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The Existence of Pancasila Values in the People's Economy in the Era of Society 5.0 in Samarinda City

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Abstract.

People's economy is a national economic system adopted by Indonesia since 1998 until now. The people's economic system is based on the principles of family, people's sovereignty, Pancasila morals, and shows sincere and genuine support for the people's economy. The aim of this people's economy itself is to create a prosperous and prosperous Indonesia. In its efforts to implement the people's economic system, it faces various pressures, resulting in problems that must be addressed . The research method used is an empirical research method, namely using facts in the field and the results of the interview process, then orienting the results of the existing facts. The problems faced in the efforts to implement the people's economy can be seen in community life, namely the emergence of social inequality in society, a lack of understanding of the concept, and the still lack of determination to realize social equality together. The government and society should complement each other where the people play an active role in driving the people's economic system, while the government must be sensitive and always support and succeed the people's economic programs .

Keywords : People's economy; Pancasila : People: Government

1. INTRODUCTION

The people's economic system has a history, foundation, goals, positive aspects and implementation efforts. Indonesia, with all its diversity and differences, as well as its population density, operates its own economic system, namely, a people's economic system. This economic system has been in effect since 1998. If we look at it from a historical perspective, the concept of a people's economy was put forward by Soekarno and Mohammad Hatta in 1930 before Indonesia's independence. Sukarno and Mohammad Hatta had different views on the term "people's economy." A people's economy is based on the values enshrined in Pancasila, making it very different from a liberal economic system that highly values private property rights and individual freedom, resulting in only a handful of individuals profiting without regard for others.

There are 3 bases for people's economy, namely in the 1945 Constitution, Article 33 paragraphs (1), (2), and (3) of the 1945 Constitution, which directly provide a description of the people's economy itself in its implementation efforts. The concept of a

people's economy is closely related to the fifth principle of Pancasila, which states "Social justice for all Indonesian people." The fifth principle contains details of the principles of justice, such as the basic foundation of humanity and people's sovereignty (Suryaningsi, 2017) . The concept of a people's economy was developed to realize the development of an economic system based on family, people's sovereignty, Pancasila morals, and shows sincere support for the people so that it can realize the goals that are inseparable from the essence of the people's economy itself, namely realizing a prosperous and prosperous Indonesia.

The people's economy itself is an economic movement or business carried out independently by the community by managing everything that can become an economic resource so that they can control and implement it through business (Anugrah & Suryaningsi, 2021a) . The people's economy has become an economic movement arena for lower and middle class people, not only that, but also as a family movement, and has not yet been officially recognized as one of the economic sectors that plays a significant role in national economic development. Efforts to implement a people-centered economy in Indonesia include micro, small, and medium enterprises (MSMEs), such as grocery stores, which are expected to create extensive employment opportunities for the community. From a people-centered economic perspective, the values of Pancasila must be upheld so that they can be effectively implemented in the future, achieving public welfare, which is inseparable from the concept of a people-centered economy itself.

Based on the results of the 2016 economic census , Samarinda City , as the capital of East Kalimantan Province, has the largest number of business units . Of the 83,713 business units, 96% or 80,364 in Samarinda City are SMEs, while the rest are medium-sized and large enterprises (UMB). The large scale of SMEs in Samarinda indicates significant community participation in driving the economy in Samarinda City, which can be said to align with the essence of the people's economy itself, where the community actively participates with the aim of empowering the people's economic system for the common good (Anugrah & Suryaningsi, 2021b) .

SMEs in Samarinda City play an important role in creating local business competition without having to harm one entrepreneur with another entrepreneur so that a healthy ecosystem climate is formed in all aspects. When viewed from the data above, the high number of SMEs in Samarinda City shows the relevance of the vision and mission of the Samarinda City government which prioritizes reducing poverty through an activity based on empowering the people's economy through the development of SMEs). By implementing and empowering SMEs, it is hoped that it can encourage a participatory people's economic system in society so as to increase the capacity and empowerment of the community at large so that it is increasingly relevant to the goal of overcoming poverty, inequality and unemployment in Samarinda City.

