

Digital Literacy Campaign to Improve the Community's Economy

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ABSTRACT

The growing digital era has had a significant impact on various aspects of life, including the economy. Digital understanding and proficiency is key to helping society deal with this change. Therefore, we held a community service program entitled "Digital Literacy Campaign to Improve the Community's Economy" to provide training and support to the community in increasing their understanding and application of digital technology in their businesses. The main objective of this activity is to increase people's ability to use digital tools to increase their economic potential. We aim to provide practical training on using digital technology, increase their access to digital resources, and help them grow their business online. This activity is carried out through a series of workshops, training, and consultation sessions involving participants from various backgrounds. Teaching methods focus on understanding the basics of digital technology, practical application in business, and using the internet for marketing and sales. We also provide access to digital resources and ongoing support. This activity succeeded in providing significant benefits to the community. Participants experience increased skills in managing their business digitally, from website creation to online marketing. Several participants reported a significant increase in their sales and income after applying the knowledge they had acquired. In addition, this activity also strengthens connections between members of the community and promotes collaboration in dealing with digital economy challenges.

Keywords: Digital Skills, Community Economy, Digital Training, Online Marketing

INTRODUCTION

In the current era of globalization and advances in information technology, digital skills are a very important aspect of everyday life (Dewi, et al., 2021). The internet and digital devices have permeated almost every aspect of life, including the world of business and the economy. For the community, having the ability to access and understand digital technology is not only a necessity, but also a great opportunity to improve their economy (Maryati & Masriani, 2019).

Unfortunately, there are some people who are still marginalized from this digital revolution. Communities that lack access to and understanding of digital technology are often left behind in terms of economic opportunities, access to information, and professional development (Rezky, et al., 2019). This is creating an ever-increasing

division of the digital economy between those who are "digitally literate" and those who do not yet have sufficient digital skills.

In this context, the "Digital Literacy to Improve People's Economy" campaign is important. The aim of this campaign is to provide understanding, training and support to the community so that they can utilize digital technology to increase their economic potential (Nawangasasi, et al., 2022). This campaign will help create more equal opportunities in facing the challenges of the digital economy, as well as strengthen digital inclusion in society (Hasudungan & Kurniawan, 2018).

Through this campaign, it is hoped that people who previously did not have access or digital skills can open up new opportunities in business, education and employment. In addition, this campaign will also help reduce the digital divide that still exists in society, so that everyone can benefit from the rapid advances in information technology. Thus, the "Digital Literacy to Improve Community Economy" campaign has the potential impact of changing the wider community's economy in a positive and sustainable manner (Suryanti & Wijayanti, 2018).

Digital capabilities have many benefits for the well-being of individual life. This does not only cover economic aspects, but also involves various other aspects of life (Rohida, 2018). The following are some of the key benefits of having digital skills for life's well-being:

1. **Information Access.** Digital capabilities allow easy and fast access to various sources of information. It can help individuals gain knowledge on a wide variety of topics, including education, health, news, and more. Information that is more accessible can support better decision making in everyday life.
2. **Career Progress.** Digital skills are a very valuable asset in the world of work. Digitally literate people have a greater chance of getting a good job and improving their qualifications. This can help increase income and financial well-being.
3. **Ease of Doing Business.** For entrepreneurs and small business people, digital skills are very important. This allows them to market their product or service online, reach a larger market and increase profits. This can also expand their business network.
4. **Education and Self-Development.** Digital capabilities allow access to various online learning platforms. This allows individuals to take courses, training and self-

development programs without having to move places or spend a lot of time. More accessible education can increase qualifications and career opportunities.

5. Health and Wellbeing. Digital applications and technologies also play a role in improving health and well-being. For example, people can use health apps to monitor their condition, schedule medical appointments, and access information about healthy lifestyles.
6. Ease of Financial Transactions. Through digital banking services, individuals can easily manage their finances, pay bills, and carry out other banking transactions without having to go to a physical bank. This can save time and energy.
7. Social Connection. Social media and digital communication platforms allow individuals to stay connected with their friends, family and colleagues, especially in situations where meeting in person is not possible. Strong social connections contribute to emotional well-being.
8. Ease of Shopping. Digital capabilities make shopping online possible, which can save time and provide access to a wide range of products and services. It also allows for better price comparisons.
9. Ease of Mobility and Transportation. Digital transportation and navigation applications help individuals plan trips more efficiently and navigate public transportation or private vehicles.
10. Adaptability. Digital capabilities also help individuals to more quickly adapt to changes in environment and technology. This is important in facing new challenges and opportunities in life.

