization of technology for enhancing effectiveness, and (c) supporting policies and regulations for the development of Industry 5.0. However, it did not address the impact of technological investment on the national economy or the changing dynamics of labor shaped by local wisdom. Therefore, this research will focus on the integration of technology and local wisdom in the economic development of Indonesian society in the Era 5.0.

Research Method

This study employs a qualitative method with a library research approach. Qualitative research is a method used to understand and interpret the meaning of social phenomena in depth, focusing on human experiences, perspectives, and interactions within their natural contexts (Sudaryono, 2019). Unlike quantitative research, qualitative inquiry does not prioritize numerical measurement or statistical calculation; instead, it seeks to explore descriptive and narrative information to capture reality holistically. This method is rooted in humanistic and interpretative traditions, which view social reality as subjective and constructed through social interactions, language, and individual experiences (Abdussamad, 2021). Therefore, qualitative research aims to capture the underlying meanings beyond surface-level facts.

The library research approach focuses on collecting, reviewing, and analyzing data or information from various written sources available in libraries as well as digital literature (Darmalaksana, 2020). In this approach, the researcher does not directly collect field data but relies on existing materials such as books, scholarly journals, research reports, official documents, archives, and other electronic resources relevant to the research topic (Fadli, 2021). The primary purpose of this approach is to establish a theoretical foundation, deepen conceptual understanding, and identify previous research findings that may support or strengthen the study's arguments (Hadani, 2020). Library research is particularly useful for conceptual studies, literature reviews, and preliminary research aimed at mapping the scope of issues before conducting fieldwork.

The data source in this research is secondary data, namely information obtained, identified, and processed from literature relevant to the research topic. These sources include books, academic journals, articles, research reports, official documents, archives, and published digital media (Mukhyi, 2023). Data collection techniques in library research involve searching, selecting, critically reading, taking notes, and evaluating sources of literature. The success of this type of research largely depends on the researcher's accuracy in identifying relevant literature, applying systematic note-taking methods, and conducting critical analysis of the content (Elidawaty Purba, Bonaraja Purba et al., 2021). When applied properly, these techniques provide a solid foundation for the study's discussion and conclusion.

Data analysis in this research follows three stages: data condensation, data display, and conclusion drawing. Data condensation refers to the process of summarizing, focusing, simplifying, and transforming raw data into a more structured and meaningful form, making it usable for analysis and interpretation (Miles, Huberman, & Saldaña, 2014). In qualitative research, where data are typically abundant, complex, and narrative in nature, data condensation is not merely "reducing" information but rather an intellectual process that requires researchers to critically select relevant data, organize them into patterns, themes, or categories, and discard insignificant or redundant information (Creswell & Poth, 2018). It serves as a bridge between data collection and in-depth analysis.

The second stage, data display, involves presenting information in an organized, concise, and accessible manner, thereby facilitating interpretation and conclusion drawing (Syafrida, 2022). In this stage, condensed data are arranged in visual forms such as tables, charts, graphs, matrices, networks, or flow diagrams to make relationships among variables, patterns, and trends more evident (Nilawati, 2023). The final stage, conclusion drawing, is an intellectual process conducted after the series of data collection, processing, and analysis, aimed at producing a synthesized, concise, and meaningful statement that represents the essence of the study's findings or discussions (Mukhyi, 2023). This stage does not merely restate the presented information but integrates all evidence, arguments, and identified patterns into a new, logical, consistent, and accountable understanding.

Results and Discussion

The integration of technology and local wisdom operates tangibly within the economic dynamics of Indonesian society in the era of 5.0. Rapid technological development has opened vast opportunities for innovation across various sectors, ranging from agriculture and trade to

tourism (Graciello & Wibawa, 2022). However, such opportunities will yield optimal outcomes only if aligned with local values, practices, and knowledge that have been tested over time.

