

Socialization of Increasing Digital Literacy Literacy of BUMDES Administrators in Creating Independent Villages and Increasing the Welfare of MSMEs in Villages

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ABSTRACT

Sosialisasi penguatan literasi digital bagi pengurus BUMDes dalam rangka mewujudkan desa wisata mandiri dan meningkatkan kesejahteraan UMKM di pedesaan. Sosialisasi ini dilaksanakan di sejumlah Desa Bugel di Ciawi, Desa Balla di Luwuk, dan Desa Bahar Mulya di Muaro Jambi. Sosialisasi ini bertujuan untuk meningkatkan literasi digital pengurus BUMDes dalam mewujudkan desa wisata mandiri dan meningkatkan kesejahteraan UMKM masyarakat pedesaan. Penulis meyakini dengan meningkatnya literasi digital akan meningkatkan kreativitas, memperbaiki sistem pengelolaan dan jangkauan promosi untuk mewujudkan desa wisata yang menghasilkan banyak pendapatan dan tentunya dapat meningkatkan pendapatan asli desa sesuai dengan tujuan berdirinya BUMDes. Apabila kreativitas dan sistem pengelolaan BUMDes meningkat maka terwujudlah desa wisata mandiri. Apabila desa wisata mandiri terwujud maka jumlah pengunjung akan meningkat dan potensi pendapatan UMKM juga akan meningkat. Penulis meyakini hal ini dapat meningkatkan kesejahteraan UMKM pedesaan.

Socialization of strengthening digital literacy for Village-Owned Enterprises administrators in order to create independent tourist villages and improve the welfare of MSMEs in rural areas. This socialization was carried out in a number of Bugel villages in Ciawi, Balla villages in Luwuk, and Bahar Mulya villages in Muaro Jamb. this socialization aims to improve the digital literacy of Village-Owned Enterprise administrators in creating independent tourist villages and improving the welfare of rural community MSMEs. The author believes that increasing digital literacy will increase creativity, improve the management system and promotional reach to create tourist villages that generate a lot of income and of course can increase the original village income in accordance with the objectives of establishing Village-Owned Enterprises. If the creativity and management system of Village-Owned Enterprises increase, the creation of independent tourist villages can be achieved. If an independent tourist village is achieved, the number of visitors will increase and the potential income of MSMEs will also increase. The author believes that this can improve the welfare of rural MSMEs.



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INTRODUCTION

Digital literacy is a person's ability to apply digital component operating skills in order to obtain, sort information, be creative, assume critically, interact well, collaborate with others, and care about the safety of goods or electronic media and the developing ethical context. Digital literacy in the context of education influences the development of knowledge about learning materials in order to arouse curiosity and creativity (Hasan 2002). (Subarno 2021) conducted a study on digital literacy empowerment in schools in England which emphasized that students were given the opportunity to participate in selecting parts of learning, students were directed to increase independence and communicate with each other using digital. The study showed that SDL skills cannot be separated from digital literacy and can improve learning independence well.

According to (Widyastuti 2016) digital literacy is not only based on a person's ability to read, but also on understanding what is read. In addition, digital literacy is related to interpreting critically, and evaluating and applying it to what is presented in the device. Students not only need information from printed devices, but also need information from other sources, such as from the internet as an addition. Various sources that can be used are blogs, websites, and others. Based on the description above, digital literacy is a person's ability to access, analyze, evaluate various information obtained which can lead to critical thinking creativity.

Beetham et al. in (Restianty 2018), stated that there are seven elements or sub-disciplines of digital literacy, namely: a. Information literacy, the ability of individuals to access, communicate, evaluate and analyze the necessary information sources appropriately. b. Digital scholarship, the ability to process information sources as valid data references in learning. c. Learning skills, the ability to utilize technology to support their activities, including the learning process. d. ICT literacy, the ability to integrate, apply, and utilize digital device services. e. Career and identity management, the ability to manage online identities. f. Communication and collaboration, the ability of users to participate in communities with digital media. g. Media literacy, the ability to filter information circulating on social media critically and creativel (Stefany 2017).

