# Development of Digital Literacy for Citizen of DKI Jakarta: Implementation and Challanges

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## Abstrak

Penelitian ini didasari oleh masih rendahnya indeks literasi digital masyarakat DKI Jakarta. Pemeirntah Provinsi DKI Jakarta berupaya untuk mewujudkan transformasi digital di DKI Jakarta melalui Instruksi Gubernur DKI Jakarta No.28 Tahun 2021 tentang pelaksanaan percepatan transformasi digital. Penelitian ini bertujuan menganalisis dan mendeskripsikan praktik implementasi program pengembangan literasi digital masyarakat oleh Diskomintotik DKI Jakarta dengan menggunakan variabel implementasi kebijakan yang dikemukakan oleh Van Meter dan Van Horn (1975). Data yang dianalisis pada penelitian ini bersumber dari hasil wawancara, observasi, hingga dokumen yang dimiliki oleh Diskominfotik DKI Jakarta. Diskominfotik DKI Jakarta sudah memahami aspek Fundamental dalam merumuskan dan menjalankan program pengembangan literasi digital masyarakat mulai dari penentuan sasaran program dan penentuan latar belakang program dengan memanfaatkan sumberdaya yang sudah dimiliki meskipun mengalami keterbatasan dalam anggaran program sehingga kesulitan dalam melakukan pengembangan program yang ada. Masyarakat masih merasa kesulitan mengakses informasi yang berkaitan dengan program literasi digital Diskominfotik DKI Jakarta dikarenakan masih susah mendapat informasi tentang program pengembangan literasi digital. Tetapi kondisi sosial dan ekonomi yang ada di DKI Jakarta sudah mendukung keberhasilan program literasi digital dikarenakan situasi masyarakat DKI Jakarta yang sudah terbiasa dalam berkegiatan di dunia digital. Kemudian, dukungan yang didapat dari jajaran Pemerintah Provinsi DKI Jakarta masih perlu ditingkatkan seperti pembuatan regulasi yang spesifik membahas literasi digital masyarakat DKI Jakarta.

**Kata kunci:** implementasi, program, literasi digital, masyarakat

## Abstract

*Abstract This study is based on the low digital literacy index of the DKI Jakarta community. The DKI Jakarta Provincial Government is trying to realize digital transformation in DKI Jakarta through DKI Jakarta Governor Instruction No. 28 of 2021 about the implementation of accelerated digital transformation. This study aims to analyze and describe the implementation practices of the community digital literacy development program by the DKI Jakarta Diskomintotic using the policy implementation variables proposed by Van Meter and Van Horn (1975). The data analyzed in this study came from interviews, observations, and documents owned by the DKI Jakarta Diskominfotik. The DKI Jakarta Diskominfotik already understand the*
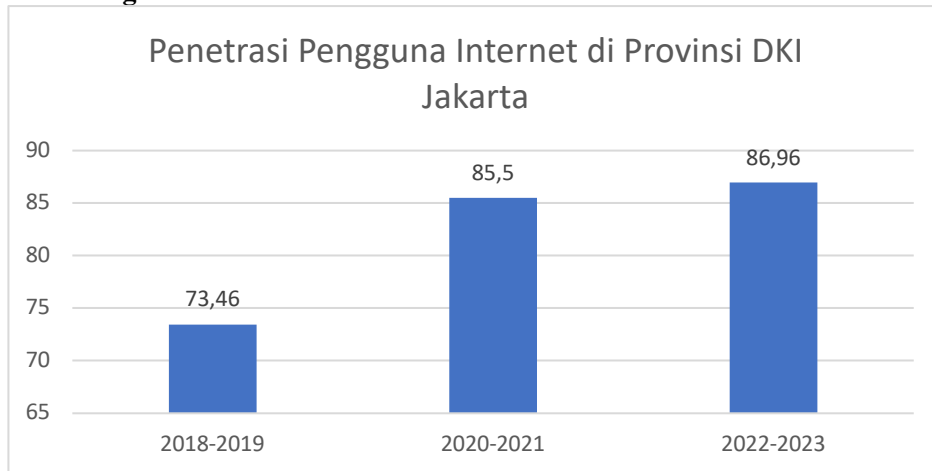
*fundamental aspects in formulating and implementing a community digital literacy development program starting from determining program targets and determining the background of the program by utilizing existing resources even though there are limitations in the program budget so that it is difficult to develop existing programs. The community still finds it difficult to access information related to the DKI Jakarta Diskominfotik digital literacy program because it is still difficult to get information about the digital literacy development program. However, the social and economic conditions in DKI Jakarta already support the success of the digital literacy program because the situation of the DKI Jakarta community is accustomed to being active in the digital world. Then, the support received from the ranks of the DKI Jakarta Provincial Government still needs to be improved, such as the creation of regulations that specifically discuss digital literacy for the people of DKI Jakarta.*

