



ABSTRAK

Berubahnya zaman dan pandemi COVID-19 membawa perubahan besar dalam gaya hidup orang, termasuk cara mereka berbelanja. Inovasi bisnis seperti *e-commerce* dan belanja *online* semakin populer. Namun, belanja langsung secara fisik juga mulai naik setelah pembatasan COVID-19 dilonggarkan. Jakarta sebagai pusat ekonomi Indonesia memiliki potensi besar untuk mengembangkan bisnis baru. Phygital store adalah salah satunya, mengintegrasikan teknologi digital dengan toko fisik untuk mempermudah dan memperkaya pengalaman belanja pelanggan. Phygital store pertama di Jakarta diharapkan menjadi contoh dan pemacu bagi bisnis-bisnis lain untuk beradaptasi dan berkembang dalam era digital.

Kata kunci : Perubahan zaman, digitalisasi, bisnis ekonomi, pengalaman *phygital*

ABSTRACT

The change of times and the COVID-19 pandemic have brought about significant changes in people's lifestyles, including their shopping habits. Business innovations such as e-commerce and online shopping have become more popular. However, direct physical shopping has also started to increase after the COVID-19 restrictions were loosened. Jakarta, as the center of the Indonesian economy, has great potential for developing new businesses. Phygital store is one of them, integrating digital technology with physical stores to make shopping easier and more enriching for customers. The first phygital store in Jakarta is expected to be an example and catalyst for other businesses to adapt and grow in the digital era.

Keyword : *Changing times, digitization, economic business, phygital experience*