



# Digital Transformation and Literacy of Batu City Community Through the Village TV Program

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## ABSTRACT

*Digital transformation is the change and development of digital technology that affects life patterns in changes in all aspects of the system. Digital transformation can have positive or negative impacts. One of the negative impacts is the threat of cybercrime as currently experienced by the Ministry of Communication and Information Technology which experienced a cyber attack and had an impact on all data in the government environment nationally. So, good skills in digital literacy are needed so that this digital transformation can be a positive direction. Digital literacy is a person's ability to read, select, sort and manage information sourced from digital platforms. The Communication and Informatics Office of Batu City has an interesting program in order to provide positive digital literacy to the community through Village TV. This Village TV is divided into 24 channels according to the village and kelurahan areas in Batu City. In practice, there are still obstacles in its operation, but there are already strategies that have been implemented by the Communication and Informatics Office of Batu City so that the objectives of Village TV can be achieved.*

**Keywords:** Batu City, Digital Transformation and Literacy, Village TV.

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## 1. INTRODUCTION

Starting from the latest problem that occurred, the Ministry of Communication and Information (Kominfo) experienced a Ransomware cyber attack on the National Data Center (PDN) Server on Thursday, June 20 2024 (Viska, 2024). This shows that advances in technology are still worrying. The negative effects of technological progress still occur frequently, even government data centers can be hacked, let alone the data security of individuals who do not really understand information technology.

According to data collection results from the Central Statistics Agency (BPS), the Indonesian population has experienced an increase in internet access needs from 2021 to 2022 by 62.10 to 66.48, meaning an increase of 4.38%. This increase in internet access is a sign that there is an era of information openness and acceptance of technological developments in Indonesia, which is leading to a new process towards a digital society (Central Statistics Agency, 2022).

This certainly creates opportunities and challenges for the progress of digitalization of society in Indonesia. Quoting several journal articles, this digital transformation has had an impact on all fields. In the field of education, for example, school administration management can be easily implemented (Suljatomiko, Handoko Ardhi Nugroho, Waskito Dwi Handoko, 2024). Quoting from the journal of education, it explains "the transformation of education in the digital era by using various technologies can increase accessibility, effectiveness and overall quality of learning" (Abdurrachman et al., 2024).

Meanwhile, the progress of digitalization has caused extraordinary effects in the economic sector with the development of various innovative digital business strategies with lots of business competition and competition to get better (Munir et al., 2023). Apart from that, there will be an increase in effectiveness, efficiency, productivity, competitiveness, ease of access and services which can improve the community's economy. Meanwhile, the negative impacts felt include digital security, social inequality, reduced employment, digital crime and plagiarism (Sudiantini et al., 2023).

With this digital transformation, digital literacy is needed, namely a person's skills in the effective use of information and communication technology in order to be able to sort the information obtained so that it is correct. Moreover, the conditions in Indonesia, explained by the Deputy Minister of Communication and Information, Nezar Patria, are still in the medium category, the level of digital literacy is still at 3.54 out of 5.00 (Kominform, 2024).

In facing the challenges and opportunities of digital transformation in Batu City, the Communication and Informatics Department formed a Community Information Group (KIM) with one of its programs being the creation of Village TV. This article will discuss whether Village TV media from the Community Information Group (KIM) can be effective in providing digital literacy to the community.

## **2. THEORETICAL STUDY**

The rapid development of technology and information is one of the causes of digital transformation. Digital transformation explained by Rihindi and Schwertner in Hazim & Wijayanti (2022) is the use of digital technology that integrates existing systems in organizations or others (Hazmin & Wijayanti, 2022). According to Kane in Panjaitan and Lutpiana (2023), digital transformation refers to changes in digital technology in changes to operational systems. The digital integration process occurs in all aspects of the field of activity. Digital transformation changes culture and makes it necessary to adapt operations to become better as they change based on technological developments and demands. This digital transformation adoption process needs to be designed, pre-processed, and actively practiced (Panjaitan & Lupiana, 2023). According to (Gomez-Trujillo & Gonzalez-Perez, the core of digital transformation is realizing change in various fields of technology, governance, strategy, human resources, leadership and culture, innovation (Togatorop et al., 2024).