***Keywords:*** *implementation, program, digital literacy, public*

## INTRODUCTION

People have found abundant convenience since entering the internet era. It is becoming easier for people to connect and interact with each other. Communicate, behave, work and think as a digital society (Supratman, 2018). Indonesian internet users are currently increasing from time to time. Based on the results of the latest survey by the Indonesian Internet Service Providers Association (APJII) in 2023, the number of Indonesian internet users will reach 210 million. In the latest server findings, the level of internet penetration in Indonesia has grown to reach 210 million people out of a total of 272,682,600 Indonesians connected to the internet until January 2023. Based on the results of a survey conducted by We Are Social in the 2023 Indonesian Digital Report, it can be seen that compared to previous years, there has been a spike in internet penetration in the country. For example, in 2018, penetration was 174 million people from a total of 146 people in 2017. Which then continued to grow in 2019-2020 with the number of internet users in Indonesia again experiencing a significant increase until it reached 203 million Indonesians already using and accessing it. Internet. Furthermore, based on data obtained from the Association of Indonesian Internet Service Providers (APJII), it shows that until 2023, DKI Jakarta province will rank second in the province with the highest penetration rate in Indonesia, reaching 86%, where in 2018 the number of DKI Jakarta residents using the internet was only 65.89% and 73.46% in 2019.
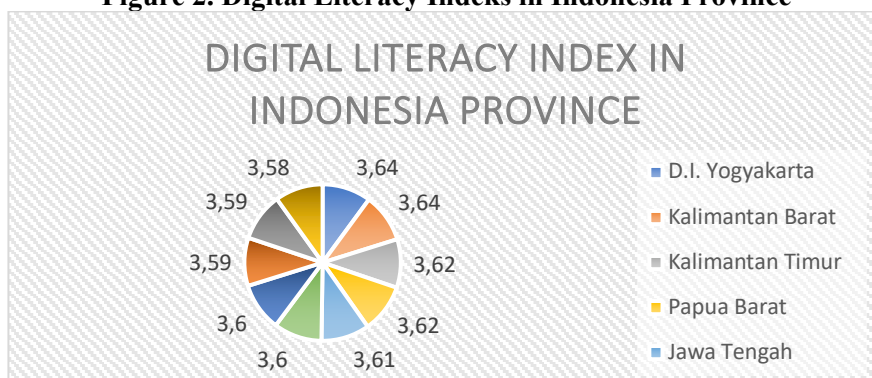
**Figure 1. Internet User Penetration in DKI Jakarta Province**



*Source: Badan Pusat Statistik DKI Jakarta and AAPJI, 2023*

This means that the majority of residents in the DKI Jakarta province area are already connected to the digital world. Based on data obtained from the DKI Jakarta Communication, Informatics and Statistics Service Center for Statistics in 2019, we can also see that there are eight activities that are most commonly carried out by people when accessing the internet, of which chatting and accessing social media are the two most common activities. carried out by society. With the increase in the number of internet penetration and the use of increasingly diverse internet functions, this will indirectly pose a threat and can act as a boomerang for the Indonesian people if it is not balanced with the ability of the people to use or access the internet through Technology, Information and Communication devices ( ICT) or the quality of society's digital literacy. Anugerah (2021) also explains that without adequate digital literacy, the flood of information in the cyber domain experienced by a country has the potential to become a threat, disruption, obstacle and challenge (AGHT) for the sustainability of a country. Meanwhile, according to research results from the Ministry of Communication and Information (Kemkominfo) together with the Katadata Insight Center (KIC), in 2022, DKI Jakarta Province will still be in 8th place in the province with the best digital literacy quality in Indonesia. According to data obtained from the Katadata.co.id site in 2022, DKI Jakarta has 3.59 points on a scale of 1-5, where currently the Province of D.I. Yogyakarta occupies the top ranking with 3.64 points.

**Figure 2. Digital Literacy Indeks in Indonesia Province**



*Source: KIC-Kominfo Survei, 2022*

On October 2 2017, the Government of the Republic of Indonesia through the Ministry of Communication and Information officially designed the National Digital Literacy Movement (GNLD) program which also collaborated with several parties such as inter-governmental, private and also non-governmental non-profit organizations in order to invite and urges the public to unite in creating positive content on social media. Furthermore, on Friday, April 16 2021, the Indonesian Ministry of Communication and Information through Press Release No.123/HM/KOMINFO/04/2021 officially updated methods for improving the quality of society's digital literacy by issuing four digital literacy modules, namely media culture digital, safe in digital media, ethical in digital media, and proficient in digital media. Responding to the program created by the Ministry of Communication and Information of the Republic of Indonesia regarding improving the quality of digital literacy in society, the DKI Jakarta Provincial Government stated that it supports the success of the program through the Instruction of the Governor of DKI Jakarta Number 28 of 2021 concerning the Implementation of the Acceleration of Digital Transformation, one of the contents of which is the acceleration of human resource development and digital skills for state civil servants and the community in the City of Jakarta. Apart from that, the DKI Jakarta Communication, Information and Statistics Department has also collaborated with several private parties, including to provide wifi for DKI Jakarta residents under the name JakWifi which is placed in various corners of the city of Jakarta. Then, there is also the Jalahoaks program which is a program that can be used by the public to review whether issues or news on social media are fake news (hoaxes) or facts and also as a media for socialization from the DKI Jakarta Diskominfotik regarding literacy development programs digital society which has been implemented by Diskominfotik DKI Jakarta.

However, based on the information available on the jalahoaks website, until April 2023 or the time this research took place, the existing digital literacy development program belonging to Diskominfotik DKI Jakarta was still less innovative and varied because the majority of existing community digital literacy development programs were only seminar programs. Apart from that, several existing programs are also programs created by the central government through the Ministry of Communication and Information of the Republic of Indonesia. Apart from that, the rate of development of the quality of digital literacy in DKI Jakarta Province in 2023 has not been able to increase significantly compared to 2019, where based on the digital literacy index survey routinely held by the Ministry of Communication, DKI Jakarta is ranked 18th as a province with the quality of community digital literacy is the best in Indonesia with 3.51 points and in 2022 DKI Jakarta will have index points of 3.59 and occupy the 8th position as the province with the best quality of community digital literacy in Indonesia. Based on the explanation of the background to the problem above, this research is interesting to carry out in order to find out more about the practice of implementing community digital literacy development programs from the DKI Jakarta Provincial Government through the DKI Jakarta Communication, Informatics and Statistics Service (Diskominfotik).

