

# **TOWARDS SOCIETY 5.0: A PILOT STUDY ON COSTLESS SMART TRANSPORTATION BUSINESS MODEL**

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## **ABSTRACT**

The goal of Society 5.0 is to create a human-centric society that solves economic development challenges so that people can enjoy an active, comfortable, and high-quality life. Society 5.0 is a society that thoroughly provides various needs of people, regardless of region, age, sex, language, etc., by supplying all the items and services required for the continuation of the society itself. This paper focuses on our attempt to facilitate transportation technology as one of the drivers to achieve Society 5.0 Sustainable Development Goals (SDGs) through Costless Smart Transportation (CST). Our approach delivered a costless transportation service for the society while still being able to provide profits to the management and business partners. Our implementation strategy of the technology is focused on tourism, education, retail, culinary, and industrial that also provides business opportunities to other sectors. The implementation of the business model is realized through a web-based administrative system and a mobile app for clients and business partners. Our pilot study has shown that the proposed business model allows all levels of society to participate and benefit from it yet allows the program to be sustainable in the long run.

**Keywords:** Society 5.0, SDGs, Smart Transportation, CST.

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## **1. INTRODUCTION**

The degree of innovation for small businesses depends heavily on the willingness and aspirations of its employees to experiment with new ideas and concepts, create prototypes, and analyze opportunities for new products and services. It also depends on the degree of support that the 'experimentation of society' receives from the sponsors (e.g., successful business partners) or the government. As an example, the use of technology in Indonesia shows remarkable expansion in terms of innovation and technology solutions in recent years. Society in Indonesia is able to utilize smart technologies from Society 5.0 such as financial technology for online loans, automation technologies for small and micro businesses operation, and transportation technology for everyday

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