

KEDAIREKA'S MATCHING FUND PROGRAM BUILDS KALOLING VILLAGE INTO A DIGITAL VILLAGE

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KEDAIREKA'S MATCHING FUND PROGRAM BUILDS KALOLING VILLAGE INTO A DIGITAL VILLAGE

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ABSTRACT

Kaloling Village is one of the most prominent villages in Bantaeng Regency. This village has twice represented South Sulawesi Province in winning the President of the Republic of Indonesia award in the industrial and food crop categories. However, currently Kaloling Village is still constrained by the internet network, thus hampering business development and marketing of the products of the Kaloling Village community. The Kedaireka Matching Fund program by the University of Bosowa, the Ministry of Education and Culture together with the Local Government of Kaloling Village aims to improve internet network access by using a network amplifier so that Kaloling Village becomes a Digital Village. The method used in this Kedaireka Matching Fund activity is to collaborate with universities as proposers in collaboration with the village government, industry and the community in Kaloling Village by installing ten signal amplifier units for all hamlets in Kaloling Village. The results of the activity show that the installation of these ten signal amplifier units provides great benefits for the people of Kaloling Village to access the internet, making it easier for communication and business development. With this program, Kaloling Village, which used to be known as a village with poor signal and isolation, has become a digital village that can access various information and the world. The weakness of this program is that it must be supported by network quotas and regular maintenance, thus requiring additional funds to ensure the sustainability of the program.

Keywords: digital village, signal booster, internet network.sustainability

1. INTRODUCTION

Kaloling Village is a village that has very abundant potential, both in terms of natural potential and human resource potential. This abundant potential has not been fully empowered by the community optimally to improve the welfare of the village community so that the PAD of Kaloling Village is relatively low. Economic potential such as; Small and medium-sized industrial enterprises owned by the village have not been managed properly and optimally. This is due to the ability, mindset, education is still low and community productivity and touch of technology have not been used optimally so that small and medium enterprises in Kaloling village have not developed. Various businesses have been developed in this village such as agriculture, animal husbandry and plantations, SMEs building village businesses, village farmer groups developing cattle, developing cocoa plantations, brick business, carpentry, welding and various other productive businesses. However, these businesses have not been managed properly so that the income received by the community is relatively low, moreover, Kaloling Village is known as a village with internet connectivity difficulties.

It is hoped that the independent-campus shop program will create collaboration between universities, students, the community and the government of Kaloling Village in developing businesses, farmer groups, women farmers, the economy (small and medium enterprises/industry) in Kaloling Village in a professional manner through empowering village resources. to improve community welfare and create independence in Kaloling Village, Gantarangkeke District, Bantaeng Regency, especially in the perspective of modern production and marketing management with the help of information technology and internet networks. This digital village program is intended as a collaboration program implemented in Kaloling Village to address the gap in the flow of information in the village by utilizing communication technology devices and information advice in improving integrated community services.

This study is intended to analyze the role of digital villages and strengthening village SMEs in improving community welfare while reducing crime rates and social vulnerability, reducing unemployment due to Covid 19, increasing public awareness of the importance of business development, creating village independence through increasing income, improving village community welfare, build a sustainable village business/industrial competitive advantage, empower the potential of village resources in improving the village economy, create a smart Kaloling Village as a leading village in Bantaeng Regency, build a national and international scale business/industrial sector by building a digital village.

2. LITERATURE REVIEW

2.1 Digital Village

The development of technology and information became bright after Indonesia and even the world as a whole was hit by the Covid-19 Pandemic, also strengthened by the entry of the industrial revolution era 4.0 (Nugroho et al., 2020; Mulianingsih, 2021). This requires all elements of society and development tools including villages to improve the transformation from activities that have been based offline to online. The pressing need for the use of the internet network is expanding not only in urban areas but also in villages (Wahab, 2016; Nugroho and Nugraha, 2020; Sudirman et al., 2020).

A digital village is intended as a village that integrates village services with digital, and provides efficient and effective information presentation so that information is conveyed quickly and accurately (Ardhana, 2019). The development of information technology and internet networks has spread to almost all parts of Indonesia, both urban and rural, through the internet people can exchange information quickly without having to meet face to face (Imaniawan & Wati, 2017). Thus, the implementation of digital villages is a challenge in itself in advancing villages in Indonesia (Subiakto, 2013).