## Table 1. Supporting Research

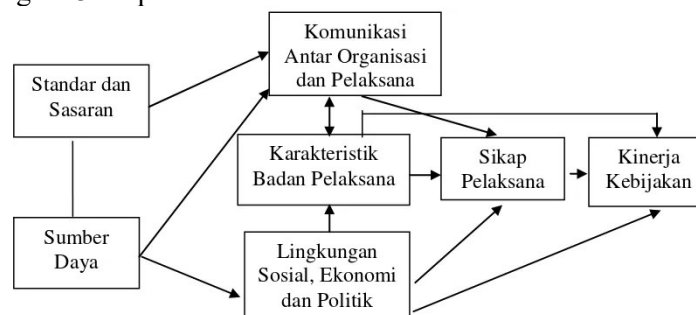| | |
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| (Muliani et al., 2021) | The industrial revolution has continued to move rapidly from the first until now it is the fourth, the 4.0 era has also made the development of science and technology accelerate rapidly and sophisticatedly. Several roles of digital literacy in this fourth industrial revolution include: (a) being able to utilize digital resources well, (b) thinking rationally, out of the box, (c) increased communication skills, (d) increased collaboration skills. |
| (Asbari & Prasetya, | Technological progress is like two sides of a coin, where on the one hand |

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| 2021) | technological progress provides many positive benefits for humans to make it easier for humans to fulfill their daily needs. However, on the other hand, technological progress has complex negative effects that exceed the benefits of technology itself, especially regarding patterns. human life in the socio-cultural dimension. |
| (M. Yemmardotillah, 2021) | In the digital era, progress in science and technology cannot be avoided. This progress has brought major changes to the order of life. This progress can be utilized by all groups, both children and adults. Different from the past, nowadays everything is done online. Apart from having a positive impact, the digital era also has a negative impact. For children who are still unable to filter themselves in using sophisticated technology, supervision and guidance from parents is really needed or what is known as parenting style. |
| (Prihatini & Muhid, 2021) | Digital literacy is a significant predictor of internet usage behavior. This research shows that there is a significant positive influence between digital literacy variables on internet usage behavior |
| (Syah et al., 2019) | The intensity of online media has a positive effect on digital literacy skills, so it is necessary to pay attention to the facilities developed by the government to support this, such as paying attention to internet accessibility and digital academic services. |
| (Rahmawan et al., 2019) | The development and dissemination of positive content is also one of the strategies related to promoting digital literacy in the wider community. With the characteristics of a society that has a low level of literacy, of course movements are needed from the government to ensure that Internet and social media penetration is quite high and continues to increase and does not cause the proliferation of impacts that are considered negative and could be detrimental to society |
| (Evita & Aristoteles Mukhaer, 2022) | Digital literacy also needs to be seen from a different perspective, namely from the function of the technology so that the use of technology can run optimally |
| (Firmansyah et al., 2022) | The importance of digital literacy is to support structures, adaptive and transformative business processes in the digital era so that they can balance and remain in line with business demands from time to time, so that they are able to survive and continue to develop and have stronger and more sustainable competitiveness. |
| (Stevani & Nugraheni, 2024) | Digital literacy is a skill that students really need, they must be able to analyze, think critically, filter deeply when reading information. If someone has strong literacy skills, they are used to thinking critically in understanding complex issues and make decisions in their lives |

| (Rozikin et al., 2020) | Collaborative practices carried out by the DKI Jakarta government can be carried out with the private sector or BUMN, especially in providing facilities and infrastructure. This collaboration will really help the government, especially in financial constraints/Regional Revenue and Expenditure Budget (APBD). In order to share the risks and benefits of collaborative practices between the Government and the private sector, the form of collaboration that can be adopted in this case is a public-private partnership |
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## LITERATURE REVIEW

Van Meter and Van Horn (1975) provide six variables related to policy implementation practices, namely: (a) Policy Standards and Targets; (b) Resources; (c) Characteristics of the Implementing Agent; (d) Attitude (Disposition) of the Implementors; (e) Social, Economic and Political Conditions; (f) Inter-Organizational Communication (Donald S. Van Meter & Carl E. Van Horn, 1975).

Figure 3. Implementation Model from Van Meter dan Van Horn



*Source: The policy implementation process: a conceptual framework, Van Meter &Van Horn*

## RESEARCH METHOD

The research method used in this study uses a descriptive method with a qualitative approach. The data were obtained through interviews, documentation, and observation both directly and through social media, journals, the internet, and news. In-depth interviews were conducted with several informants, namely the Head of the Public Information Section of the DKI Jakarta Communication and Information Service as a key informant, the Head of the SiberKreasi Program Division, the General Staff of the DKI Jakarta Provincial Development Planning Agency, and residents of DKI Jakarta who met the requirements as informants in this study. Observations were carried out at the office of the DKI Jakarta Provincial Communication, Informatics, and Statistics Service by directly observing the process of implementing the program owned by the DKI Jakarta Provincial Communication, Informatics, and Statistics Service in developing digital literacy for the DKI Jakarta community, both by participating in digital literacy development activities organized by the DKI Jakarta Provincial Communication, Informatics, and Statistics Service and through social media. In addition, observations of community responses will be carried out within the DKI Jakarta Government environment. Documentation activities will be carried out in the work area of the DKI Jakarta Provincial Communication, Informatics, and Statistics Service to document elements related to the process of implementing the community's digital literacy development program by the DKI Jakarta Provincial Communication and Informatics Service. Documentation conducted in this study includes: Press Release Number 123/HM/KOMINFO/04/2021,

Cooperation Agreement Letter between the Ministry of Communication and the DKI Jakarta Provincial Government regarding the development of digital literacy in the community, the DKI Jakarta Provincial Medium-Term Development Plan for 2017-2022, and DKI Jakarta Governor's Instruction Number 28 of 2021 concerning the acceleration of human resource development and digital skills for state civil servants and the community in the City of Jakarta. The data obtained from this study was then reduced until data validation was carried out in the form of triangulation and also extended observation.