In this era of globalization, the prospects for MSMEs are changing with the times. Therefore, negative impacts arise that MSME entrepreneurs should be wary of. These negative impacts are likely to significantly impact MSMEs. indirectly disrupting the development of the people's economic system itself and disrupting the productivity of MSME business actors themselves so that the existence of its implementation is slowly eroded, which will ultimately result in damage to the people's economic system. What is such a strong reason for the community to be confident and steadfast in the process of MSME-based businesses is that they believe that the solution to overcoming the problem of unemployment is by implementing MSME businesses so that they can open up relatively wider opportunities and workforces.

Efforts to implement a people's economy face considerable pressure due to negative factors such as those mentioned above, giving rise to problems and challenges that must be faced. If we dive directly into the life that exists in the midst of society, we can see various kinds of problems that arise, starting from social inequality and educational backwardness in society, which results in a lack of understanding of the people's economic system itself. Lack of concern for each other to realize social equality and the imbalance between national economic planning and increased decentralization and regional autonomy.

The government's lack of support for MSMEs has had a detrimental impact, making it difficult to compete fairly and hindering the innovation and creative ideas of MSMEs themselves. The limited freedom of movement for entrepreneurs just entering the MSME sector is caused by poorly

implemented concepts. In reality, social *values* and practices are more influenced by certain cultural aspects, which makes it less likely for MSME actors to achieve maximum results. Lack of government interest in supporting and supporting micro and small businesses. Negative stigma against MSMEs as an industry that cannot provide added value. which is significant in the process of national economic stratification so that it is often considered to be a burden on the APBN.

Samarinda City itself is striving to implement the concept of a people's economy to reduce poverty and unemployment, but this contrasts with the reality on the ground when directly involved, one clear example being the numerous privately owned minimarkets scattered throughout the city. One of the several programs the government has established is the provision of training activities, but this program has faced obstacles such as a lack of budget and costs, resulting in the implementation process not meeting expectations. This could be evidence of the Samarinda City government's inability to handle and realize existing programs.

Numerous factors influence the success and implementation of MSMEs. The most prominent are the ability and skills of the entrepreneurs in ensuring product quality, and the unequal availability of raw materials . These factors have not been effectively implemented, hindering the development of MSMEs into industries that add significant value to the national economy. This demonstrates that entrepreneurs play a significant role in determining whether or not they are capable of realizing the concept of a people's economy. In essence, modern and traditional markets have different target markets. Traditional markets are still heavily influenced by bargaining, while modern markets do not promote relationships and emotional closeness with customers.

The people's economy is one method to realize prosperity in society and the people's economic system should be given proper attention. Therefore, by studying this people's economic system, it becomes a method to see and assess whether the existence of Pancasila values in the people's economic system is implemented well or is slowly starting to fade as *the Industry 4.0 era changes* to *the Society 5.0 era* . This generates a personal interest in discussing it. This study is expected to bring positive changes and impacts in people's lives that are inseparable from the values of Pancasila.

2. LITERATURE REVIEW

2.1 Pancasila and the People's Economy

The "People's Economy" is an economic system based on Article 33 of the 1945 Constitution, which is deeply rooted in Pancasila values—specifically social justice and collectivism (Gotong Royong).

Sila 4 & 5 (Democracy & Social Justice). Literature suggests that a People's Economy is not merely about small businesses, but about economic democracy where "production is carried out by all, for all, under the leadership or supervision of members of society" (Swasono, 2005; Mubyarto, 2002).

The Ethical Shift. Unlike capitalist models focused on individual profit, the Pancasila-based economy prioritizes ethical consumption and the equitable distribution of wealth (Subandi, 2020).

2.2 Society 5.0, The Convergence of Technology and Humanity

Society 5.0 is a concept originating from Japan that envisions a "super-smart society" where technology (AI, IoT, Big Data) serves to improve human quality of life rather than replace it.