A. Era 5.0 A Technology-Based Socio-Economic Transformation

The concept of Society 5.0 was first introduced in Japan and has now become a global reference, including in Indonesia (Almirah et al., 2022). This era emphasizes the utilization of advanced technologies such as the Internet of Things (IoT), Artificial Intelligence (AI), big data, and blockchain to create a human-centered society while addressing various socio-economic challenges (Alfarizi, 2024). In the Indonesian context, the transformation toward Era 5.0 cannot be separated from the nation's cultural diversity and the potential of local resources, which serve as fundamental strengths. Era 5.0, often referred to as Society 5.0, represents a phase of human civilization that combines digital technological advancement with humanistic values (Amalia & Munif, 2023). Unlike Era 4.0, which focused primarily on automation and data-driven industrial efficiency, Era 5.0 seeks to harmonize technological sophistication with social, cultural, and environmental needs (Teknowijoyo & Marpelina, 2022). Its ultimate goal is to shape a smart society in which technology functions not merely as a tool of production but as an instrument to improve quality of life, strengthen identity, and empower local potential.

Era 5.0 is not merely a milestone in technological progress but also a historical moment that tests Indonesia's ability to integrate modernity with its cultural roots. A technology-based socio-economic transformation will be of strategic value only if it remains connected to local wisdom that has supported community life for centuries (Taufik Firmanto & Gufran, 2024). The integration of technology and local wisdom essentially constitutes the process of creating a future without losing the past. Technology contributes speed, precision, and broad market reach, while local wisdom offers balance, sustainability, and identity—distinguishing the nation from the forces of global homogenization (Sharon Sitti Salmah & Paranoan, 2020). When these two dimensions synergize, they give rise to a development model that measures progress not only in terms of economic growth but also in social resilience, environmental preservation, and cultural sustainability.

As a result, society is no longer positioned merely as the object of global technology but as an active actor shaping technology to align with local values. Farmers, for instance, can access real-time weather information while maintaining environmentally friendly traditional farming patterns. Artisans can leverage e-commerce platforms to reach global consumers while preserving the authenticity of cultural motifs. Villages can establish smart villages that integrate digital innovation with social structures rooted in communal cooperation (*gotong royong*). With strong national commitment, equitable digital literacy, and regulations safeguarding cultural heritage, Era 5.0 can serve as a domain in which technological progress reinforces civilization rather than erodes identity (Sugiarto & Farid, 2023). Indonesia holds great potential to become a global exemplar of how modernity and tradition can coexist, strengthen one another, and jointly shape an inclusive, sustainable, and culturally grounded economic order.

B. Local Wisdom as Socio-Economic Capital

Entering the Era 5.0, Indonesia stands at a crossroads between the stream of technology-based modernization and the richness of local wisdom that has been deeply rooted for centuries. Local wisdom, born from collective experiences and harmonious interactions among humans, nature, and culture, is not merely a legacy of the past but a socio-economic energy relevant for the future. The integration of technology with local wisdom not only creates space for economic transformation but also serves as a bridge between tradition and innovation (M. Agus Kurniawan, 2024). Technology can expand the reach of cultural values to the global stage, while local wisdom ensures that such progress remains grounded in identity and sustainability principles.

Local wisdom is a resource that generates not only financial benefits but also strengthens social bonds, fosters solidarity, and cultivates a sense of ownership in economic development (Wulan Nurida & Lathifah, 2025). Communities capable of managing this synergy will possess dual advantages: resilience in facing global competition and strength in cultural roots. The future of Indonesia's economy in Era 5.0 will not be determined solely by technological sophistication, but also by the nation's ability to preserve the heartbeat of local wisdom amid rapid digitalization. True strength lies in balance: using technology to elevate cultural values and relying on cultural values to guide the direction of technology utilization. This strategy ensures that progress does not merely signify numerical growth but also embodies sustainability of life and preservation of national identity. Local wisdom constitutes a collection of values, traditions, and practices that have evolved across generations and have proven capable of sustaining community life (Batubara, 2025). The forms of local wisdom include:

1. Traditional agricultural systems such as *subak* in Bali or *tumpangsari* in Java

Traditional agricultural systems in Indonesia represent a tangible manifestation of local wisdom that emerged from long processes of adaptation between humans and their environment (Purnama Sari Intan & Zuber Ahmad, 2020). These systems function not only as cultivation methods but also as socio-economic capital sustaining communities in a sustainable manner. The *subak* in Bali and *tumpangsari* in Java are not merely agricultural systems but manifestations of local wisdom tested by time (Prawerti et al., 2022). They demonstrate that the success of community economic development is determined not only by modern technology but also by the social capacities nurtured through tradition, values, and strengthening interpersonal relationships. Local wisdom within these systems constitutes the foundation of social capital, where solidarity, trust, and consensus-building serve as cohesive forces within society. Such social capital generates stability and sustainability in resource management while protecting communities from potential conflicts. At the same time, these practices provide tangible economic capital: consistent agricultural yields, maintained food security, and income diversification opportunities through agro-tourism, local trade, and derivative products.

Moreover, both systems illustrate that progress does not always require abandoning tradition but often revitalizing it with innovation. By integrating appropriate technologies, strengthening market networks, and facilitating farmer regeneration, *subak* and *tumpangsari*

can become models of sustainable agricultural development that merge modern efficiency with ancestral values (Triman Tapi et al., 2024). *Subak* and *tumpang Sari* symbolize both food and cultural sovereignty. They teach that sustainable economic prosperity can only be achieved when communities preserve balance among productivity, environmental sustainability, and cultural heritage.

2. Local crafts and arts such as batik, ikat weaving, Jepara carvings, and Kasongan ceramics

Local crafts and arts are tangible manifestations of local wisdom inherited across generations (Wospakrik & Elias Hence Thesiar, 2025). Products such as batik, ikat weaving, Jepara carvings, and Kasongan ceramics carry not only aesthetic value but also philosophical meaning, cultural identity, and systems of knowledge reflecting the identity of a community. Moreover, these crafts hold significant potential as socio-economic capital capable of stimulating community economies, strengthening social networks, and preserving cultural heritage (Hapsari et al., 2025). From batik infused with philosophy, ikat weaving narrating ancestral histories, Jepara carvings that sculpt the harmony of nature, to Kasongan ceramics blending tradition with innovation—these are not merely material objects. They represent cultural languages, collective memory, and living embodiments of local wisdom transcending time. Their strength lies in the ability to stand in two realms: the realm of traditional values that preserve identity and the realm of the modern economy that demands competitiveness (Romarina, 2016). At this intersection, local wisdom transforms into socio-economic capital that provides livelihoods, nurtures solidarity, strengthens social networks, and builds collective pride within communities.

The continuity of these crafts reflects the awareness that development does not always mean abandoning the past. In fact, a strong future often grows from well-preserved cultural roots. With appropriate policy support, design innovations, utilization of digital technologies, and ethical global marketing, Indonesia's traditional crafts can become sustainable pillars of the creative economy. Safeguarding and advancing local crafts and arts is not merely the responsibility of artisans but the collective duty of the entire nation (Made & Parwati, 2025). Each woven cloth, carved wood, or molded ceramic carries a message: the true wealth of a nation is not measured solely by economic growth but also by its ability to nurture cultural spirit while ensuring people's welfare.

3. Sustainable natural resource management, such as *sasi* in Maluku or customary forests in Kalimantan

Local wisdom in natural resource management is not merely a tradition; it functions as a system of rules, norms, and practices that maintain ecological balance while strengthening social networks (Lalu Galeh Inggil Fatristya & Muhammad Sarjan, 2024). Practices such as *sasi* in Maluku and the management of customary forests in Kalimantan illustrate how local norms can serve as socio-economic capital that ensures equitable access rights, sustains livelihoods, and provides long-term environmental services. Local wisdom such as *sasi* in Maluku and customary forest management in Kalimantan demonstrates that sustainability is not an imported concept but rather a value deeply embedded within social structures. These practices embody harmony among humans, nature, and culture, forming a unique

socio-economic ecosystem where nature serves as a source of life, communities act as guardians, and customs guide direction (Nurfadhillah et al., 2024).