Several stages of digital transformation processed from Sudiantini et al (2023) digital transformation in the information sector, namely:

- 1) Digitalization: the first phase of digital transformation is digitization, or the transition of data from physical to digital form. Digitization can be done by scanning documents or using software to enter data manually.
- 2) Integration: After the data is converted into digital format, the next step is to enter the data into a digital system, so that the data is easy to access and use.
- 3) Automation: After data is integrated into an information technology system, you can then utilize technology to automate information processes, such as accessing information from anywhere and at any time. With automation, information can be carried out effectively and efficiently.
- 4) The final step in digital transformation is innovation, namely creating new things, activities and services that are better and more innovative. Innovation can be achieved by developing new technologies, combining existing technologies, or by developing technology-based information dissemination models (Sudiantini et al., 2023).

After digital transformation is born, digital literacy is needed so that people are able to understand the changes that are occurring correctly. According to UNESCO, digital literacy is the skill in using information and communication technology to search for, sort, use, create and believe in content or information with adequate knowledge, ethics, social, emotional and technical skills. Communication with digital media today is not just about conveying information, but requires the ability to select, organize and sort in order to get accurate information. So that people who get information through the media increasingly need good literacy (Restianty, 2018).

Digital literacy needs to be applied to schools, families and communities. Digital literacy in society is by utilizing technology in communication in conveying information using the help of technology and networks so that people can receive information well and use it appropriately (Veronika et al., 2022).

According to Steve Wheeler (2012) there are nine components in digital literacy:

### 1) Social Networking

Social networking is expertise in using social media or other digital platforms to communicate with other people.

### 2) Transliteracy

Transliteracy are the skills needed to use and analyze and communicate clearly through various digital media and platforms, including the process of adapting and interacting with new technologies and languages.

### 3) Maintaining Privacy

Maintaining Privacy are skills in maintaining the privacy and security of personal information on social media and other digital platforms. This is needed to ensure the privacy and security of personal information on social media and other digital platforms.

4) Managing Digital Identity

Managing Digital Identity is a skill in creating a digital identity in the social world, for example a profile, the level of public trust in him and his social media activities.

5) Creating Content

Creating Content is expertise in creating content on social media. This is necessary to brand the purpose of creating the content.

6) Organizing and Sharing Content

Organizing and Sharing Content is a person's ability to manage and share digital content with the wider community

7) Reusing/Repurposing Content

Reusing/Repurposing Content is skills in reusing existing content to create new or updated content as needed.

8) Filtering and Selecting Content

Filtering and Selecting Content is a skill in sorting and selecting useful digital content.

9) Self Broadcasting

Self Broadcasting is the skill of introducing yourself, products and services via social media or other digital platforms (Alviyando & Mardhatillah, 2023).

### **3. RESEARCH METHODS**

In this writing, a descriptive qualitative approach is used. From analysis of a field study in Batu City Communication and Information Department.

### **4. DISCUSSION**

Batu City Communication and Information Service (Diskominfo) is one of the government institutions in Batu City which is responsible for providing the latest local statistical data, ensuring integrated information and communication networks to improve real and measurable management, data and information security systems for management and provision. Strengthen community communication networks and encourage the development of technology and information and communication infrastructure that is efficient and fair (DISKOMINFO, 2024).