Village digitization is certainly not an easy matter, it requires support from various parties, both village officials and the village community as a whole. The village community is not a technology literate campus community, but the village community has various limitations such as: low community knowledge and competence, the average community is in a weak economic condition, inadequate and equitable health quality, limited access to financial institutions, limited access to marketing. not yet extensive and various other limitations (Susanto et al., 1992; Cintamulya, 2015).

2.2 Potential for Digital Village Development in Kaloling Village

Currently, the number of villages that have been connected to the internet has reached 82.36% or 69,126 villages (Fakhri, 2019). However, the results of using the internet in villages have not been maximized due to the condition of the people who have not fully mastered the internet, so the role of the internet to improve people's welfare has not been too influential (Tømte and Hatlevik, 2011; Nugroho and Chowdhury, 2015; Nugroho and Ali, 2020). Another reason for the low role of the internet is the low level of education in rural communities (Vito and Krisnani, 2015).

Efforts to optimize the use of the internet in villages can be carried out with various efforts, such as: (1) training and counseling related to the importance of the internet and how to use the internet for more innovative and productive purposes, (2) increasing awareness of rural communities through socialization and competition in the field of education. village internet to stimulate the spirit of rural communities in using the internet.

We can see the digital village development model in Figure 1 below:

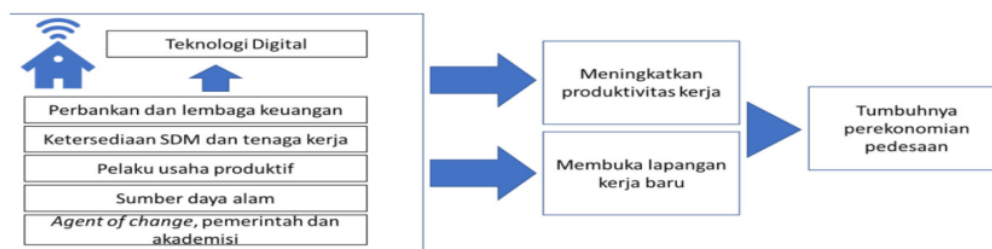


Figure 1. Digital Village Development Model. Source: Nugroho, 2020

Based on Figure 1 above, the village development model can be carried out in the following stages: (a) Natural resources, business actors, human resources, financial institutions and village officials must be able to collaborate and synergize to be well managed based on information technology with conduct training, socialization, counseling and regulations, (b) build awareness in people's lives that information technology will improve great marketing capabilities, improve organizational reputation with information via the internet, (c) with information technology can open up business opportunities by expanding business and increasing the number of production volumes, (d) opening up business opportunities and increasing the absorption of more labor through business innovation and opening new business areas, and (e), increasing the synergy between business actors and the community to improve people's welfare. (f) the community can build easy and cheap internet network-based relationships (ICT Magazine, 2015).

3. RESEARCH METHOD

This research method was carried out qualitatively with the following steps:

- a. Observing and collecting data on the problems and potentials of Kaloling Village, Gantarangeke District, Bantaeng Regency as the location for program implementation.
- b. Conduct coordination meetings with the local government and the community as actors in the manufacture of (1) Moringa leaf teabags (2) environmentally friendly modern cow cages (3) modern, environmentally friendly chicken farms (4) lightweight bricks, environmentally friendly practitioners (5) hydraulic environmentally friendly polyfusion electric welding machine (6) environmentally friendly corn cultivation technology innovation (7) digital technology innovation and satellite imagery (9) internet management that will become a partner for the design of the shop (10) e-commerce development.
- c. Conduct socialization to the community and formulate problems by involving elements of stakeholders, to obtain input to get out of the problems faced by the Tamai group community, Women Tani as a home industry group that manages the food industry.
- d. Prepare administrative equipment, training schedule, schedule for procurement of raw materials, assistance for women farmer groups, MSMEs, BUMDes.
- e. Providing information technology-based financial, management, administration training.