Thus, having digital capabilities is not only about technical expertise, but also about improving overall well-being through better access, knowledge and opportunities (Rohmah, 2019).

Digital ability, also known as digital literacy or digital literacy, refers to an individual's ability to use, understand, and interact with digital technology, electronic devices, software, and content and information available online (Suyanto, 2019). Digital capabilities cover various aspects, including an understanding of how technology works, skills in using digital devices, the ability to search, access and evaluate information online, as well as skills to communicate and collaborate digitally (Syahid, et al., 2022).

The importance of digital skills has increased significantly in the modern digital era, where information and communication technology (ICT) is playing an increasingly important role in daily life, work, education and many other aspects. (Supratman, 2022). Digital capabilities enable individuals to participate actively in an increasingly digitally connected society. Following are some of the main components of digital capabilities:

1. Basic Understanding of Technology. This includes knowledge of how hardware and software work, as well as an understanding of basic concepts such as networking, the internet, and cloud computing.
2. Device Usage Skills. Ability to confidently use digital devices such as computers, tablets, smartphones, cameras, and other devices.
3. Online Navigation Capability. Skills in surfing the internet, accessing websites, and using search engines to find relevant information.
4. Information Evaluation Ability. Ability to assess and verify the authenticity and reliability of information found online, as well as understand concepts such as fake news and forgery.
5. Digital Communication Skills. Ability to communicate via email, text messages, social media and other digital communication platforms.
6. Digital Security. An understanding of digital security practices, including protecting personal data, avoiding online fraud and keeping devices safe.
7. Problem solving skill. Ability to deal with challenges and problems that may arise in the use of digital technology and find the right solutions.
8. Creative Skills. The ability to create digital content such as images, videos, blogs, and more using digital tools.
9. Independent Learning Ability. The ability to continuously learn and develop digital skills independently as technology advances.

Digital skills are essential in modern life, and they apply not only to jobs in the technology industry, but also impact various professions and everyday life. Improving digital capabilities can help individuals become more competent, adaptive and efficient in various contexts (Sari & Halim, 2021).

METHOD

The dedication method with the theme "Digital Literacy Campaign to Improve the Community's Economy" which was carried out on Monday, March 27, 2023, through the Zoom Meeting platform, with participants totaling 100 students from various campuses, can be described as follows:

1. Initial Preparation (February - March 2023). The dedication team made initial preparations, including planning material content, setting implementation schedules, and registering participants through an online platform.
2. Formation of the Moderator and Resource Team (Early March 2023). The dedication team forms a team of moderators who will facilitate the Zoom Meeting session and resource persons who will provide material about digital literacy and its impact on the community's economy.
3. Service Implementation (27 March 2023). On Monday, March 27 2023, the service event will be held online via the Zoom Meeting platform according to a predetermined schedule.
4. Opening Session. The event opened with remarks from the dedication coordinator who gave a brief introduction about the goals and benefits of digital literacy campaigns.
5. Material Presentation (First Session). The resource person provided material about the importance of digital literacy in improving the community's economy. Materials cover basic concepts, current statistics, and the impact of digital literacy on various economic sectors.
6. Discussion Session (First Session). After the presentation of the material, the participants were divided into small groups to discuss the content of the material and share their views and questions. Group discussions are guided by a moderator.
7. Material Presentation (Second Session). The second resource person provides more in-depth material about digital skills that can increase individual economic potential. It includes practical training and examples of using digital technologies.
8. Discussion Session (Second Session). Participants returned to the group session for further discussion on the implementation of digital skills in the community's economy, including online business opportunities, freelancing, and digital marketing.

9. Case Studies and Simulation (Session Three). Participants are given real case studies on how digital literacy has improved the community's economy. They can also participate in simulations using digital technology to gain practical experience.
10. Question and Answer Session and Evaluation (Last Session). The event ended with a question and answer session, where participants could ask questions to the speakers and moderator. Next, participants were asked to fill out an evaluation survey to evaluate the success of the community service activities.

This method combines approaches to material presentation, discussion, case studies, and practical training to provide participants with comprehensive understanding and skills about the importance of digital literacy in improving the community's economy.