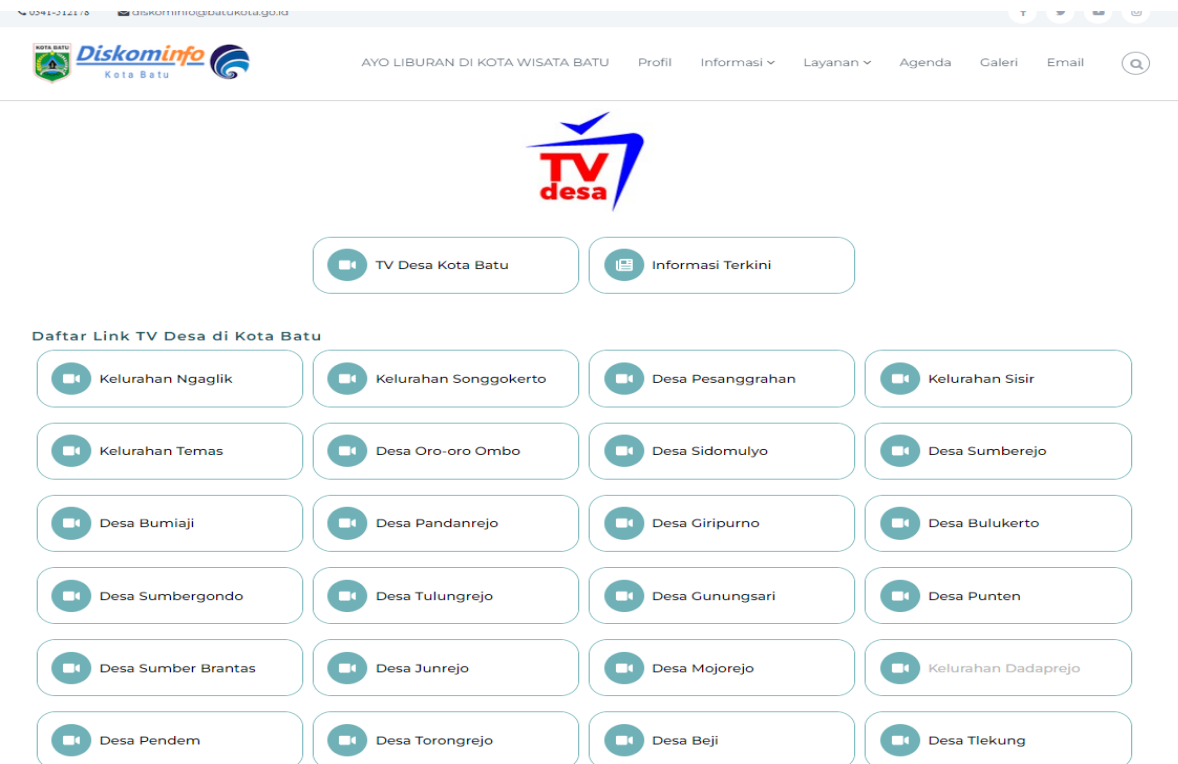
One of the interesting programs created by the Batu City Diskominfo is Village TV. Reporting from the Batu City Village TV youtube page, Village TV is one of the program innovations resulting from a continuation of the Community Information Group (KIM) which synergizes with ATV, namely Batu City Local TV. Village TV, which was created on a YouTube account, aims to explore the potential of villages and sub-districts, as well as make it easier for people to find information in Batu City (Official & DISKOMINFO, 2022).

The existence of Village TV is included in the digital transformation steps according to Sudiantini et al (2023) are:

- 1) Digitalization: Village TV created by Diskominfo Batu City is a new form of innovation following the development and shift in public viewing from analog TV to digital TV.
- 2) Integration: through integration with the YouTube platform TV Desa is created to disseminate information via the network, so that the data is easy to access and use.
- 3) Automation: Information about Village TV according to Mr. Rudi in the APTIKA field during the interview, he explained that with the existence of Village TV, it is hoped that there will be journalists in the village to present and introduce to the wider world about Batu City according to their respective potential. Tourism City, which is the jargon for the Batu region, also needs branding in digital media so that people outside the region can be interested and visit Batu City directly, which can increase local revenue through tourism.
- 4) The final step in digital transformation is innovation. Village TV can also facilitate the era of public transparency if something is conveyed by the city or village or sub-district government to the community via the network. For example, it can be used to broadcast musrenbangdes live. So, the community is involved in development plans in their area.

Its existence can also be used as digital literacy for the community in it as a means to search for, sort, use, create and believe in accurate content or information about Batu City. The public can easily find out about the latest developments, events will soon reach the public.

There are 24 Village TV channels in Batu City as follows:



Source: Diskominfo, Batu City

**Table 1. Digital Literacy Level of Stone Town Village TV Program**

No.	Village TV Region	Number of Subscribers	Number of Videos	Last Post	Number of videos watched	Village TV link
	Batu City Village TV Official	97	31	1 year	3,113 x	<a href="https://www.youtube.com/@tvdesakotabatuofficialdisk2004">https://www.youtube.com/@tvdesakotabatuofficialdisk2004</a>
	Nganglik	122	86	2 years	5,844 x	<a href="https://www.youtube.com/@daringannagliktvdesa1477">https://www.youtube.com/@daringannagliktvdesa1477</a>
	Songgokerto	139	16	3 years	5,075 x	<a href="https://www.youtube.com/@songgokertotv6542">https://www.youtube.com/@songgokertotv6542</a>
	Pesanggrahan	-	-	-	-	<a href="https://www.youtube.com/@pesanggrahantv5068">https://www.youtube.com/@pesanggrahantv5068</a>
	Comb	-	-	-	-	<a href="https://www.youtube.com/@sisirgemilangtvdesa6276">https://www.youtube.com/@sisirgemilangtvdesa6276</a>
	Temas	229	67	3 weeks	18,565 x	<a href="https://www.youtube.com/@temassatvdesa537">https://www.youtube.com/@temassatvdesa537</a>
	Oro-oro Ombo	543	56	3 months	37,186 x	<a href="https://www.youtube.com/@oroorombotvdesa5152">https://www.youtube.com/@oroorombotvdesa5152</a>
	Sidomulyo	454	25	8 months	41,709 x	<a href="https://www.youtube.com/@sidomulyokertaraharjatvdes7792">https://www.youtube.com/@sidomulyokertaraharjatvdes7792</a>

