

BLOCKCHAIN

Dan Masa Depan Pemasaran Digital

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Blockchain dan Masa Depan Pemasaran Digital

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KATA PENGANTAR PENULIS

Puji syukur penulis panjatkan ke hadirat Allah Tuhan Yang Maha Esa atas limpahan rahmat dan karunia-Nya sehingga buku ini, yang berjudul *Blockchain dan Masa Depan Pemasaran Digital*, dapat diselesaikan. Buku ini hadir sebagai upaya untuk memberikan wawasan dan referensi ilmiah mengenai potensi besar teknologi blockchain dalam mendefinisikan ulang strategi pemasaran digital di era yang semakin terhubung secara digital.

Teknologi blockchain, yang pada awalnya dikenal sebagai tulang punggung mata uang kripto, telah berkembang menjadi solusi multifungsi dengan dampak signifikan di berbagai sektor, termasuk pemasaran digital dan e-commerce. Buku ini disusun untuk menjelaskan potensi blockchain terhadap masa depan pemasaran digital (*digital makreting*).

Buku ini mencakup beberapa bab utama. Bab pertama memberikan pengantar mengenai pentingnya blockchain dalam konteks pemasaran digital. Bab kedua hingga keenam membahas berbagai aspek blockchain, pemasaran digital, dan e-commerce, termasuk manfaat dan tantangan yang muncul dari integrasi teknologi ini. Bab terakhir menyajikan penutup sebagai kesimpulan tentang masa depan teknologi blockchain dalam pemasaran dan e-commerce.

Kami menyadari bahwa perkembangan teknologi terus bergerak dengan cepat, sehingga informasi dalam buku ini

mungkin perlu diperbarui di masa mendatang. Meski demikian, kami berharap buku ini dapat menjadi pijakan awal bagi para pembaca, baik akademisi, praktisi, maupun masyarakat umum yang ingin mendalami tema ini.

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Surabaya, 05 November 2024

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TENTANG PENULIS

Halek Mu'min, lahir pada 28 Agustus 1986 di Bengkulu, Indonesia, adalah seorang profesional multitalenta dengan rekam jejak karier yang mencerminkan dedikasi dan semangat belajar tanpa henti. Ia memiliki keahlian di berbagai bidang, termasuk pendidikan, bisnis, dan komunikasi, yang terus dikembangkan melalui perjalanan akademis dan profesionalnya.

Perjalanan pendidikan Halek dimulai di SMK-S1 Pembangunan Bengkulu, di mana ia mendalami bidang Akuntansi. Ia kemudian melanjutkan studi ke Universitas Muhammadiyah Bengkulu, memilih Pendidikan Bahasa Inggris sebagai jurusannya. Tak berhenti di situ, Halek terus mengejar ilmu dengan menempuh pendidikan manajemen di University of Cyber Asia.

Dedikasinya terhadap pembelajaran membawanya meraih gelar Master di bidang Manajemen Sumber Daya Manusia dari IEU Global serta Master of Science dengan spesialisasi Digital Marketing dari UTEL University, Mexico. Saat ini, ia sedang menyelesaikan dua program doktoral: Doktor Manajemen di Universitas Ciputra dan Doktor Administrasi Bisnis di Universitas INTI Malaysia. Hal ini menjadi bukti nyata komitmennya dalam mengembangkan diri secara berkelanjutan, menjadikan Halek sebagai inspirasi bagi banyak orang.