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Implementation of Digital Invitation Applications in The Era Society 5.0 As a Business Opportunity Micro Small to Medium (MSMEs)

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Abstract
The rapid development of digital technology in the Society 5.0 era and the growth of MSMEs means that Indonesian people have a great opportunity to become MSME players, one of which is utilizing digital technology as an innovative product. One of the phenomena that is slowly transforming into a social community is that invitations, originally made using paper, have now become digital invitations. Invitations are digital or electronic and can be accessed via computer, tablet, or smartphone devices. Digital invitations can be images, videos or text messages created using graphic design or special digital invitation applications. Typically, a Digital Invitation includes information about the event, such as date, time, place and theme. Digital Invitations can also be decorated with images, icons or illustrations related to the event. The advantages of using a digital invitation include being practical, easy to share, cost-effective, environmentally friendly, and accessible anytime. In contrast to conventional invitations, which are susceptible to damage, require additional fees, limit design choices, and take time to print and send, they generate waste. The research method was descriptive, using a qualitative approach through in-depth interviews with several printed invitation service providers and wedding organizers in Karawang. Digital invitation application research results can help MSMEs expand market reach, increase time and cost efficiency, and provide customers with a more interactive and personalized experience.

Keywords: Digital Invitation, Society 5.0, MSMEs, E-Business.

I. Introduction
In the 21st century, digital technology continues to develop rapidly. Smartphones and tablets allow users to access the internet and use applications anywhere and at any time. Digital technology has also influenced various aspects of life, including business, education, entertainment and communication. Digital technology has also influenced how humans work and socialize in recent years.

Era Society 5.0 creates a human-focused society which can integrate intelligent and innovative technology, such as artificial intelligence (AI), Internet of Things (IoT), robotics, and other digital technologies, to achieve social welfare and prosperity. Overall. The Society 5.0 concept strengthens collaboration between the public and private sectors. It leads to the development of innovative and holistic technological solutions to address society's complex social and economic problems.

Indonesia has a lot of potential for creative and innovative businesses, especially in the development of digital technology such as Technology Startups, E-commerce, Gaming, Digital Marketing, Content creation, Augmented Reality (AR) and Virtual Reality (VR) and Artificial

Intelligence (AI) Technology. This opportunity can certainly be utilized to grow micro, small, and medium enterprises (MSMEs) to increase the absorption of the workforce.

The rapid development of digital technology in the Society 5.0 era and the growth of MSMEs means that Indonesian people have a great opportunity to become MSME players, one of which is utilizing digital technology as an innovative product. One of the phenomena that is slowly transforming into a social community is that invitations, originally made using paper, have now become digital invitations.

A digital invitation is made in digital or electronic form that can be accessed via a computer, tablet, or smartphone. Digital invitations can be images, videos or text messages created using graphic design or special digital invitation applications. Typically, a Digital Invitation includes information about the event, such as date, time, place and theme. Digital Invitations can also be decorated with images, icons or illustrations related to the event.

The advantages of using Digital Invitation include being practical and easy to share, cost-effective, more environmentally friendly, and accessible at any time. In contrast to conventional invitations, which are susceptible to damage, require additional fees, limit design choices, and take time to print and send, they generate waste.

Based on this phenomenon, this research can build a Digital Invitation Application as a manifestation of Society 5.0, which can be utilized for business opportunities for the community, improving MSMEs in Indonesia. At the same time, it can also become a forum for transformation for conventional invitation printing businesses.

II. Literature review

A. Information Technology

Information technology is a field that is closely related to technological developments. Information technology has positive and negative sides (Lawu and Ali, 2022). Technology can be a tool for improving performance and achieving goals. However, on the other hand, technology can have the opposite effect, so it must be managed wisely (Rusdiana and Irfan, 2014). According to Jogiyanto (Wicaksana and Saputra, 2021), information technology consists of the words technology and information.

Technology means applying various equipment or systems to solve problems humans face in everyday life. The word technology is closely related to the term procedure. Information is data processed into a more useful form for those who receive it (Lawu and Ali, 2022).

B. Digital Invitation

Digital Systems refer to information or data stored or transmitted electronically, usually using computer technology. The term "digital" is often used to describe the way computers and other electronic devices process and manipulate information, using binary code (0s and 1s) to represent data (Arms 2001).