Centuries of experience show that successful resource preservation is not determined solely by technical ability but also by shared ownership, emotional attachment to land and sea, and the conviction that sustainability is an inheritance to be passed down. These practices teach that economic development does not require sacrificing sustainability; rather, sustainability itself guarantees economic continuity. If the modern world is willing to learn, local wisdom can serve as a bridge between traditional knowledge and contemporary innovation. It can inspire policies that pursue not only short-term growth but also long-term futures that are inclusive, sustainable, and human-centered (Waqi'ah & Sarjan, 2025). Ultimately, preserving and strengthening customary systems is not simply about maintaining traditions; it is about safeguarding the very heartbeat of life a form of socio-economic capital whose value is irreplaceable for future generations.

C. Synergy between Technology and Local Wisdom

The synergy between technology and local wisdom in the economic development of Indonesian society in the Era 5.0 is not merely an attempt to combine two distinct elements but rather a process of harmonizing traditional values with modern innovations to create economic, social, and cultural sustainability. Era 5.0, which emphasizes a human-centered society supported by advanced technologies such as artificial intelligence, big data, the internet of things, and automation, presents both opportunities and challenges for Indonesian society, which is rich in traditions and cultural heritage (Almirah et al., 2022). The integration of technology and local wisdom can be realized in various ways, including:

1. Digitalization of Local Products

In the Era 5.0, technological advancement is not only an instrument for accelerating economic growth but also a bridge that connects local wisdom with the global market. The digitalization of local products serves as a strategic approach to integrating modern technology with cultural heritage that has been tested across generations (Adzka Tarigan et al., 2025). Through digitalization, products born from traditional skills and indigenous knowledge can acquire added value, expand their marketing reach, and enhance competitiveness. Small and medium enterprises (SMEs) and artisans can utilize e-commerce platforms, social media, and online marketplaces to market local wisdom-based products at national and international levels. Digital payment gateways and online banking systems further facilitate transactions. The digitalization of local products within the framework of synergy between technology and local wisdom in the Era 5.0 is not merely a modernization process but a transformative journey that preserves the roots while extending branches toward the future. Technology functions as both protector and enabler, ensuring that cultural values are not buried by globalization but instead shine on the global stage (Rizky Febriansyah, 2025).

Local wisdom, rooted in the interaction between humans, nature, and tradition, imparts an irreplaceable authenticity to products. Meanwhile, technology provides leverage to accelerate growth, expand market reach, and strengthen competitiveness without reducing identity. When both move in tandem, an economic ecosystem emerges that is not

only financially beneficial but also socially healthy and culturally sustainable. Era 5.0 calls upon Indonesian society to no longer perceive technology as an adversary of tradition, but as an ally that assists in transmitting noble values to future generations. In such harmony lies the realization of an Indonesian economy that is characterized, competitive, and sustainable—a future where local wisdom serves as the foundation, and technology as the wings that carry its potential into the global horizon.

2. Development of Culture-Based Tourism

Culture-based tourism constitutes one of the key pillars of Indonesia's creative economy. The nation, with more than 1,300 ethnic groups, boasts diverse traditions, arts, languages, and customs that serve as invaluable resources (Tony Sugianto, 2023). When packaged innovatively and integrated with technology, these cultural assets can drive community-based economic growth while strengthening national identity amid globalization. AR/VR (Augmented/Virtual Reality) technologies, for instance, allow prospective tourists to “explore” destinations rooted in local wisdom before their actual visits (Nugraha & Purwati, 2023). Digital reservation systems also facilitate visitor management and promote environmental sustainability. The development of culture-based tourism in Indonesia is not merely an economic activity but also a strategic movement to preserve ancestral heritage while addressing contemporary challenges (Sugiyarto & Amaruli, 2018). In the Era 5.0, where technology has become inseparable from human life, local wisdom discovers new spaces to evolve without losing its roots. The synergy between technology and culture is not about replacing tradition with innovation but rather making innovation a bridge that revitalizes tradition in relevant, attractive, and globally accessible formats.