## RESULTS AND DISCUSSION

The people of DKI Jakarta will be in a transition period towards the digital era or digital transformation period until 2023. This can be seen from the number of people in DKI Jakarta who have used the internet, namely 86% of the population of DKI Jakarta or the penetration rate of internet users in DKI Jakarta Province has reached 86%. With the increasing number of internet users in DKI Jakarta and also efforts to accelerate digital transformation in DKI Jakarta, the DKI Jakarta Provincial Government through Governor Instruction No. 28 of 2021 concerning the implementation of accelerated digital transformation. This policy is also an attitude and form of support from the DKI Jakarta Provincial Government regarding the existence of a national digital literacy program, namely the National Digital Literacy Movement (GNLD) which is owned by the Ministry of Communication and Information of the Republic of Indonesia and was inaugurated in 2017.

The Ministry of Communication of the Republic of Indonesia, starting from the inauguration of the GNLD program, has attempted to reach the wider community by making the Provincial Government a partner during program implementation and one of them is the DKI Jakarta Provincial Government. This collaboration is a form of effort from the Indonesian Ministry of Communication and Information so that the GNLD program can run well and produce maximum results. However, until 2021, based on the results of research conducted by the Ministry of Communication and Information of the Republic of Indonesia regarding the Community Digital Literacy Quality Index, it can be seen that the quality of digital literacy among the people of DKI Jakarta is still low. In this research, DKI Jakarta ranks 18th out of 34 provinces in Indonesia as the province with the best digital literacy quality. Therefore, with the phenomenon of increasing internet user penetration rates in DKI Jakarta and also the still low quality of digital literacy among the people of DKI Jakarta, the DKI Jakarta Provincial Government has finally made a policy in the form of Governor's Instruction No. 28 of 2021 concerning the implementation of accelerating digital transformation, which includes also discussed accelerating the development of human resources and digital skills for state civil servants and the community in the city of Jakarta. This is also one of the efforts made by the DKI Jakarta government in realizing the concept of smart city governance (Smart City), one of the indicators of the creation of the smart city concept is the concept of a smart society (smart people), which means that the people are capable and ready to face the era. digitalization and developments over time.

The DKI Jakarta Provincial Government has created several strategies that it feels are appropriate to implement in order to improve the digital literacy of the people of DKI Jakarta. In practice, the DKI Jakarta Provincial Government has divided and given responsibility to several agencies in DKI Jakarta to create several digital literacy programs in accordance with the duties and functions of the relevant agencies, such as the DKI Jakarta Provincial Communications, Informatics and Statistics Service (Diskominfotik), which is given responsibility for collaborating with the Ministry of Communication and Information (Kemkominfo) of the Republic of Indonesia, which is responsible for the national digital literacy program belonging to the Government of the Republic of Indonesia. Diskominfotik DKI Jakarta was chosen as the party given the responsibility to collaborate with the Ministry of Communication and Information of the Republic of Indonesia because it has duties and functions in the same field.

Diskominfotik DKI Jakarta has collaborated with the Ministry of Communication and Information of the Republic of Indonesia for the last 5 years or from 2017. This was done so that the Ministry of Communication and Information of the Republic of Indonesia can reach a wider community, especially the people of DKI Jakarta.

**Policy Target and Standard**

The DKI Jakarta Diskominfotik in creating a digital literacy development program for the people of DKI Jakarta is a form of follow-up to the DKI Jakarta Governor's Instruction No. 28 of 2021 concerning the implementation of accelerated digital transformation, one of the contents of this policy is the acceleration of the development of human resources and digital skills. for state civil servants and the community in the city of Jakarta, including developing the quality of digital literacy for the people of DKI Jakarta. The creation of Governor's Instruction No.28 of 2021 is one of the efforts made by the DKI Jakarta Provincial Government regarding support for the National Digital Literacy program owned by the Ministry of Communication and Information of the Republic of Indonesia which has been in existence since 2017. Not only that, this policy is also a one of the policies that also encourages the creation of a smart city concept in DKI Jakarta, which in the embodiment of the smart city concept has indicators including Smart Government and Smart Society). The DKI Jakarta Provincial Government's support for accelerating digital transformation is manifested in the Instruction of the Governor of DKI Jakarta Number 28 of 2021, which contains the acceleration of human resource development and digital skills for state civil servants and the community in the City of Jakarta.

> *"In terms of the process of acceleration and digital transformation, there are regulations set by the DKI Jakarta Provincial Government, which also relate digital literacy to digital transformation, one of which is Governor's Instruction No. 28 of 2021 concerning acceleration. digital transformation. DKI Jakarta Diskominfotik itself actually holds more practical activities to make it known to the public, but with the instruments that we take or maybe we replicate, yes, from the Central Government level which is related to issues of digital ethics, then digital security, then digital skills, yes, one more thing. This culture is also related to the four that we have formulated or the sub-themes that we will take later it seems to be in that direction to be able to adjust." (In-depth Interview with Head of the Public Information Section of the DKI Jakarta Diskominfotik)*

Diskominfotik DKI Jakarta has several stages before a digital literacy development program for the people of DKI Jakarta is implemented, including determining the targets of the program, the contents of the program, and also the content of the program. This was done by the DKI Jakarta Diskominfotik on the grounds that digital literacy concerns almost all aspects of people's lives, which means that the development of people's digital literacy must be able to reach all levels of society. Furthermore, the people of DKI Jakarta consist of several segments, including age, education and economic sectors. Therefore, it is necessary to conduct a study first in determining program targets and also the content of the digital literacy program that will be created. DKI Jakarta Diskominfotik has also made efforts to always create digital literacy programs that focus on certain segments, such as webinars about using social media as a source of income. However, based on the results of the research and observations carried out, it was found that the digital literacy development program for the people of DKI Jakarta owned by Diskominfotik DKI Jakarta is still lacking in variety because the majority of programs owned by Diskominfotik DKI Jakarta are only webinar programs or theoretical programs which should be in the form of development programs. The ideal digital literacy is a combination of theoretical programs and

practical programs so that it still does not have a significant impact on the development of digital literacy in the people of DKI Jakarta, which can also be seen from the digital literacy index of the people of DKI Jakarta which is still not able to occupy at least the top 3 (three). In fact, the DKI Jakarta Diskominfotik plans to create a community digital literacy development program in 2 (two) forms, namely a theoretical program and also a practical program. However, in practice, until now the digital literacy development program for the people of DKI Jakarta is still dominated by theoretical programs such as seminars, both in the form of conventional seminars and also seminars via digital media (Webinar).