4. RESULTS

4.1 Overview of Kaloling Village

Kaloling Village is one of several villages located in the Gantarangeke District Government, Bantaeng Regency, this area is located east of the Bantaeng Regency Capital, the distance from the District Capital is ± 5 Km and the distance from the Regency Capital is ± 18 Km. If using a motorized vehicle, the distance to the District City is ± 15 minutes, and ± 30 minutes to the Regency Capital. Kaloling Village has an area of 11,147,323 Km², with an altitude of 180 MDPL, with productive land such as rice fields, plantations, which are divided into 8 Hamlets.

The boundaries of Kaloling Village are as follows:

- To the north : Patallassang Village with Lembang Gantarangeke Village
- To the east : Bajiminasa Village
- On the west side : Kuncio Village and Gantarangeke Village
- To the south : Borong Loe Village with Papan Loe Village



Figure 2. Map of Kaloling Village. Source: BKKBN, 2017

In general, the economic condition of Kaloling Village is mostly supported by the plantation and agricultural sectors, and the rest comes from outside the village and in general the people of Kaloling Village make a living as owner farmers, sharecroppers, civil servants, entrepreneurs, stone masons, carpenters, drivers, foot traders, five and farm and construction workers as well as several residents who migrated out of the area to earn a living.

4.2 Increasing the Capacity of Kaloling Village's Human Resources

Bantaeng Regency prioritizes human resource development rather than physical development. Therefore, the Bantaeng Regency government focuses on providing training and capacity building in the field of business that the community has been involved in so far to improve the skills and abilities of the community in their respective fields. The direction of the program is to be able to contribute in increasing efforts to achieve the economic welfare of the community. Especially in this era of digitalization, the impossible becomes possible. So it takes assistance to the community to make more creative reasoning emerge.

Training is an effort that is carried out in a directed and continuous manner to improve quality and capacity in order to improve the competence of human resources of Village Communities and MSME entrepreneurs. An entrepreneur needs various foundations of knowledge, business skills being two sides. On the one hand, it can provide adequate provisions before starting a business, while on the other hand, it can make people careful in starting a new business.

According to Saparuddin as the Head of the SME Division of the Bantaeng Regency Cooperative, SME and Trade Office said that;

“Bantaeng Regency currently prioritizes human resource development rather than physical development, such as providing training and capacity building in the business sector.”

Operator/technician training is provided to the people of Kaloling Village to improve the skills (soft skills) and expertise of operators/technicians in operating various agricultural equipment correctly and safely and gain expertise in equipment maintenance and repair to support the welfare of the village community. This training was given to the Kaloling Village community consisting of village government officials, farmer groups, and BUMDES. The material is delivered in a structured manner by combining material and practice on campus, even the participants are asked to operate agricultural equipment in the right field. This is to provide participants with skills related to how to operate these practical tools.

In addition to operator/technical staff training, this activity also provides start-up training and making business legalities to MSME actors. Start-up training and business legality are provided by the people of Kaloling Village to improve community skills in mastering technological devices and utilize these skills to improve the quality of Kaloling Village's human resources.

Online marketing techniques for MSME and BUMDES managers in Kaloling Village are a breakthrough for Kaloling Village. Online marketing training was given to MSME and BUMDES managers in Kaloling village to become a provision to enter the wider world of marketing. Online marketing, which is better known now as digital marketing language, does not provide space restrictions for business people, so that the reach of their marketing area can be wider. An additional program provided in an effort to increase the capacity of Kaloling Village's human resources is the registration of businesses managed by the Kaloling Village community to obtain a Business Identification Number (NIB). This is part of the legality of the business and later as a reference in receiving business benefits in the future. This NIB was given by the Office of Cooperatives, SMEs and Trade of Bantaeng Regency.

Furthermore, this training activity was followed by direct practical activities using the Kaloling Village BUMDes website for marketing MSME businesses that were collected in BUMDes or Kaloling Village E-commerce. This activity is one of the promotional events for the products produced by the Kaloling Village SMEs which can be presented on the Kaloling Village BUMDes website.

4.3 Installation of Signal Amplifiers in Kaloling Village

In an effort to increase the strength of the internet network in Kaloling Village, which has been complained by the community as an area that has difficulty signaling, ten signal amplifier units were installed to analyze the effect of the presence of a signal amplifier in Kaloling Village. Signal amplifiers are installed in every hamlet in Kaloling Village, except at the Village Hall, 2 units are installed, so the total signal amplifier installation is 10 points..