The success of this model lies in its ability to position local communities as the core of the tourism ecosystem—not merely as beneficiaries, but as creators of cultural narratives. With the support of digitalization, creative promotion, and technology-driven economic systems, cultural values that were once bound by space and time can now reach unlimited audiences worldwide. The impact extends not only to regional economic growth but also to the cultivation of pride, collective identity, and awareness of cultural preservation. Nevertheless, the sustainability of this concept requires careful balance. Technology must be employed to strengthen cultural meanings, not to obscure or modify them to the point of losing authenticity. Thus, the integration of technology and local wisdom in culture-based tourism must consistently adhere to principles of sustainability, inclusivity, and respect for indigenous values. Indonesia can serve as a tangible example of how tradition and innovation can coexist, creating harmony that enhances economic competitiveness while safeguarding the nation's identity amidst global modernization.

3. Sustainable Automation

Sustainable automation in the Era 5.0 is not merely the application of machines and artificial intelligence to replace human roles but rather an effort to build a technological ecosystem that is efficient, environmentally friendly, and aligned with local wisdom (Simonigar et al., 2023). In the Indonesian context, ideal automation does not take the form of uniform, identity-less modern systems, but instead combines digital innovations with

traditional practices that have been socially and ecologically tested. Technologies such as IoT sensors in traditional agriculture can optimize irrigation, fertilization, and pest control without undermining local wisdom. Sustainable automation in the Era 5.0 is not solely a technological modernization agenda but a process of aligning machine sophistication with wisdom inherited from past generations. The synergy of technology and local wisdom determines whether automation will serve as a driver of prosperity or a source of new inequalities.

Rooted in cultural values, innovations can be directed not only toward efficiency but also toward maintaining environmental sustainability and social cohesion (Fathy, 2019). Automation designed based on local contexts—ranging from cultivation patterns to distribution systems and work methods—can catalyze inclusive economic transformation. This approach not only enables communities to adapt but also positions them as principal actors, rather than mere spectators, in the stream of progress. The synergy between technology and local wisdom in the economic development of Indonesian society in the Era 5.0 serves as a critical foundation for achieving progress that remains rooted in national identity. Technology, with its capacity to accelerate processes, expand access, and enhance efficiency, must not stand alone without the guidance of long-tested local values (Gani, 2018). Conversely, local wisdom, despite its richness in social and sustainable values, requires technological support to remain relevant and competitive amid globalization.

This integration produces a development model that not only pursues economic growth but also preserves culture, strengthens social cohesion, and maintains ecological balance. Within this framework, local communities do not merely serve as objects of technological development but play active roles as drivers, innovators, and custodians of noble values. Indonesia in the Era 5.0 will not be measured solely by the sophistication of its technology but by the extent to which such technology harmonizes with local wisdom to foster an inclusive, sustainable economy firmly rooted in cultural identity. This constitutes the roadmap toward advancement—progress that does not lose direction in modernity, remains connected to cultural roots, prospers without forsaking heritage, and thrives without compromising sustainability.