No.	Village TV Region	Number of Subscribers	Number of Videos	Last Post	Number of videos watched	Village TV link
	Sumberejo	-	-	-	-	<a href="https://www.youtube.com/@sourcejotv7041">https://www.youtube.com/@sourcejotv7041</a>
	Bumiaji	76	15	3 years	3,956 x	<a href="https://www.youtube.com/@amazingbumiajitv1742">https://www.youtube.com/@amazingbumiajitv1742</a>
	Pandanrejo	452	106	7 days	55,430 x	<a href="https://www.youtube.com/@pandanrejotelevisijos">https://www.youtube.com/@pandanrejotelevisijos</a>
	Giripurno	2.26k	170	2 days	229,755 x	<a href="https://www.youtube.com/@giripurnotv5011">https://www.youtube.com/@giripurnotv5011</a>
	Bulukerto	-	-	-	-	<a href="https://www.youtube.com/@bulukertotv5176">https://www.youtube.com/@bulukertotv5176</a>
	Sumbergondo	2.04k	425	3 days	255,491 x	<a href="https://www.youtube.com/@sourcegondotv1022">https://www.youtube.com/@sourcegondotv1022</a>
	Tulungrejo	4	2	5 years	197 x	<a href="https://www.youtube.com/@kimdesatulungrejokotabatu7452">https://www.youtube.com/@kimdesatulungrejokotabatu7452</a>
	Gunungsari	-	-	-	-	<a href="https://www.youtube.com/@gunungsaritvdesa5355">https://www.youtube.com/@gunungsaritvdesa5355</a>
	Punten	151	9	2 years	3,531 x	<a href="https://www.youtube.com/@puntektivdesa5364">https://www.youtube.com/@puntektivdesa5364</a>
	Source Brantas	2.64k	135	10 months	306,348 x	<a href="https://www.youtube.com/@sourcebrantastv1885">https://www.youtube.com/@sourcebrantastv1885</a>
	Junrejo	-	-	-	-	<a href="https://www.youtube.com/@desajunrejo2310">https://www.youtube.com/@desajunrejo2310</a>
	Mojorejo	1.11k	255	6 days	103,952 x	<a href="https://www.youtube.com/@mojorejotvdesa">https://www.youtube.com/@mojorejotvdesa</a>
	Pendem	2.13k	216	10 days	153,357 x	<a href="https://www.youtube.com/@pendemtv2847">https://www.youtube.com/@pendemtv2847</a>
	Torongrejo	2.13k	122	4 months	298,577 x	<a href="https://www.youtube.com/@torongrejotv">https://www.youtube.com/@torongrejotv</a>
	Beji	522	13	1 day	77,935 x	<a href="https://www.youtube.com/channel/UC7GHdC5RO_6zcLr8eVJ0uHA">https://www.youtube.com/channel/UC7GHdC5RO_6zcLr8eVJ0uHA</a>
	Tlekung	469	36	2 years	19,973 x	<a href="https://www.youtube.com/@tlekungtvdesa4356">https://www.youtube.com/@tlekungtvdesa4356</a>

Source: Researcher, processed

Village TV can be analyzed as components of digital literacy according to Steve Wheeler (2012) (Alviyando & Mardhatillah, 2023) as follows:

**1) Social Networking**

Village TV can become a digital literacy program for the Batu community by using the YouTube platform to disseminate information to the community. The hope is that each village can explore the potential of its region and introduce it to the wider world through social networking.

**2) Transliteracy**

Through the YouTube channels created by each village, Village TV managers are required to be able to understand the use and purpose of Village TV itself, so that the information that will be conveyed in the media can be well received by residents, because the presentation of digital information needs to be clear. So, through Village TV, the government and the community can provide each other with reality information, not hoaxes. This is certainly in accordance with the statement by Veronika et al (2022) that digital literacy needs to be applied to society.

**3) Maintaining Privacy**

One of the threats in digital media is the rise of cybercrime, which can be seen even by government agencies. So data backup and data security are needed so that problems do not occur. One of Diskominfo's tasks is also to secure data information in the Batu City Regional Government.