> *"For us, it's because we have to implement programs that are already in the planning. Then for the digital literacy program itself, we don't yet have a specific SOP and for us it is more about implementing the activities that we carry out by referring to the 4 digital literacy instruments by replicating and referring to implementation in the central government and when it comes to SOPs we depend on the program or based on the event we held" (In-depth Interview with Head of the Public Information Section of the DKI Jakarta Diskominfotik)*

It should also be noted that in the process of developing digital literacy there are 4 (four) aspects that need to be considered, namely: Digital Capabilities, Digital Security, Digital Culture, and Digital Ethics, where the program created by the DKI Jakarta Diskominfotik should be able to adapt the methods used accordingly. The 4 (four) pillars of digital literacy. For example, programs on digital capabilities and digital security will be more easily understood by the public if the programs created are practical programs such as workshops and training and not just seminar programs that are only theoretical. Furthermore, a program must certainly have indicators related to the success of the program. Indicators of success must be specific and must also adapt to existing programs. The DKI Jakarta Diskominfotik related to success indicators of the digital literacy program only uses a national digital literacy survey created by the Ministry of Communication and Information of the Republic of Indonesia and does not yet have success indicators formulated by the DKI Jakarta Provincial Government and the DKI Jakarta Diskominfotik.

> *"Talking about digital literacy programs, digital literacy programs are collaborative programs because the scope of digital literacy is very broad and also targets all levels of society, including people from various work, educational and economic backgrounds." (In-depth Interview with Head of SiberKreasi program division)*

**Resources**

Diskominfotik DKI Jakarta divides the classification of resources into several sections, namely Human Resources, Material Resources and Supporting Resources. This is done so that the preparation and adjustment of resources can be carried out more easily. In the aspect of human resources, the DKI Jakarta Diskominfotik is currently trying to optimize the parties involved in the digital literacy program according to the capacity and function of these parties, such as in the jalahoaks program which aims, among other things, to provide review services for the public regarding issues that are currently circulating. on social media whether the issue is real or just fake news (hoax). Apart from that, when limitations are found in human resources, the DKI Jakarta Diskominfotik will try to utilize human resources from outside the scope of the DKI Jakarta Diskominfotik, such as performers in digital literacy seminar programs. Not only that, in determining which individuals will be involved in a digital literacy development program, Diskominfotik DKI Jakarta has also made efforts so that all individuals given

tasks and responsibilities are individuals who at least have the ability to use digital media, but do not have to have an educational background in the digital world.

> *"For our own adjustments to existing resources, in HR we always try to give responsibility and involve work units that have tasks and functions that are linear and related to the type of program we have." (In-depth Interview with Head of the Public Information Section of the DKI Jakarta Diskominfotik)*

However, the DKI Jakarta Diskominfotik should have prepared these individuals in determining which individuals will be included in the implementation of the program. This can be done through training for individuals who will later be involved in implementing digital literacy programs (Training of Trainers), which can also be a reference for the readiness of the parties involved in implementing community digital literacy programs. Furthermore, in terms of funding, the implementation of the digital literacy development program for the DKI Jakarta community carried out by the DKI Jakarta Diskominfotik still uses the budget that has been included in the regional budget list (APBD) as the main source of funding. The main funding source that comes from the APBD budget certainly has a very significant impact during program implementation. The DKI Jakarta Diskominfotik itself feels that by making the APBD the main source of funding, program implementation must be able to use the existing budget effectively and efficiently. Moreover, the irreversible nature of the APBD is also one of the challenges faced by the DKI Jakarta Diskominfotik in implementing digital literacy development programs.

> *"The budget for programs currently running has also been determined in our APBD. That's why when we talk about budget plans for next year's program, from now on we have started to prepare plans, both for facilities and infrastructure and other budgets needed related to the implementation of the digital literacy program. So yes, the budget allocation is also in line with what is in the APBD." (In-depth Interview with Head of the Public Information Section of the DKI Jakarta Diskominfotik)*

Then, the DKI Jakarta Diskominfotik has actually tried several alternative efforts when obstacles were created due to budget limitations. Whether it is through collaborative practices with other government institutions or private sector institutions or organizations. This was done because the DKI Jakarta Diskominfotik realized that if it only relied on APBD funds as the main source of funding, it would be difficult for the DKI Jakarta Diskominfotik to innovate and be creative in creating community digital literacy development programs. Furthermore, in terms of other supporting resources such as program equipment requirements, the DKI Jakarta Diskominfotik is also said to only have quite limited program implementation equipment. This happened as a result of the limited budget that the DKI Jakarta Diskominfotik had in creating community digital literacy development programs. The program equipment currently owned by Diskominfotik DKI Jakarta is equipment for holding webinar activities, such as laptops, external computer cameras, lighting sets, and also zoom accounts with a capacity of 1000 participants. Meanwhile, the room and also the place where the activities for the webinar on digital literacy are carried out still use a room that can be used by other agencies in the DKI Jakarta Provincial Government area, which also causes the DKI Jakarta Diskominfotik not to have much freedom in determining the date and day of implementing the digital literacy webinar program.

