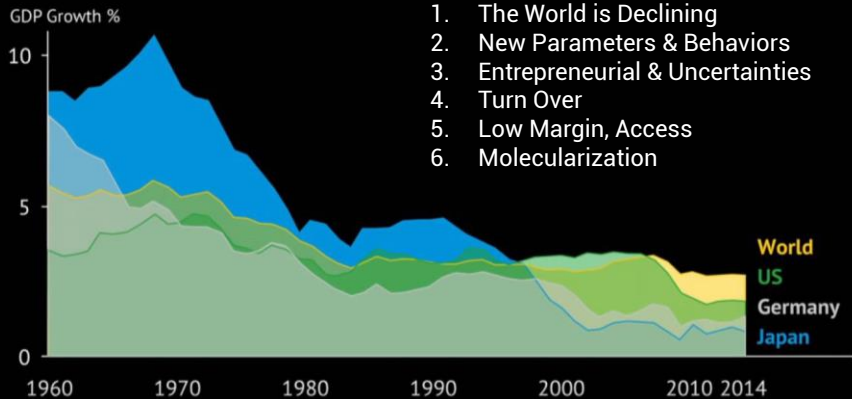


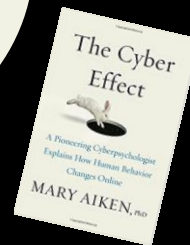
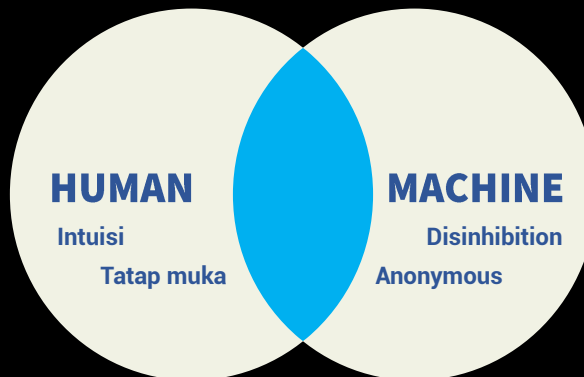
GROWTH (2016 – 2045)

Skenario Bappenas 5,1 – 6,4%
PDB/Cop: USD 20-28.000



Bila desa terus ditumbuhkan, kaum muda kembali ke desa, teknologi pedesaan diperhatikan, kemakmuran akan dinikmati penduduk desa.

Shifting Generation From HUMAN To MACHINE





CYBERMOM

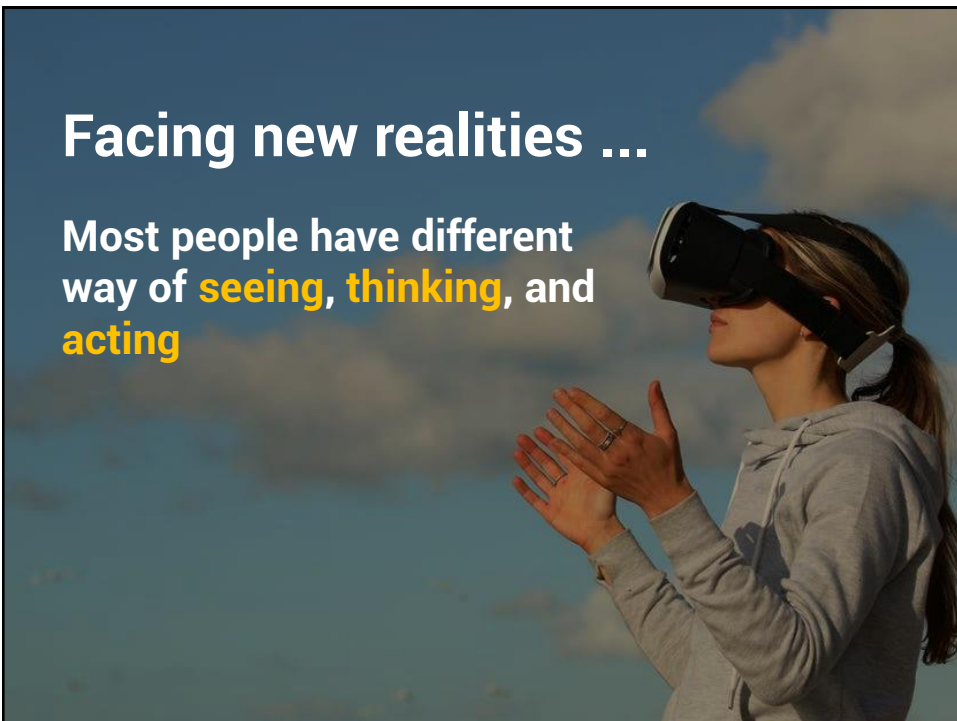
Feeding & diapering aren't enough
A hug & quick kiss aren't enough