Happiness colored the activities of the Kaloling Village community and Kaloling Village staff because their village was able to access the internet and could do business development through digital marketing. The people of Kaloling Village are proud because their village has turned into a digital village and is very beneficial to the community.

According to Rano Muros as the Secretary of Kaloling Village as well as being an admin and regulating the use of the wifi network in Kaloling Village:

"We hope that the residents of Kaloling Village can take advantage of this facility to improve their welfare"

This signal booster installation activity uses a Telkomsel product, namely the 4G LTE signal booster network. Signal strength with this application is very good because it can generate signals up to 14 levels so that people can feel comfortable in looking for signals. Other considerations that are used as the basis for installing a signal booster are the initial and final installation costs, hosting and domains.

5. DISCUSSION

The education and training provided to the Kaloling Village community, especially SMEs and BUMDES actors, has a very positive impact on increasing the human resource capacity of the Kaloling Village Community. With the approach of education and training provided to the community, it has made a positive contribution in improving the skills and skills of the community to use various technology tools in the village.

Operator/technician training carried out in Kaloling Village had positive impacts such as; (1) there is an increase in the skills (soft skills) of operators/technicians in operating various correct and safe agricultural equipment, (2) improvement of skills, expertise and work safety for operators/technicians. With this training, the people of Kaloling Village will no longer have difficulty finding technical personnel/operators for agricultural equipment such as hand tractors, machine tractors and others, so that it becomes easier for the community to cultivate their rice fields or farms. The constraints so far felt by the community with the shortage of agricultural equipment operators have hampered the work of farmers, but this training provides a solution for the fulfillment of agricultural equipment operators.

The start-up training has also helped the people of Kaloling Village to increase the understanding of the people of Kaloling Village to use digital marketing applications. The results of this study indicate that there is an increase in the understanding of the people of Kaloling Village with online marketing, so that every product produced by MSMEs in Kaloling Village has been able to penetrate the market in urban areas. The obstacles experienced so far by MSME actors with limited market share can finally be solved with useful knowledge from this training. This training is expected to be able to improve the business of the Kaloling Village community so that it can help the community to increase their sales turnover and increase profits and the welfare of the Kaloling Village community. In addition, in this training the community is also provided with provisions to facilitate the proposal for a Business Identification Number (NIB). With this NIB, MSME entrepreneurs have the opportunity to improve their marketing network and can open access to capital services from financial institutions in the Bantaeng area or from other areas.

The installation of 10 signal amplifier units in Kaloling Village also provides great benefits for the people of Kaloling Village to access the internet, making it easier for them to communicate and develop their businesses. With this program, Kaloling Village, which used to be known as a village that had difficulty signaling and was isolated, became a digital village that could access various information and the world..

6. CONCLUSION

The warungreka program organized by the government in collaboration with universities and local governments has made a positive contribution to improving the welfare of the community. This can be seen from the activities carried out in Kaloling Village by the research team and the village government with a variety of activities that are very productive and provide positive value to the community.

The results of the activity show that the training of agricultural equipment operators/technicians in Kaloling Village has increased the number of workers who are able to operate agricultural equipment as well as being able to perform maintenance on these tools. This has a positive impact on the community's need for agricultural equipment operators or technicians, so that the people of Kaloling Village can improve their performance in managing their agricultural land.

We can also see the same thing from start-up training activities and assistance in making business legalities in Kaloling Village, which have also had a positive impact. This activity is able to improve the skills of the Kaloling Village community in using digital marketing to market MSME products in Kaloling Village, so that market share constraints that have been a complaint of MSME actors in Kaloling Village can be overcome with digital marketing which can increase market share up to urban area. The turnover of MSME actors in Kaloling Village can increase with a new marketing pattern introduced by the Kedaireka research team.

Likewise, the installation of ten signal amplifier units has provided great benefits for the people of Kaloling Village to access the internet. The people of Kaloling Village can find it easy to communicate and develop business. With this program, Kaloling Village, which used to be known as a village with poor signal and

isolation, has become a digital village that can access various information and the world. The weakness of this program is that it must be supported by network quotas and regular maintenance, thus requiring additional funds to ensure the sustainability of the program.

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