**Implementor's Disposition (Attitude)**

DKI Jakarta Diskominfotik is one of the parties involved during the formulation of DKI Jakarta Governor's Instruction No.28 of 2021 regarding the acceleration of digital transformation. This means that the DKI Jakarta Diskominfotik was one of the parties involved from the beginning of the formulation of the policy, which also means that the DKI Jakarta Diskominfotik should have been able to understand the details of the policy. Furthermore, after the DKI Jakarta Gubernatorial Instruction No.28 of 2021 was inaugurated, the DKI Jakarta Diskominfotik has actually made efforts to always maintain its commitment to the success of this policy, including by placing the community's digital literacy development program into the DKI Jakarta Diskominfotik's priority program contained in DKI Jakarta Diskominfotik strategic plan 2017-2022 which discusses the telematics development of DKI Jakarta Province. Furthermore, as a follow-up to the inclusion of the development of DKI Jakarta telematics as one of the strategic issues owned by the DKI Jakarta Diskominfotik in the DKI Jakarta Diskominfotik Strategic Planning for 2017-2022, the DKI Jakarta Diskominfotik has also attempted to include issues regarding the development of the quality of human resources, including is the people of DKI Jakarta in terms of readiness to welcome digital transformation.

> *"You could say that our commitment can be seen from the inclusion of digital literacy programs in our priority program list in the strategic plan. Then, by always including a budget plan related to the implementation of the digital literacy program that you prepare every year, it can also be used as a reflection of how we maintain the commitment of the DKI Jakarta Diskominfotik."* (In-depth Interview with Head of the Public Information Section of the DKI Jakarta Diskominfotik)

Then, with the DKI Jakarta Diskominfotik being one of the parties within the scope of the DKI Jakarta Provincial Government which is given the responsibility and task of developing community digital literacy, the DKI Jakarta Diskominfotik should be able to make efforts so that the community's digital literacy development program is truly taken seriously by all levels of the DKI Provincial Government Jakarta by including digital literacy of the people of DKI Jakarta as one of the strategic issues in the Regional Development Work Plan (RKPD) or Regional Strategic Activities (KSD) of DKI Jakarta Province in the coming period. Because, if the issue of digital literacy is not addressed seriously and comprehensively by the ranks of the DKI Jakarta Provincial Government, then improving the quality of digital literacy of the DKI Jakarta community will be difficult to achieve just by relying on a few parties under the auspices of the DKI Jakarta Provincial Government.

### Inter-Organizational Communication

In implementing the community digital literacy development program, Diskominfotik DKI Jakarta has carried out communication within the internal scope of Diskominfotik DKI Jakarta with the aim of coordinating and with other agencies and institutions such as the Ministry of Communication of the Republic of Indonesia which has also collaborated with Diskominfotik DKI Jakarta to implement community digital literacy development programs from 2017, and with the DKI Jakarta Province Regional Development Planning Agency (BAPPEDA) regarding program planning. Diskominfotik DKI Jakarta as the main implementer of the community digital literacy development program in DKI Jakarta must be willing to be the initiator in implementing collaborative practices. Apart from that, of all cooperation and collaboration practices, the DKI Jakarta Diskominfotik still does not have a Memorandum of Understanding (MOU), but the form of collaboration agreement and cooperation still changes from one program to another. Then, in establishing communication with the people of DKI Jakarta, Diskominfotik DKI Jakarta has also made efforts to always maintain communication with

residents of DKI Jakarta regarding the development of digital literacy in the community, including through the Jalahoaks program which is a program that specifically provides services to the community regarding the development of digital literacy for the people of DKI Jakarta through the dissemination of information and education about digital literacy.

> *"For us, we have never used an MoU, if the form of cooperation is just by event, we have not yet made an MoU. We don't yet have a document discussing the distribution of cooperation portions, duties and roles of each party. If there is some company really wants to invite us to collaborate, we will very openly accept that. Vice versa, sometimes when we really feel the need to collaborate, we will try to find someone to collaborate with, but usually we will also adjust it to the theme of the activity we want to do." (In-depth Interview with Head of the Public Information Section of the DKI Jakarta Diskominfotik)*

However, based on the research results, it can be described that the communication media through Jalahoaks is still not enough to reach the wider community due to the limited information that the public has regarding the existence of the Jalahoaks program. Then, it can also be seen that the digital channel owned by Diskominfotik DKI Jakarta can currently be said to be inoperative, it is proven that until now the digital channel owned by Diskominfotik DKI Jakarta is no longer up to date in providing information like on the official website belonging to Diskominfotik DKI Jakarta which should be the main infrastructure in disseminating information to the DKI Jakarta digital community, and also the DKI Jakarta Diskominfotik social media channel, which as of July 2023 is still not operational. Furthermore, collaboration practices which are currently only chosen as an alternative option when the DKI Jakarta Diskominfotik feels there is a lack of resources should be made the main option. Because digital literacy is a discussion that requires many points of view, from communication, education, psychology, to technology. Therefore, the DKI Jakarta Diskominfotik needs to review the decision to only collaborate as an alternative option. Having collaborative practices will certainly make it easier for the DKI Jakarta Diskominfotik to achieve program success which will also have an impact on significantly improving the quality of digital literacy in the community. Apart from that, in this collaboration practice, Diskominfotik DKI Jakarta must be able to create a collaboration concept that includes meaningful participation from all parties involved. In formulating collaboration programs, the DKI Jakarta Diskominfotik must also provide opportunities for parties invited to collaborate to provide ideas and concepts related to the program to be created, so that no party acts more dominantly in the collaboration practice.

> *"So far, we have done this, the first is that we are digitally literacy people in various segments, be it age, occupation, or economy and DKI Jakarta is one of the regions that has the largest number of digital literacy programs created by Cybercreation and the Ministry of Communication. Then, for the form, namely seminars, then there is also a series of events owned by the Ministry of Communication and Information which we are invited to collaborate with as facilitators in providing resource persons, creating materials, etc. Also, in selecting sources, we must also look at the abilities and qualities of the sources. We have (Training of Trainers) so the resource persons must also have a fairly good understanding of digital literacy. Then we have also held several workshops in the form of podcast classes or training, copywriting classes, content creation classes on social media, the majority of which are initiations and also ideas from members or networks who are members of Siberkreasi. Of course we would like to make a collaboration, usually we are given the task of facilitating resource persons, materials, about digital literacy programs. Because in the regions there are*