Now, almost all individuals understand that digital literacy is needed and important in modern life. Digital literacy is equated with the ability to read, count, write, and other sciences. A society with critical and creative thinking patterns and abilities can be created through digital literacy. So, a person will not be provoked by unclear issues, hoaxes, or digital fraud. Life with a society that has these abilities will tend to be conducive. The development of digital literacy skills requires the active role of the community and the achievement of the development of a digital literacy culture is one aspect of achievement in the fields of culture and education (Stefany 2017).

Another study discusses the digital competency framework created for the community, which includes five components including (Hasan 2021): a. Information and data literacy: namely searching, retrieving, storing, organizing, identifying, analyzing, and assessing the attachment and purpose of information through digital media and organizing the data obtained. b. Communication and collaboration: namely interacting, communicating and collaborating in digital media. c. Digital content creation: namely creating and editing new creative content, understanding copyright and licensing, and integrating knowledge into content. d. Safety: namely the ability to protect digital devices, privacy data, and protect one's mental health. e. Problem solving: namely analyzing the updates needed, being innovative, updating one's own competencies, and solving conceptual problems through digital media.

Based on the explanation about Digital Literacy above, the author assumes the importance of increasing Digital Literacy in villages, especially Village-Owned Enterprise managers in creating independent tourist villages and improving the welfare of MSMEs in rural areas. According to Article 1 Number (6) of Law Number 6 of 2014, Village-Owned Enterprises, hereinafter referred to as BUMDes, are business entities whose capital is wholly or mostly owned by the Village through direct participation originating from Village assets that are separated to manage assets, service services, and other businesses for the greatest welfare of the Village community (Ramadana 2006).

BUMDes was established, among other things, in order to increase Village Original Income. Departing from this perspective, if the village original income can be obtained from BUMDes, then this condition will encourage each Village Government to provide "goodwill" in responding to the establishment of BUMDes. As one of the economic institutions operating in rural areas, BUMDes must

have differences with economic institutions in general. This is intended so that the existence and performance of BUMDes can make a significant contribution to improving the welfare of village residents. There are 7 (seven) main characteristics that distinguish BUMDes from commercial economic institutions in general, namely (Ramadana 2013): a. This business entity is owned by the village and managed jointly b. Business capital comes from the village (51%) and from the community (49%) through capital participation (shares or shares) c. Its operation uses a business philosophy rooted in local culture (local wisdom) d. The business fields run are based on the potential and results of market information e. The profits obtained are intended to improve the welfare of members (capital participants) and the community through village policies.

Based on the explanation about Digital Literacy and Village-Owned Enterprises above, this article aims to explain the series of socialization to increase literacy of village-owned enterprise administrators in creating independent tourist villages and improving the welfare of rural community MSMEs.

METHOD

Socialization of strengthening digital literacy for Village-Owned Enterprises administrators in order to create independent tourist villages and improve the welfare of MSMEs in rural areas. This socialization was carried out in a number of Bugel villages in Ciawi, Balla villages in Luwuk, and Bahar Mulya villages in Muaro Jambi with the following problem-finding method:

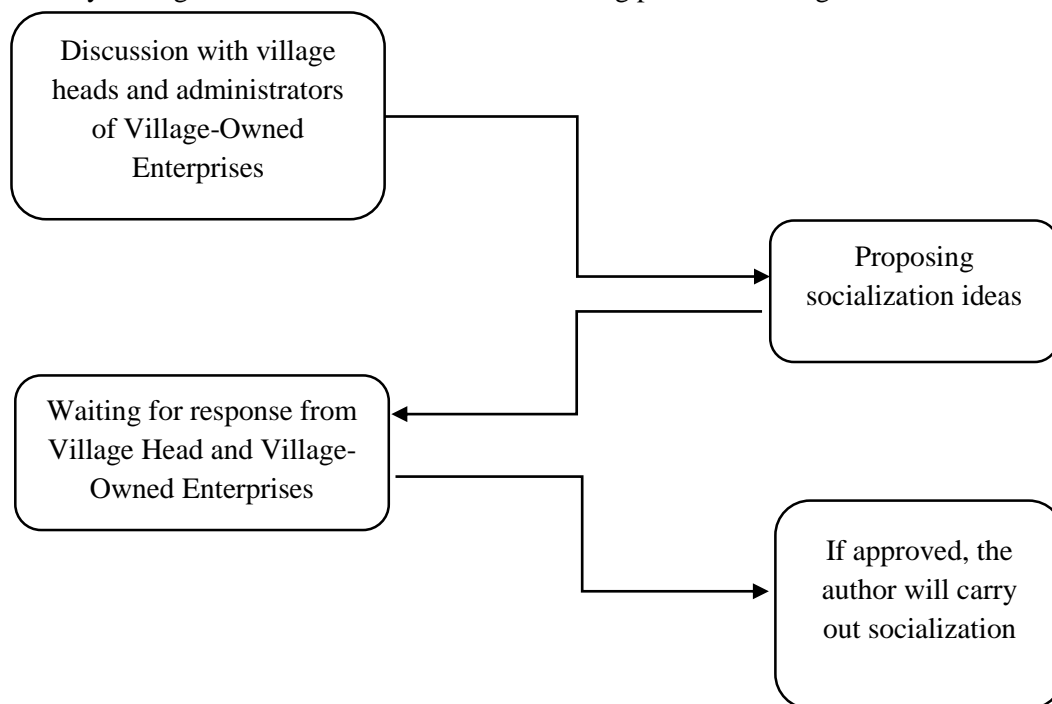


Figure 1. Problem Finding Stages

RESULT AND DISCUSSION

Digital Literacy and BUMDES

Digital literacy is a person's ability to apply digital component operating skills in order to obtain, sort information, be creative, assume critically, interact well, collaborate with others, and care about the safety of goods or electronic media and the developing ethical context. Digital literacy in the context of education influences the development of knowledge about learning materials in order to arouse curiosity and creativity (Hasan 2002). (Subarno 2021) conducted a study on digital literacy empowerment in schools in England which emphasized that students were given the opportunity to participate in selecting parts of learning, students were directed to increase independence and communicate with each other using digital. The study showed that SDL skills cannot be separated from digital literacy and can improve learning independence well.

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Socialization of Increasing Digital Literacy Literacy of BUMDES Administrators in Creating Independent Villages and Increasing the Welfare of MSMEs in Villages

According to the Indonesian dictionary, socialization means an effort to socialize something so that it becomes known, understood, and experienced by the community or society. Socialization itself is very important, because if there is no socialization, it is certain that whatever goals we intend for ourselves or for others will not be achieved. The earliest social environment is the family. When a baby is born, he knows nothing about himself and his environment. However, the baby has the potential to learn about himself and his environment. What and how he learns is greatly influenced by the social environment in which he is born. And the learning process is not primarily from himself, but because of the results of socialization. Socialization is a general concept that can be interpreted as a process in which we learn through interaction with others, about how to think, feel, and act, all of which are very important things in producing effective social participation. Socialization is a process that continues to occur throughout our lives (Bunga Govia Putri 2019).

Socialization can be interpreted as any activity aimed at informing, persuading or influencing the public to continue using the products and services produced. Then, in relation to the intended socialization activity is a process of informing and influencing the public to always utilize the services offered (Kurniawati 2018).

As explained by the author above, this socialization aims to improve the digital literacy of Village-Owned Enterprise administrators in creating independent tourist villages and improving the welfare of rural community MSMEs. The author believes that increasing digital literacy will increase creativity, improve the management system and promotional reach to create tourist villages that generate a lot of income and of course can increase the original village income in accordance with the objectives of establishing Village-Owned Enterprises. If the creativity and management system of Village-Owned Enterprises increase, the creation of independent tourist villages can be achieved. If an independent tourist village is achieved, the number of visitors will increase and the potential income of MSMEs will also increase. The author believes that this can improve the welfare of rural MSMEs.

CONCLUSION

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Bahar Mulya villages in Muaro Jamb. The author expects all criticism from all parties so that this article can continue to develop and additional ideas can be implemented.

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