In this era, the challenge for the People's Economy is to utilize digital tools to strengthen social bonds and local economic resilience (Fukuyama, 2018).

Literature identifies a synergy between Society 5.0 and Pancasila; both emphasize that technology must be guided by moral values and human welfare (Prasetyo & Trisyanti, 2018).

2.3 Society 5.0: The Convergransformation of MSMEs in the Society 5.0 Era

The transition to Society 5.0 necessitates a shift in how small enterprises operate.

Research highlights that MSMEs must move beyond simple e-commerce toward integrated digital ecosystems. This includes data-driven decision-making and automated financial management (Rahayu, 2023).

During and after the pandemic, MSMEs that adopted "smart" technologies while maintaining traditional social values (Gotong Royong)

showed higher survival rates (Indonesian MSMEs Resilience, 2025).

3. METHOD

This research uses an empirical research method that uses empirical facts taken from human behavior. In this research, the technique for collecting data in the field used techniques in the form of interviews and observations. The data from this research is divided into two, namely primary data and secondary data. Primary data consists of facts obtained directly from the field, while secondary data consists of additional data originating from various references such as books, journals and other literature related to the people's economic system. After the data is collected, the next process is to analyze the data based on reliable and relevant information sources, after which the data will be presented in narrative and table form.

4. RESULT AND DISCUSSION

The people's economic system in *the Society 5.0 era* in Samarinda City has faced challenges in its implementation. Based on the results of interviews with informants conducted through direct fieldwork, I, as the interviewer of the informants related to MSMEs in Samarinda City, obtained quite interesting information and facts that are worthy of discussion in this study. The questions from the interviews concerned personal views and opinions on the reality on the ground regarding efforts to implement the people's economic system in Samarinda City. Interviews were conducted using audio recordings of the interviewees themselves, but their identities are not disclosed in this study to protect their privacy. Minimarkets are like the more prominent half-siblings of grocery stores, offering a variety of food supplies, but not as comprehensive and extensive as supermarkets. A striking difference from grocery stores is that minimarkets employ a self-service system, allowing customers to select and retrieve items from the store's shelves.

Based on the first informant's perception, the proliferation of private minimarkets in Samarinda City has had a negative impact on the income of SMEs because the prices offered by private minimarkets are not much different from the prices offered by grocery stores. This is because private minimarkets when purchasing products to be sold they buy directly from distributors in large quantities while grocery store owners buy products to be sold from wholesale stores in smaller quantities. Therefore, if grocery store owners do not purchase products to be sold in large quantities, it will cause price differences so that the profits they get are smaller. The concept of modern retail that is applied is also growing rapidly due to the advancement of technology and the lifestyle of the surrounding community who demand comfort as an aspect that must be prioritized when shopping.

Grocery stores are actually able to compete indirectly with private minimarkets. There are several things that make grocery stores able to compete with private minimarkets, namely when customers want to shop at a private minimarket no longer get plastic bags to carry their existing purchases, therefore customers must bring their own shopping bags from home or commonly known as *Totebags* . Nowadays, customers sometimes don't bring their own shopping bags when shopping at private minimarkets , so they opt for the more practical option of shopping at grocery stores, which still provide plastic bags for carrying their purchases. Some products aren't sold in private minimarkets, while grocery stores do, such as crackers and food consignments from local residents. Based on these things, it can be said that grocery traders are still able to compete. Private minimarkets are currently mushrooming everywhere, especially the increasing number of branches and networks of private minimarkets that use a *franchise system* such as Indomaret and Alfamart.

The proliferation of private minimarkets isn't actually a problem for some businesses, but for small grocery stores, it has a significant negative impact, as the government hasn't yet curbed their proliferation. On the other hand, the government does receive positive benefits, such as *fees* , which indirectly benefit from granting business permits to private minimarkets. One reason the government continues to encourage private minimarkets is their tax compliance. They pay their taxes on time, while grocery stores sometimes fail to do so.