*still many regional officials who still don't understand digital literacy. Then I might want to give a little criticism to the Provincial and Regional Governments. Because up to now, efforts related to improving digital literacy have largely relied solely on the Ministry of Communication and Information and national scale NGOs. There are still many NGOs in several regions in Indonesia that are also involved in digital literacy who are still complaining about the same thing, so the provincial government is less supportive of digital literacy programs, even though issues regarding digital literacy are ongoing with local governments, such as hate speech, hoaxes, security, etc. And the regional government or provincial government should be the party at the front line." (In-depth Interview with Head of SiberKreasi program division)*

## Characteristics of Implementing Agents

Currently, all parties within the internal scope of the DKI Jakarta Diskominfotik who are involved in various digital literacy development programs for the DKI Jakarta community have performed their duties well because all programs are still running according to plan and have not found any problems that have a significant impact on the practice of implementing community digital literacy development programs. Then, based on the results of observations made, it can be said that this has become a necessity, because the digital literacy development program for the DKI Jakarta community owned by the DKI Jakarta Diskominfotik is still limited in type. So, it is natural that in practice, all parties can carry out their duties and functions well. Apart from that, making the community digital literacy development program a priority program for the DKI Jakarta Diskominfotik is also a quite good step taken by the DKI Jakarta Diskominfotik considering the urgency of the program. Then, realizing success in developing digital literacy in society also requires participation from all levels of the DKI Jakarta Provincial Government. Currently, developing digital literacy in society has become a priority program for the DKI Jakarta Diskominfotik. However, within the scope of the DKI Jakarta Provincial Government, the issue of the quality of digital literacy of the DKI Jakarta community has not yet been specifically discussed, which should not happen and has led to a lack of harmonization between the DKI Jakarta Diskominfotik and the DKI Jakarta Provincial Government in preparing strategic issues for the DKI Jakarta Province.

*"So far, we have implemented it according to the plan, so we also feel that the internal parties within the DKI Jakarta Diskominfotik have carried out the tasks that have been given well enough. Even if there are obstacles, it's mostly technical problems when it comes to activities, but we've never had any fatal obstacles." (In-depth Interview with Head of the Public Information Section of the DKI Jakarta Diskominfotik)*

Then, community participation in implementing digital literacy programs also needs to be considered. Based on the results obtained after conducting research, the people of DKI Jakarta have actually welcomed the efforts of the DKI Jakarta Diskominfotik in realizing an increase in the quality of the community's digital literacy by participating in the digital literacy program. However, the public also hopes that information related to these activities can be provided more effectively so that the public can also receive this information. Based on the results of observations and research, the people of DKI Jakarta found several difficulties in finding information about the digital literacy program belonging to the DKI Jakarta Diskominfotik because the DKI Jakarta Diskominfotik preferred to disseminate information not through the official website and also the official social media channels belonging to the DKI Jakarta Diskominfotik but through the jalahoaks site. which is also not yet known by the wider community.

**Social, Economic and Political Conditions**

In mapping related to the social and economic conditions of the DKI Jakarta Diskominfotik community, initially it only referred to a survey conducted by the Ministry of Communication of the Republic of Indonesia. However, as time goes by, in 2019 Diskominfotik already has guidelines regarding the social and economic characteristics of the DKI Jakarta community through the ICT Use Survey in DKI Jakarta created by the DKI Jakarta Statistics Management Unit. Then, after the JakWifi program was running, the DKI Jakarta Diskominfotik used information related to users from the JakWifi program to carry out mapping regarding the social and economic characteristics of internet users in DKI Jakarta. Then, based on the results of the 2019 ICT User Survey in DKI Jakarta, it can also be seen that the social and economic backgrounds of the people of DKI Jakarta are very diverse and differences in the social and economic backgrounds of the people also influence the use of ICT devices in everyday life. Furthermore, these differences occur because there are also differences in society which have differences in their daily activities. For example, groups of people who work in offices have different needs and concerns from groups of people who trade in carrying out various activities in the digital world.

> *"Speaking about segmentation, it is really adjusted to the theme of the activities we are doing. So, for example, the theme of digital skills which we can certainly apply in schools, maybe later we will collaborate with campuses or schools. Of course, from that theme we will determine the sources. Then, regarding mapping, in the past we used a survey held by BPS regarding the use of ICT in DKI Jakarta. But if now we use the survey in the JakWifi program, because we can find out from there information about JakWifi service users, it will be reflected in several areas, for example the areas that use the internet the most in that area, whether they are school students or mothers." (In-depth Interview with Head of the Public Information Section of the DKI Jakarta Diskominfotik)*

Next, discussing the forms of support from office holders within the DKI Jakarta Provincial Government, Diskominfotik DKI Jakarta hopes that more support will be given to Diskominfotik DKI Jakarta regarding the success of the community's digital literacy development program. As a form of moral support, the leaders of the DKI Jakarta Provincial Government participate in the digital literacy development program which can also convey an implied message to the participants about the seriousness of all levels of the DKI Jakarta Provincial Government in developing digital literacy for the people of DKI Jakarta. Not only that, based on the results of research and observations, it can be seen that support from stakeholders in the DKI Jakarta area, especially leaders in the DKI Jakarta Provincial Government, is currently still not good enough. This is also reflected in the limited budget that the DKI Jakarta Diskominfotik has in creating and implementing community digital literacy programs which still face obstacles in the funding aspect. In fact, the DKI Jakarta Diskominfotik has received quite good support when referring to granting permission to create programs and implement community digital literacy programs, but regarding the moral support provided, especially from leaders in the DKI Jakarta Provincial Government, it can still be further optimized, such as by participating. in digital literacy programs. Apart from providing a message to the DKI Jakarta Diskominfotik regarding support from the leaders of the DKI Jakarta Province, this can also provide a message to the entire DKI Jakarta community regarding the attention and seriousness of all levels of the DKI Jakarta Provincial Government in developing the digital literacy of the DKI Jakarta community.

