

Kewirausahaan ***dalam*** ***Era Digital*** **5.0**



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KATA PENGANTAR

Puji syukur ke hadirat Tuhan Yang Maha Esa atas rahmat dan karunia-Nya, sehingga buku referensi berjudul *Kewirausahaan dalam Era Digital 5.0* dapat hadir sebagai bacaan yang membahas perkembangan dunia usaha yang semakin dipengaruhi oleh kemajuan teknologi dan perubahan pola hidup masyarakat.

Di era yang serba terhubung ini, kegiatan usaha tidak lagi hanya bergantung pada cara-cara konvensional, tetapi juga memanfaatkan teknologi digital untuk menjangkau pasar yang lebih luas dan meningkatkan efisiensi. Melalui buku ini, pembaca diajak memahami bagaimana kreativitas, inovasi, dan pemanfaatan teknologi dapat berjalan beriringan dalam menciptakan nilai tambah pada berbagai jenis usaha.

Buku ini diharapkan dapat menjadi bacaan yang membuka wawasan tentang perubahan cara berwirausaha di tengah perkembangan teknologi modern. Dengan penyajian yang sederhana dan mudah dipahami, buku ini memberikan dorongan agar pembaca dapat melihat peluang secara lebih terbuka serta mampu beradaptasi dengan dinamika dunia usaha yang terus berubah.

Jakarta, Juli 2026

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Buku referensi berjudul **Kewirausahaan dalam Era Digital 5.0** mengulas secara komprehensif perkembangan dunia usaha yang semakin dipengaruhi oleh kemajuan teknologi, kecerdasan digital, dan perubahan perilaku konsumen di era modern. Pembaca diajak memahami bagaimana peluang bisnis dapat diciptakan dan dikembangkan melalui pemanfaatan teknologi digital yang semakin terintegrasi dalam kehidupan sehari-hari.

Berbagai aspek penting dibahas secara mendalam, mulai dari strategi membangun usaha berbasis digital, inovasi dalam menciptakan produk dan layanan, hingga cara memanfaatkan platform online untuk memperluas jangkauan pasar. Buku ini juga menyoroti pentingnya kreativitas, adaptasi, dan keberanian dalam menghadapi persaingan bisnis yang semakin dinamis di era 5.0.

Ditujukan untuk masyarakat umum, buku ini memberikan wawasan yang mudah dipahami tentang dunia kewirausahaan modern, sekaligus mengajak pembaca untuk lebih siap memanfaatkan peluang digital dalam membangun usaha yang inovatif, berdaya saing, dan berkelanjutan.

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