The first resource person suggested that grocery store operators should strive to survive in the era of Society 5.0 by providing excellent service and providing what customers

want. Providing excellent customer service is crucial. This can be done by inviting customers to chat, being friendly to customers and other things. This must be done by grocery store operators because sometimes not all private minimarket employees are able to communicate well with customers, therefore grocery store operators must take advantage of the gaps in the weaknesses of private minimarkets.

The second informant's perception regarding the impact of private minimarkets located near grocery stores and mom-and-pop shops. The impact experienced by grocery stores is a loss in revenue turnover because private minimarket operators have *The link* to purchase the products they will sell at a cheaper price, while grocery store owners find it very difficult to find products to sell at a cheaper price, therefore grocery store owners feel they have lost out in terms of taking the products they will sell .

Private minimarkets have substantial capital to purchase products for sale , making it easier for them to purchase products in bulk, allowing them to obtain lower prices. While grocery store operators lack the capital of private minimarkets, they often charge higher prices for their products. Grocery store operators find it difficult to compete if they are unable to purchase as much as private minimarkets in terms of purchasing goods.

Product quality, newer and more attractive product packaging, and promotions offered are also some of the weaknesses of grocery business owners. Private minimarkets' bulk purchases of products naturally yield higher profits than grocery stores. If the bulk purchases aren't entirely sold, private minimarkets employ their own methods of selling the products through promotions, such as offering a free product B with the purchase of product A. Product quality is also guaranteed thanks to their large warehouses and high levels of cleanliness.

Newer and more attractive product packaging is something that private minimarket operators are also emphasizing. When viewed from the customer's perspective, of course their *first impression* is that the product seems better and more attractive, making them interested in buying the products sold by private minimarket operators. By taking advantage of this, private minimarket operators have of course won in various aspects when competing with grocery store operators.

It is unfair for grocery store owners to see the competition they are doing between private minimarket owners who have large capital, *links* to get cheaper products and guarantee the quality of the products they sell are relatively better than grocery store owners and the attractiveness of their product packaging so that the business permits of private minimarket owners should be limited because it will threaten the income of grocery store owners. Goods must be neatly arranged in grocery stores, cleanliness must also always be considered by grocery store owners because customers will be more comfortable if they can shop in a neat, orderly and clean store that is in accordance with aesthetics.

The second source felt there was no longer a solution for grocery store operators to be able to compete. The injustice and reality that occurred in the government's failure to address efforts to implement a people's economic system through one aspect of the system's implementation, namely the grocery store business, was already apparent (Suryaningsih, 2020) . The feelings of disappointment and government failure, according to grocery store operators, were due to the government's efforts to implement fairness between grocery store operators and private minimarket operators not meeting the expected reality. According to the government grocery traders, they have held demonstrations to limit the opening of private minimarket business permits, but the government has never listened to them. A quite profound *statement* from the grocery store owner is "We are just small people while the private minimarket owners and the government are much bigger than us so they have great power and quite strong authority." Customers cannot pick up the items they want themselves because the store facilities are not yet modern, which creates an obstacle between customers and sellers. Grocery stores are one of the methods being tried to be implemented to make local residents prosperous.

Here are several theories regarding the People's Economy. According to Article 33 of the 1945 Constitution People's economy is an economic system where production efforts are built and carried out carefully, for all, and under the auspices of community members with the role

of all people in production activities (Suryaningsi et al., 2016) . Mohammad Hatta has his own perspective by using the terms *people's economy* and *people's economy* which refer to the understanding of *grass-roots economy* or people-based economy and economy that prioritizes the interests of the people.

Mohammad Hatta sought to emphasize that economic practices must be able to reach all aspects of society, starting with the people and then focusing on the interests of realizing the welfare and prosperity of the people . has its own perspective by stating that the people's economy is a democratic economy aimed at the welfare of the lower middle class (Suryaningsi, 2019) .