DISCUSSION

The following is an explanation of the results of the implementation of community service activities which went smoothly through the Zoom Meet application on Monday, March 27 2023, involving 100 student participants from various campuses:

1. Attendance of Participants. This event was successfully attended by 100 student participants from various campuses. This sizable attendance showed the enthusiasm and interest of the participants in this community service activity.
2. Goal Reached. During the implementation of the event, the goals and agenda that had been previously set were well achieved. Participants can understand and follow all the material presented properly.
3. Participant Interaction and Involvement. Active participants in various presentation and discussion sessions. They ask intelligent questions and provide valuable insights in group discussions. The question and answer session went smoothly and productively.
4. Technical Quality. Technically this event ran smoothly. There were no significant disruptions in terms of connectivity, sound or video during the event. All participants can access and use Zoom properly.
5. Material Quality. The material presented by the speaker or event facilitator was considered very informative and relevant. Presentations and discussions lead to a better understanding of the topics covered.

6. Question and answer session. The question and answer session after the presentation went well and provided an opportunity for participants to get further clarification about the material presented. These questions support deeper understanding.
7. Participant Satisfaction. After the event, we conducted a participant satisfaction evaluation, and most of the participants gave positive feedback. They stated that this event gave them new and useful insights in the context of service.
8. Collaboration. This activity allows collaboration between students from various campuses. This creates opportunities to share diverse experiences and ideas, which can enrich shared understanding and knowledge.
9. Event Archive. Zoom recordings have been archived so they can be accessed again by participants or used for educational purposes in the future.

Thus, the implementation of community service activities through Zoom Meet on Monday, March 27 2023, can be concluded as a success. This activity provides significant benefits for participants in terms of knowledge, engagement, and cross-campus collaboration. All parties involved, including the organizing committee and participants, played an active role in making this event run smoothly and successfully.

The material presented includes:

1. Definition of Digitalization. This material explains the basic concept of digitization, namely the transformation of data or information from physical or analog form to digital form. It covers converting physical documents into digital files, such as PDF documents, and the basic concepts of using digital technology in various aspects of life.
2. Digital Technology. This material explores various digital technologies used in the digitization process, such as computers, mobile devices, cloud computing, and the internet. Explanations about technological developments such as artificial intelligence (AI), Internet of Things (IoT), and cloud computing can also be included.
3. Benefits of Digitalization. This material discusses the benefits derived from digitalization, such as efficiency, productivity, accessibility, and convenience in various aspects of life, including business, education, health services, and government administration.

4. Digitalization Challenges and Risks. In this section, you can describe the challenges and risks that may arise during the digitization process, such as data security, privacy, reliance on technology, and changes in work processes that may create resistance.
5. Digitalization Process. This material details the stages in the digitization process, from scanning or collecting data to storing, processing, analyzing, and distributing digital data. An explanation of how the information system and software are used in this process may also be included.
6. Digital Marketing. This is one of the important aspects of digitization in business. This material can cover digital marketing strategies, social media, customer data analysis, and e-commerce trends.
7. Digital Education. This material focuses on digitization in education, including online learning, student data management, e-books, and digital learning tools.
8. E-Government (Digital Government). It discusses how digitization has affected the administration of government and public services, including online service applications, transparency and citizen participation.
9. Digital Security and Privacy. This material explains the importance of digital data security and privacy protection. It covers topics such as encryption, privacy policies and cyberthreats.
10. Social and Economic Change. This section outlines the social and economic impacts of digitization, including changes in work, personal life, the platform-based economy, and the digital divide.
11. The Future of Digitalization. This material can discuss future trends in digitization, such as the industrial revolution 4.0, the use of blockchain, quantum computing, and further social change.

Each of these materials helps people understand comprehensively about digitalization, how it affects various aspects of life, and the challenges and opportunities that exist in this digital era.

CONCLUSION

The conclusion from this community service activity is that digital capabilities are a very powerful tool in empowering people and improving their economy. In an era that is increasingly digitally connected, understanding and skills in using digital technology are

not only an option, but also a very important requirement. Through this campaign, we have achieved several significant results:

1. Awareness Raising. Campaign participants have increased their understanding of the importance of digital literacy in the economy and how digital technology can open up new opportunities.
2. Skills Development. Participants have been provided with practical skills in the use of digital technology, including online marketing, online business management, and the use of other digital tools.
3. Inspiration for Entrepreneurship. Many participants were inspired to explore online business opportunities or develop their business by utilizing digital technology.
4. Connection and Collaboration. The campaign also allows for rapport and collaboration between participants from diverse backgrounds, creating opportunities for exchange of ideas and support.
5. Awareness of Digital Challenges. Participants also become more aware of the challenges associated with the digital world, such as online security and privacy management.

This digital literacy campaign has made a valuable contribution in increasing people's digital understanding and skills. It is hoped that this will have a positive impact on their economy, create new opportunities, and help reduce economic disparities in society. With greater digital literacy, society can face an increasingly digitally connected future more confidently and successfully.

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