Digital technology has changed many aspects of modern life, from communication and entertainment to business and education. Digital devices and platforms have enabled new interaction and collaboration and provided access to vast information and resources (Foerster-Metz et al., 2018).

Some examples of digital technology include:

a. Computers, smartphones, tablets and other electronic devices
b. Internet and World Wide Web
c. Social media platforms
d. Digital media, such as digital photos, videos and music
b. e. E-commerce and online shopping
a. Digital communication tools, such as email, instant messaging, and video conferencing
b. Online learning platforms and educational resources.

Digital invitations are invitations made in digital form, either in the form of images, videos or the form online invitations that cannot be physically touched, like conventional invitations that use paper, wood, acrylic and other media (Adi Ahmad et al. 2022; Hadjikhani and Lindh 2021).

C. Website

A website is a collection of various integrated web pages and interrelated files. The web consists of pages or pages, then a collection of pages is called a homepage. The homepage is in the top position, with related pages at the bottom. Usually, each page below the homepage is called a child page, which contains hyperlinks to other pages on the web (C P Pamungkas, 2015).

D. Clent-Server

It is a component that consists of a database application and a DBMS server. Every activity carried out by the user will be carried out much earlier by the client. Next, take action so that the process runs as much as possible yourself. If a process involves data stored in the database, then the client handles the interaction with the server (Samsinar and Luhur 2018).

E. Model Rpid Aplication Development (RAD)

The Rapid Application Development (RAD) method, as stated by James Martin, consists of four phases: requirements planning phase, user design phase, construction phase, and cutover phase. Each phase will be implemented sequentially to develop CLIS, starting from the requirements planning stage and ending with the cutover phase (Kosasi and Yuliani 2015). The following is the cycle of RAD:

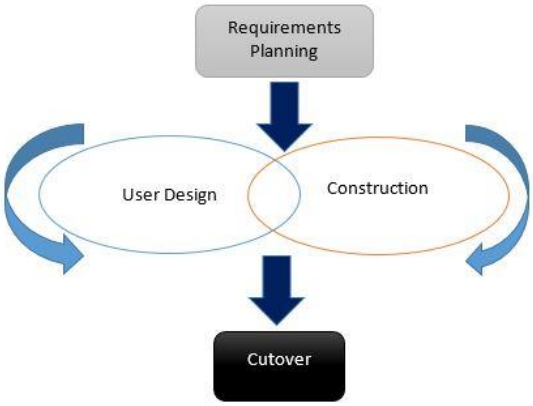

Fig 1. Rapid application development (RAD) method (Wahyuningrum and Pensiunta 2014).

The four main phases of RAD can be divided into several more specific phases, as depicted in the figure above. The general purpose of phase breakdown is to provide step-by-step information for developers using the RAD model to build software. The image shows 2 if-conditional loops; each loop shows how strongly the user is involved in the model. For example, the first loop shows that the requirements planning stage will not advance to the next phase when the information about the system requirements is incomplete and the user decides on the completeness of the information. Details about each main phase of RAD and the results of each phase will be explained in the next section (Wahyuningrum and January 2014).

III. Method

A. Research Objects and Methodology

This research methodology uses a RAD system development model approach (RPID Application Development Model); the following is a flowgraph of this research methodology:

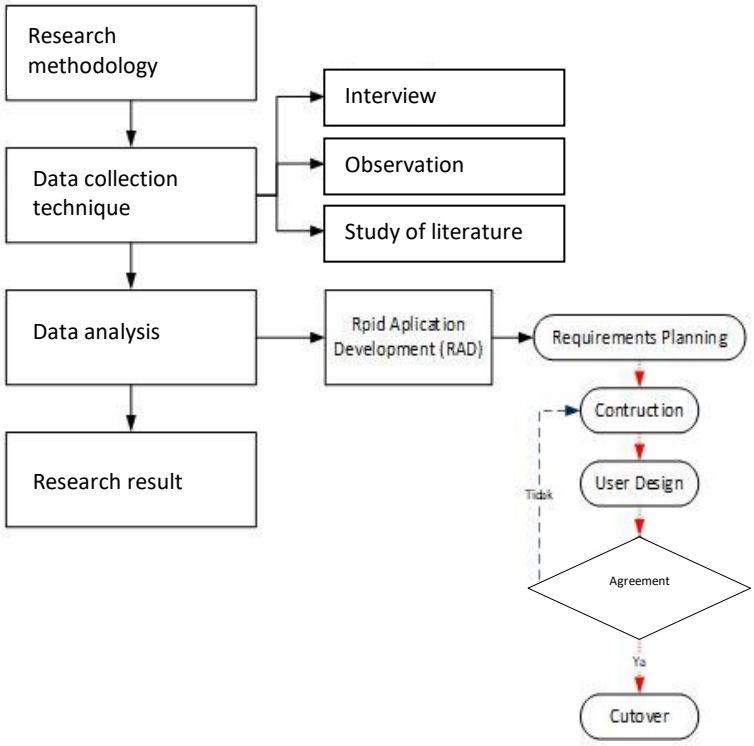

Fig 2. Research methodology

B. Data Collection Techniques

In collecting data, researchers used several methods, including:

a. Observation method
The observation method is the systematic observation and recording of the symptoms that appear on the research object. This method obtains information by carefully observing and recording the Digital Invitation.

b. Interview Method
What is meant by the interview method is a method of collecting data through observation by conducting verbal questions and answers to business actors, both conventional and digital.

c. Study of Literature
The literature study method is to look for data about a thing or variable in scientific journals, books, workshop modules, notes, transcripts, books, newspapers, magazines, minutes, meetings, agendas, etc.

C. Data analysis

Data analysis in this research uses quantitative descriptive techniques that describe the monitoring system. Data obtained through the instrument was analyzed using quantitative descriptive statistics. This analysis is used to describe the characteristics of the data in each variable. This method makes it easier to understand the data in each process.

IV. Research Results and Discussion

A. Requirements Collection

The collection of needs in this research was carried out to analyze the phenomenon of changes in the way people view socializing and people's habits in communicating, especially standard patterns in conveying messages officially. The results obtained in this activity are identifying the problems faced problem solving solutions.

B. Identify the problems faced

Based on interviews with several parties, it turns out that some people are familiar with the digital invitation system. Still, some people and invitation printing business actors do not fully understand the idea of 120 entrepreneurs complaining about increased raw material prices. This long processing time resulted in not receiving all orders:

a. Increasing raw materials for conventional invitations.
b. The manufacturing process takes a long time.
c. Requires many employees.
d. Conventional invitation waste is not environmentally friendly.

C. Problem Solving Solutions

Based on the analysis results from several parties, a workflow or criteria for the system to be built can be formulated. The system that will be built is expected to be able to handle problems such as the following:

a. Cheaper raw materials for invitations result in a decrease in invitation prices.
b. The creation process time is much faster just by setting the template
c. There is no need for employees to organize invitations because it is user-friendly.
d. No waste is generated from Digital Invitations.

In the assembly (creation)/System Coding stage, all the objects or materials for the Digital Invitation Application are created. In this research, the programming languages used are PHP, Javascript and HTML. The following is a display of the program created:

a. Application Front Page Interface

The following is a display image of the front page interface of the Digital Invitation application:

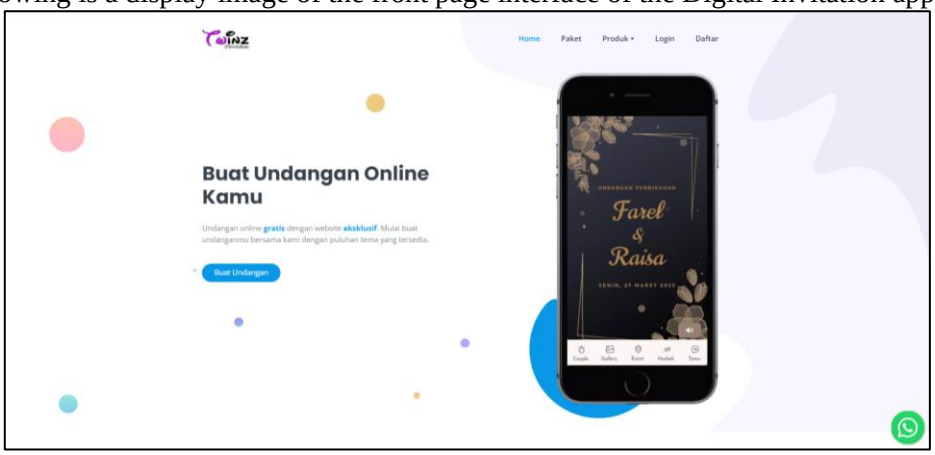

Fig 3. Application Front Page Interface

b. Customer Registration Page Interface

The following is a picture of the Digital Invitation Customer registration page interface:

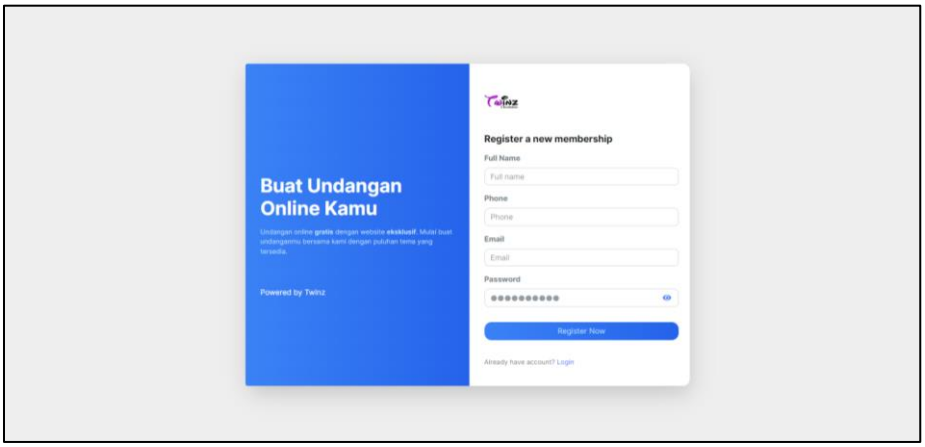

Fig 4. Customer Registration Page Interface

c. Application Login Page Interface

The following is a display image of the Digital Invitation application login page interface:

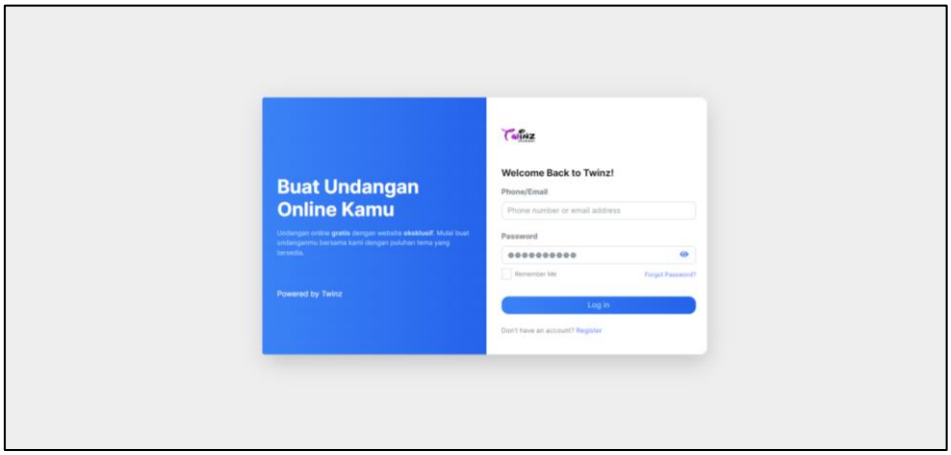

Fig 5. Application Login Page Interface

d. Sample Invitation Page Interface

The following is a display image of the Digital Invitation sample invitation page interface:

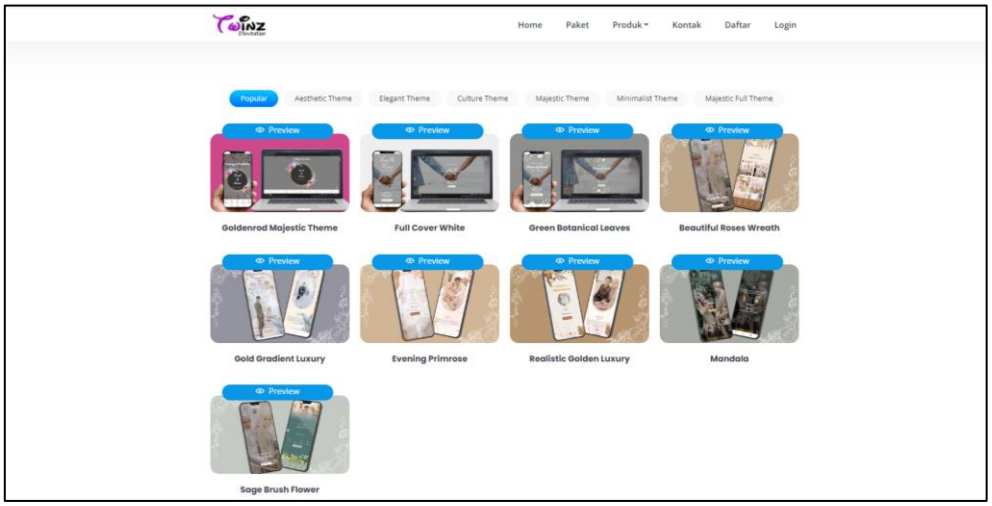

Fig 6. Interface Example invitation page

e. Invitation Order Page Interface

The following is a display image of the Digital Invitation invitation order page interface:

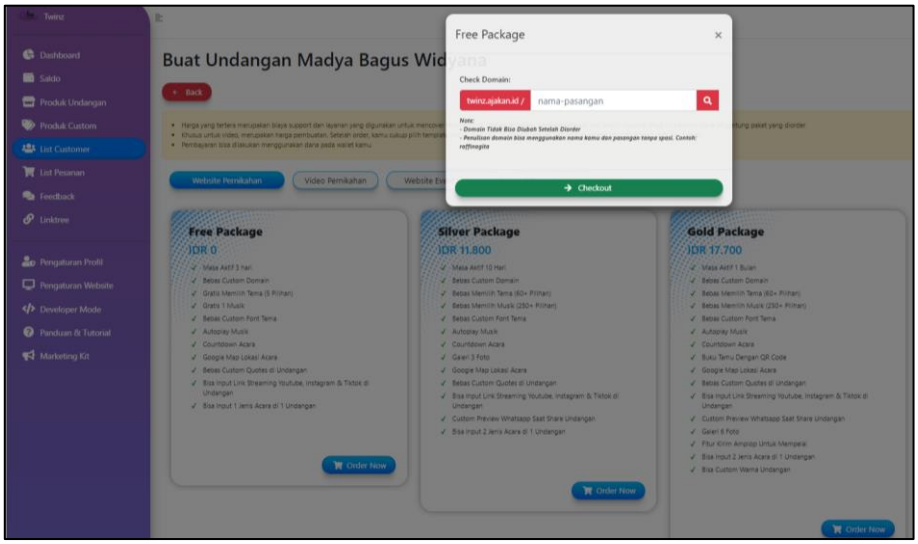

Fig 7. Invitation order page interface

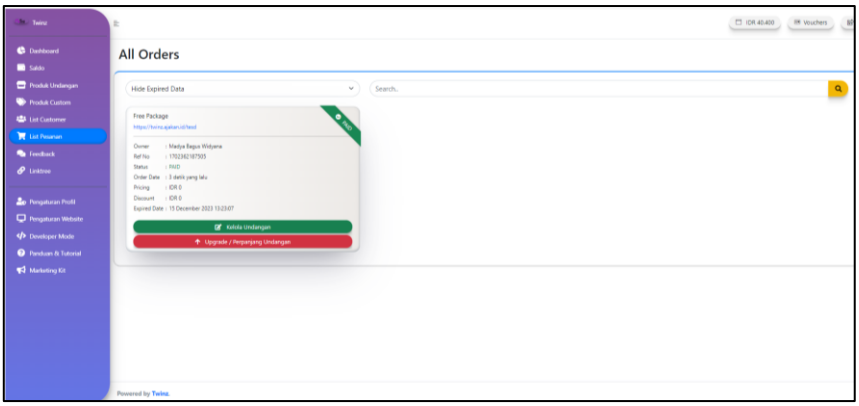

Fig 8. Invoice Page Interface

f. Order Report Page Interface

The following is a display image of the Digital Invitation invitation ordering report page interface:

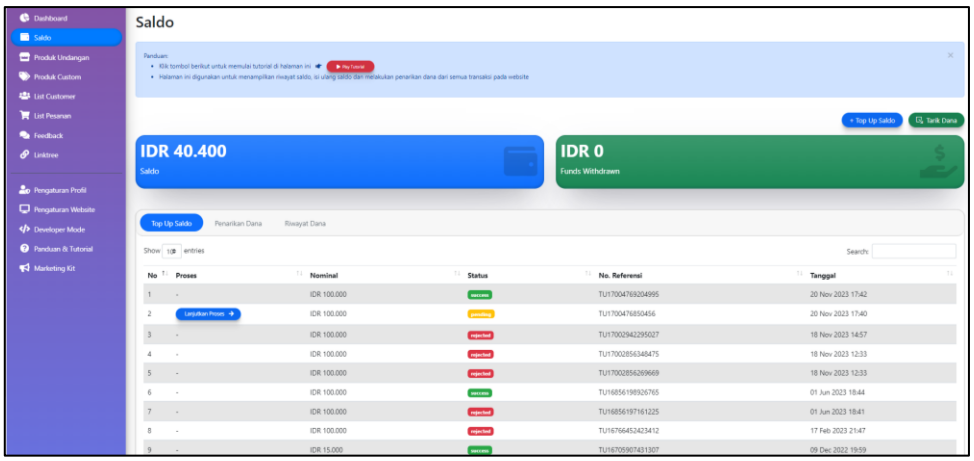

Fig 9. Invitation Order Report Interface

D. Testing (Evaluation System)

This stage is carried out after completing the manufacturing (assembly) stage. Hypothesis testing is carried out using Structural Equation Modeling (SEM) with the help of the AMOS version 18 program. This analysis is seen from the significance of the magnitude of the regression weight model and standardized regression weights, presented in Table 2:

Table 2. *Regression Weight*

			Estimate	S.E	C.R	P
PEOU	←	Customer/User Skills	0.252	0.138	1.790	0.050
PEOU	←	Resource Organization	0.341	0.237	1.422	0.148
PEOU	←	Display Design	0.474	0.171	2.718	0.005

From table 2 above, the results of hypothesis testing can be described as follows:

H1: Portal design can influence perceived ease of use (Perceived Ease of Use)

This hypothesis tests whether the Portal design influences perceived ease of use. Based on the calculation results in Table 2, the significance test for hypothesis 1 is proven to be significant because the probability value obtained is 0.005 or less than 0.05, which means it is important at the 5% significance level with a path coefficient value of 0.252, meaning the relationship between the variables is positive. The quality of the Portal design in terms of terminology, interface design and navigation presented by the Digital Invitation Application to its users will influence the perception of ease of use.

The Digital Invitation organization will influence the perception of ease of use (Perceived Ease of Use)

This hypothesis aims to test whether the organization of the Digital Invitation Application influences perceived ease of use. Based on the calculation results in Table 2, the significance test for hypothesis 2 was not proven to be significant because the probability value obtained was 0.148 or greater than 0.05, which means it is not important at the 5% significance level. Estimating the organisation's influence on perceived ease of use shows that the path coefficient (standardized regression weight estimate) is 0.341, meaning that the relationship between the variable perceived ease of use and perceived usefulness is negative. This is because system access is easy, fast, and supported by good information resources, making it easier for users to find and obtain varied information. The results of the hypothesis analysis in this research may be due to easy system access.

H3: User abilities and skills will influence the perceived ease of use (Perceived Ease of Use) of the Digital Invitation Application

This hypothesis aims to test whether user abilities and skills influence perceived ease of use. Based on the calculation results in Table 2, the significance test for hypothesis 3 was not proven to be significant because the probability value obtained was 0.069 or greater than 0.05, which means it is not important at the 5% significance level. The results of estimating the influence of perceived ease of use on perceived usefulness obtained a path coefficient (standardized regression weight estimate) of 0.252, meaning that the relationship between the user abilities and skills variables on perceived ease of use is negative. Based on literature studies, this is caused by the ability and skills of users, in this case, young farmers, who are not good enough, which makes using the Digital Invitation Application not easy and requires time or frequency of use to use the Digital Invitation Application.

V. Conclusion

Training with the Digital Invitation Application in Indonesian society has become a focus. It includes technical and practical steps that must be taken to ensure effective and widespread use in the community. Digital Invitation as their business product. This involves deeply understanding local market preferences and needs and designing a business model accordingly. Focus on developing Digital Invitations with more varied designs and types to create greater attraction. This includes researching local design trends and user preferences and introducing innovative features to meet the diverse needs of the Indonesian market. By exploring these aspects, it is hoped that valuable information and solutions can be found that can be applied to increase the acceptance and sustainability of the Digital Invitation Application in Indonesian society.

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