Zulkarnain stated that the definition of a people's economy is a kind of economic system that must adhere to the basic philosophy of our country which concerns two aspects, namely justice and economic democracy, as well as being in favor of the people's economy. The absolute requirement for the national economic system to run well and in accordance with expectations is social justice, sovereignty in the political field, the ability to stand alone in the economic field, and personality in the cultural field.

According to the 5th principle of Pancasila, it states "Social justice for all Indonesian people." Considering the reality of the sentence written above, in terms of efforts to implement a people's economic system in Indonesia, one of which is MSMEs and grocery stores, it is regrettable that what is mandated by the 5th principle of Pancasila is very much at odds with the reality based on the facts on the ground.

Based on interviews with MSMEs, they must accept the harsh reality that in this era, which is no longer Industry 4.0 but *Society 5.0 ,* they must face a challenging phase. Various obstacles have emerged for MSMEs in their efforts to maintain their businesses. One by one, they have begun to surrender to the situation, and some have even been forced to close their businesses due to their inability to *survive.* One of the reasons for the emergence of problems and challenges that MSMEs must face is the proliferation of private minimarkets that have mushroomed everywhere, threatening the development of MSME businesses. In the early 2000s, conglomerates in local areas began developing retail, which is part of the modern grocery store era , and indirectly has grown and become a threat to grocery store traders.

In *the era of Society 5.0,* MSMEs are indirectly required to become entrepreneurs, developing their businesses in all aspects, such as becoming more creative and innovative, to compete and survive. Creativity and innovation alone are not enough, as efforts will be wasted if they are the only ones actively involved. The government should also play an active role.

The government must play an active role in various matters such as supervision and prioritizing MSME business actors over private minimarket actors. One of the things that could be an option so that the government can be declared to be playing an active role is by imposing restrictions on the establishment of many private minimarkets. Practices in the field to oppose its establishment have been carried out, but these practices have not produced any results. This is what causes MSME actors to feel the bitter reality that the government is not on their side. Companies are happy to make voluntary disclosures, even if it means increasing costs to the company's finances to meet stakeholder desires or to make the company's image look good.

MSMEs stated that they are confident in what they have developed and built, and therefore, they must face the lack of government support. This lack of government support certainly contradicts the fundamental values of Pancasila, namely the fifth principle, which emphasizes *social justice for all Indonesians,* and the fourth principle, which *emphasizes democracy guided by the wisdom of deliberation and representation.* The fourth principle requires the state to guarantee that the people exercise their sovereignty truly democratically *and* without *discrimination through their representatives.*

The government has indirectly violated this fourth principle by treating MSMEs differently in demanding their rights through democratic means, while failing to provide any *benefits* to them. The fifth principle then addresses how to achieve justice, leading to social welfare, so that it is equitable and free from social disparities between communities. Considering several statements from the sources explained above, it is clear that there are unhealthy practices in the competition between MSMEs and private minimarkets, where

private minimarket entrepreneurs are given *special privileges* by the government.

The granting of special privileges to private minimarket entrepreneurs has of course violated the first principle of Pancasila which states *the belief in one almighty God* and the second principle of Pancasila which states *just and civilized humanity* and the third principle of Pancasila which states *the unity of Indonesia* . The reason for this violation is clear, that in carrying out a practice in government, every individual is required to be honest, fair without prioritizing personal interests or being selfish and most importantly, civilized and not discriminating in any aspect. radab and does not discriminate in any aspect.

5. CONCLUSION

The existence of Pancasila values in the people's economic system is not properly units.

implemented in the implementation process, therefore it is starting to fade slowly in the era *of Society 5.0* . The reality is already clearly visible with the violation of all the precepts of Pancasila, both consciously and unconsciously. The reason why the people's economic system is not functioning well is the lack of awareness of each individual to apply the moral values of Pancasila from small to large matters. Therefore, the key to improving it is to educate, implement and instill moral education based on Pancasila values to every individual, the successor of the nation from an early age. By instilling this from an early age, it will give birth to a golden generation of Indonesia who work together in all aspects, one of which is the people's economic system that maintains the values of Pancasila so that it runs well.

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