**4) Managing Digital Identity**

In this dimension, Batu Region Village TV needs to better brand its digital identity in order to get more subscribers. Judging from the number of subscriber followers, it can be seen in the table above that several Village TVs already have thousands of subscribers, such as Giripurno with 2.26 thousand, Sumbergondo with 2.04 thousand, Sumber Brantas with 2.64 thousand, Mojorejo with 1.11 thousand, Pendem with 2.13 thousand and Torongrejo with 2.13 thousand. This can actually create an opportunity with lots of subscribers, the digital reputation will get better, so that it can generate income if there are advertisements embedded in the video.

**5) Creating Content**

It can be seen in the table above that there is still relatively little content on Village TV in the Batu City area, because the average account was created in the 2020s, but many Village TV areas are inactive, namely Pesanggrahan Village TV, Sisir, Sumberejo, Bulukerto, Gunungsari and Junrejo. Apart from that, there are a few who create content on Village TV, such as Tulungrejo Village TV only 2 videos, Punten Village TV only 9 videos and Beji Village TV only 13 videos. Of course, high motivation is needed from the Batu City Ministry of Communication and Information to encourage Village TV to be active in creating content on a regular basis. An explanation from Mr. Rudi in the Aptika Diskominfo department of Batu City explained that it was his hope that Village TV would be able to convey events so that they could quickly reach the public.

**6) Organizing and Sharing Content**

When creating content, it is necessary to be interesting, updated, current, have good editing, language that is easy to use in conveying information that society needs so that the audience does not get bored of appreciating the content that has been created. Although sometimes what is more watched is not only information about government, but entertainment content, humor and gimmicks are also sometimes more popular. This will affect the number of viewers who see the content that has been created. The highest number of viewers was on Sumber Brantas Village TV at 306,348 x with 135 videos.

**7) Reusing/Repurposing Content**

Content updates are needed regularly so that viewers do not miss the information that has been conveyed. If content creation is inconsistent, it is feared that the number of viewers will also decrease. As seen in the table above, many Village TVs have not been updated for years, even 5 years, so this is something you need to pay attention to. On the other hand, there are many Village TVs whose KIMs are active, including Teras Village TV, Pandanrejo, Giripurno, Sumbergondo, Mojorejo and Beji. Even Diskominfo's Village TV has not had an update for a very long time in the last 1 year.

**8) Filtering and Selecting Content**

Based on an interview with Mr Rudi Diskominfo Batu City when asked what strategies were used to improve Village TV services, he answered that there were training programs held such as content script editing training, mentoring provided to KIM, awards were given to those who were active, there was dedication community, there is coaching cooperation from ATV.



## 9) Self Broadcasting

The Village TV program can be an effort to build a good self-image about the Batu City area if it is maximized. With lots of access to viewers and subscribers as well as easy internet access and a high level of technology-literate society, it is getting easier to realize this. Not only self-image, but can promote MSME products in the Batu City area, tourism, existing potential and income obtained from Village TV results. However, on the other hand, the explanation from the Batu City Ministry of Communication and Information related to the obstacles faced in developing Village TV, including the limited human resources willing to contribute, the existence of virus attacks from external parties, personal obstacles caused by lack of intention and just joining in, right? from the heart, because the construction of Village TV is a community service to their own village in presenting information to the public.

## 5. CONCLUSIONS AND RECOMMENDATIONS

Digital transformation is something that cannot be avoided. With rapid progress in the field of information technology, digital transformation occurs. Likewise, changes in access to information sources, which were initially only manual, are now digital-based. Of course, the impact felt is not only positive, but there is also a negative impact on this digital transformation. Many digital information offerings can be easily accessed, so intelligence in digital literacy is needed to read, sort, choose, use and believe which information is appropriate and correct. So Village TV in the Batu City area is present as a program from the Community Information Group (KIM) which was formed by Diskominfo as a government showcase in providing digital literacy and positive information to the public. In practice, it is not easy to achieve this goal, there are some who are active in running the program, but there are quite a few who lack updates. It is evident that there are still obstacles being faced, even though there are strategies implemented by the Batu City Communication and Information Department to overcome the obstacles that occur.

Some of the suggestions made include:

- 1) The Batu City Government should be supported by increasing collaboration, for example with information technology-based private institutions or synergy with higher education institutions that have the tridharma of community service.
- 2) To the Communication and Information Service, so that Village TV in the Batu City area can run effectively, routine coaching activities are needed to be carried out so that it can be consistent in creating interesting content.
- 3) To the people of the Batu City area to support and contribute actively in a real way to the progress of Village TV in their area, especially to the young generation who have the enthusiasm to contribute the latest ideas, suggestions and creativity in line with the times.

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