D. Economic and Social Impacts

The integration of technology with local wisdom creates new economic opportunities that were previously difficult to achieve. In the Era of Society 5.0, technologies such as the Internet of Things (IoT), Artificial Intelligence (AI), and big data analytics are utilized to expand market access, increase production efficiency, and optimize the distribution of products based on local wisdom. When this integration is effectively implemented, the benefits include:

1. Increasing community income through broader market access

The integration of technology and local wisdom in the Era of Society 5.0 generates new opportunities for communities to expand the marketing reach of their products, both nationally and globally. Technology facilitates the connection between local producers and consumers from diverse regions through digital platforms (Barus et al., 2024), while local wisdom serves as an added value that distinguishes products from

ordinary commodities. Broader market access in the Era of 5.0, as a result of the synergy between technology and local wisdom, becomes a key catalyst for the economic transformation of Indonesian society. This integration removes geographical barriers that have long restricted trade, transforming remote villages into integral parts of the global economic ecosystem. Local wisdom, once only known within regional boundaries, now reaches international markets, enhancing cultural prestige while simultaneously increasing product value.

The rise in community income does not merely stem from a growing customer base, but also from the added value generated through creative packaging, quality certification, and authentic cultural narratives (Siburian et al., 2022). Socially, this fosters pride, strengthens collective identity, and inspires younger generations to preserve ancestral heritage with an innovative touch. Nevertheless, sustainable management is essential for this success. Without capacity building, infrastructural support, and adaptive strategies to respond to the dynamics of global markets, these opportunities could potentially turn into overwhelming challenges. Therefore, multi-stakeholder synergy involving communities, government, businesses, and technology is crucial to ensure that market expansion truly becomes an instrument for equitable prosperity and national economic strengthening. The integration of technology and local wisdom in the Era of 5.0 is not merely a story of modernization but a collective journey toward economic independence rooted in cultural identity.

2. Creation of new jobs in technology, logistics, and creative sectors

The integration of technology with local wisdom in the Era of Society 5.0 has unlocked significant opportunities for job creation across various sectors, particularly technology, logistics, and the creative industries. This synergy not only fosters economic growth but also reinforces cultural identity and improves societal welfare. Job creation in technology, logistics, and creative industries through the integration of technology and local wisdom is not merely a response to global change, but a strategy for economic transformation deeply rooted in national identity (Dini Ramdhani & Pramono, 2024). This synergy produces an economic ecosystem that is globally competitive yet inclusive of the local values that have long supported community life. In the technology sector, local wisdom inspires innovations that remain relevant to community needs, while technology acts as a bridge to broaden reach and improve efficiency (Zuhari, 2025).

In logistics, the integration enables faster, more efficient, and sustainable distribution of local products while preserving environmentally friendly practices and traditional values. Meanwhile, in the creative sector, the combination of cultural creativity and digital tools generates unique, authentic, and high-value products and services for global markets. This integration not only creates new employment opportunities but also establishes an economic development paradigm that honors cultural heritage while simultaneously fostering innovation. Communities are no longer passive spectators in the wave of digitalization; instead, they become active agents who direct technology to reinforce identity, enhance welfare, and shape a future that balances modernity and tradition.

3. Preservation of local culture integrated into the global economic ecosystem

The Era of Society 5.0 offers tremendous opportunities for Indonesian local culture not only to be preserved but also to become an active component of the global economic ecosystem. With advances in digital technology, cultural heritage such as performing arts, handicrafts, traditional cuisine, and customary practices can be creatively repackaged, promoted, and marketed worldwide. This approach ensures the survival of cultural values while simultaneously providing direct economic benefits to local communities. Technology integration facilitates the documentation, promotion, and distribution of cultural products. Global e-commerce platforms, social media, and technologies such as augmented reality (AR) and virtual reality (VR) enable international consumers to access and experience Indonesian culture beyond geographical boundaries (Anisa Puteri Br Bukit, Peter Nov Barus, Ribka Intan Marini Sitorus & Nadiva Olivia Sihotang, 2025). For instance, batik or ikat weaving can be marketed through international marketplaces with narratives emphasizing the philosophy of their motifs, thus enhancing their commercial value.