The section features a black background. At the top, the word "CYBERMOM" is written in large, bold, yellow, sans-serif capital letters. Below this, there are two side-by-side photographs. The left photo shows a woman in a blue patterned shirt holding a baby in a striped shirt while looking at a smartphone. The right photo shows a woman in a blue hijab and floral shirt holding a baby in a striped shirt while looking at a smartphone. At the bottom, the text "Feeding & diapering aren't enough" and "A hug & quick kiss aren't enough" is written in white, sans-serif font.



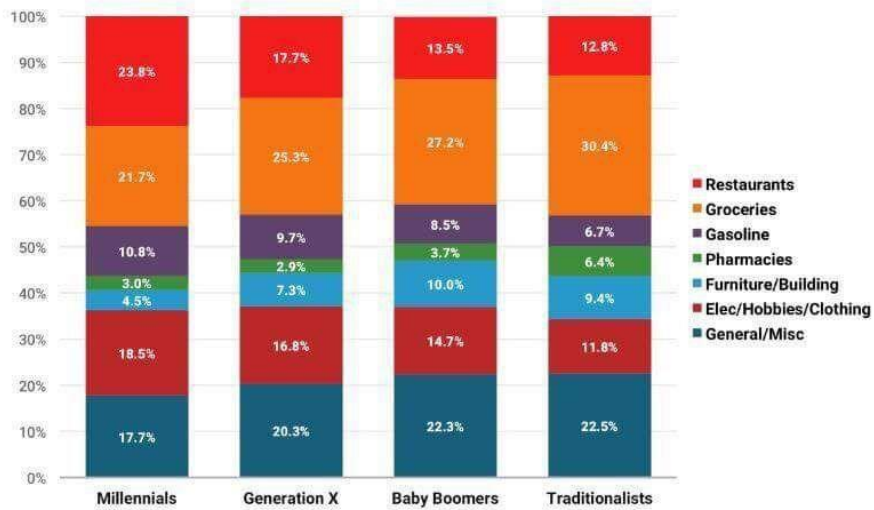
Facing new realities ...

Most people have different way of **seeing, thinking, and acting**



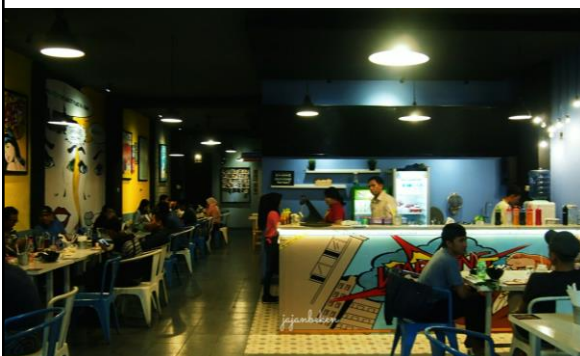
Shifting Consumption: From Grocery To Resto

CONSUMER SPENDING BY GENERATION



SOURCE: Bank of America Merrill Lynch

BUSINESS INSIDER





Thank You

Rumah Perubahan

 @Rhenald_Kasali
@rumah_perubahan

 Rumah Perubahan
RHENALD KASALI