Furthermore, the openness of the global economic ecosystem encourages cross-cultural collaboration. Local communities can partner with designers, technology firms, or international creative industries to develop new products and services rooted in local wisdom yet globally competitive. This process creates a synergy between tradition preservation and modern innovation, ensuring that culture becomes not only a marker of identity but also a driver of economic growth. The social impact of this integration is also significant. Local communities develop greater pride in their cultural heritage, younger generations are motivated to learn and advance traditional practices, and inclusive social ecosystems are formed, where local wisdom serves as capital for building global networks. On the other hand, increasing global demand for culture-based products and experiences stimulates regional economic growth, creates new jobs, and strengthens community resilience (Fauziah, Giska Enny et al., 2024). Within the broader framework of Indonesia's economic development in the Era of 5.0, cultural preservation integrated into the global ecosystem functions as a bridge between the past, present, and future. Technology becomes an enabler rather than an eraser of cultural values, while local wisdom provides the ethical and creative foundation for global competition.

Preserving local culture within the global economic ecosystem in the Era of 5.0 is no longer merely an attempt to maintain identity but a strategic adaptation that enhances national competitiveness. Technology serves as a connector between inherited traditional values and the dynamics of an ever-changing global market. Economically, this approach expands market access, stimulates innovation based on local wisdom, and generates new sources of community income. Cultural products are positioned not only as consumer goods but also as symbolic representations of stories, values, and philosophies with emotional appeal for international consumers. This provides local communities with opportunities to transform into independent and sustainable creative economy actors.

From a social perspective, integrated preservation strengthens social cohesion, nurtures pride in cultural heritage, and builds youth awareness of the importance of safeguarding traditions. Moreover, global cross-cultural interactions foster mutual understanding, tolerance, and collaboration, enriching social ecosystems at both local and international levels. The success of cultural preservation in the Era of 5.0 depends on the ability to combine technology as an accelerator with local wisdom as a moral and creative foundation. Indonesia has a strategic opportunity to position its culture not only as an invaluable economic asset but also as a form of soft power in the increasingly complex global competition. The integration of technology and local wisdom in the Era of 5.0 is not merely a fusion of digital innovation and tradition but a transformative process capable of reshaping the economic and social landscape of Indonesian society. Technology functions as a bridge that extends the reach of local wisdom from community-based heritage to a global legacy, while local wisdom serves as an anchor of values ensuring that modernization remains culturally rooted.

Indonesia's journey toward the Era of Society 5.0 positions the integration of technology and local wisdom as one of the pillars of sustainable economic development. Technology, with all its sophistication, is not simply a tool of modernization but a bridge connecting local potential with global markets. Conversely, local wisdom stands as the value foundation that ensures development processes remain grounded in cultural identity. The synergy between the two produces a distinctive model of economic development: modern yet rooted in tradition, progressive without sacrificing sustainability, and competitive while upholding humanity. This integration enables communities across regions to become not only consumers of technology but also creators of innovations born from a profound understanding of their environment, culture, and local needs. However, such integration does not occur automatically. It requires commitment to strengthening digital literacy, ensuring equitable infrastructure, protecting intellectual property rights, and fostering cross-sector collaboration. Only through well-directed strategies and collective participation can the integration of technology and local wisdom become a strategic force guiding Indonesia toward an inclusive and globally competitive economy without losing the uniqueness that defines its identity.

Conclusion

The integration of technology and local wisdom in the Era 5.0 is the key to building an Indonesian economy that is modern while remaining rooted in cultural identity. Technology serves as an accelerator to expand market reach, enhance efficiency, and open global opportunities, while local wisdom ensures sustainability, strengthens social cohesion, and preserves the nation's noble values. The synergy between the two can foster inclusive economic growth, reduce regional disparities, preserve cultural heritage, and create new employment opportunities across various sectors. The success of this integration depends on equitable infrastructure development, the strengthening of digital literacy, the protection of intellectual property rights, and cross-sector collaboration. Thus, Indonesia holds a strategic

opportunity to become a global example of how tradition and innovation can coexist, shaping a future that is competitive, sustainable, and culturally sovereign.

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