> *"If support is related to implementation, for example budget approval, that is also support from the government. But we still need more support, especially when organizing activities,*

*whether in the form of publication support, event amplification, sponsorship from officials for related activities, yes we still need things like BUMD, etc. The problem is that if we only rely on the APBD, perhaps the quality of our activities will also be limited." (In-depth Interview with Head of the Public Information Section of the DKI Jakarta Diskominfotik)*

*"In my opinion, actually the social, economic and political environment in DKI Jakarta can be said to be the best compared to other provinces. Talking about human resources, there are lots of human resources who have good digital literacy capacity, such as influencers, content creators, etc. Then, the digital infrastructure in DKI Jakarta is also the best in Indonesia, even though there is already a 5G connection. With the current condition of the digital ecosystem in DKI Jakarta, DKI Jakarta should be able to become the province with the best quality of digital literacy in Indonesia because DKI Jakarta has extraordinary privileges. So there should no longer be any reason for DKI Jakarta not to be the province with the best quality of digital literacy in Indonesia. Then regarding the budget, DKI Jakarta has the highest APBD in Indonesia, in fact the DKI Jakarta APBD exceeds several ministries. Then regarding political support, what is needed is first, namely making digital literacy a strategic issue in the Regional Development Plan so that it is included in the types of regional strategic activities which will be specifically supervised by the DKI Jakarta government bureau. Then, in the legislative sphere, it is necessary to prepare policies that are necessary to support the improvement of digital literacy in society. When the DKI Jakarta Diskominfotik budget allocated for digital literacy programs is still low, this means that there are no policies that specifically support the implementation of digital literacy programs well." (In-depth Interview with Head of SiberKreasi program division)*

## DISCUSSION

This research is research conducted on implementation practices carried out by the DKI Jakarta Diskominfotik which uses the policy implementation model proposed by Van meter and Van Horm (1975) as the basis for what policy implementation practices should be. In carrying out research, researchers have limitations, namely the access they have regarding implementation practices due to the lack of variety in the types of programs owned by the DKI Jakarta Diskominfotik. Because this research only focuses on the practice of implementing programs owned by Diskominfotik DKI Jakarta, the existing discussion only focuses on things that have been done by Diskominfotik DKI Jakarta and has not discussed many digital literacy development programs for the community carried out by other agencies or institutions under the auspices of the Government. DKI Jakarta Province and also external aspects such as collaboration practices, population mapping, and also implementation practices of digital literacy development programs carried out by other agencies within the scope of the DKI Jakarta Provincial Government. This research is also still limited in scope because the focus of this research is on the implementation process of the digital literacy development program carried out by the DKI Jakarta Diskominfotik. During the implementation of the research, opportunities were also found to carry out further research related to the process of formulating regional development plans which should focus on community digital literacy programs as superior programs or programs that have high urgency due to the pressure of digitalization which is running very dynamically and also the desire to realize digital transformation in the region. the community and also the DKI Jakarta Provincial Government.

Not only that, when conducting this research, it was discovered that there was a need for further research on the developments that the DKI Jakarta Diskominfotik had in its journey to create and implement community digital literacy development programs. Due to the need for development and

improvement of the implementation practices that have currently been carried out, there are still obstacles and challenges, and if the quality and concept of the digital literacy development program for the community is improved, it will certainly produce better results than the current one. this has been obtained. The development of formulas, collaborative practices, and also further understanding from implementors is very necessary in the formulation and implementation of digital literacy development programs because the conditions of the digital community, social, cultural and economic environment in DKI Jakarta are also very dynamic and require a fast response. from the DKI Jakarta Provincial Government so that the public's understanding of digitalization and the quality of digital literacy of the DKI Jakarta community can also be better. For further research, hope to carry out more in-depth research regarding the implementation practices of digital literacy development programs for the DKI Jakarta community which are carried out by other institutions within the DKI Jakarta Province and the Central Government as a whole. Because there are many aspects and factors that influence the success of improving the quality of society's digital literacy.

Apart from that, it is necessary to conduct research that specifically examines collaborative practices carried out by institutions implementing digital literacy development programs, including institutions within the DKI Jakarta Provincial Government, Central Government, Private Sector, and also Non-Government Organizations and the community. due to the need for good collaborative practices to be carried out in implementing community digital literacy development programs which indeed involve many aspects of life and require attention from all parties and also stakeholders who are responsible for creating good quality community digital literacy in order to facilitate the creation of digital transformation and also digitalization. Apart from that, it is also necessary to carry out research that focuses on implementing programs aimed at creating digital transformation in DKI Jakarta. Because, basically, the good quality of people's digital literacy needs to be balanced with good digitalization as well. The good quality of people's digital literacy is one of the factors in creating the smart city concept, which also includes discussions about smart economy, smart environment, smart governance, smart mobility, smart living, and also of course smart people, one of the efforts to realize it is to improve quality. digital literacy of the people in the city.

## CONCLUSION

a.  The required Policy Standards and Targets have not yet been implemented because the current forms of programs are still lack in variety so that increasing the digital literacy of the people of DKI Jakarta is still not optimal. Apart from that, the lack of success indicators owned and compiled by the DKI Jakarta Diskominfotik is also one of the obstacles related to assessing the success of the programs being implemented.

b.  In implementing the digital literacy program, the DKI Jakarta Diskominfotik still faces obstacles in terms of budget and material resources. Then, there are no clear indicators regarding the abilities of the individuals involved in implementing community digital literacy development programs.

c.  The disposition of the DKI Jakarta Diskominfotik is actually sufficient. DKI Jakarta Diskominfotik has made efforts to carry out digital literacy development programs to the maximum extent possible with the availability of existing resources. Then, there is sufficient understanding regarding the direction of the policy.

d.  Communication between institutions owned by Diskominfotik DKI with the aim of coordinating during program implementation is quite good. However, communication with the community is still not good enough because there are still many people who do not know the information regarding the digital literacy program owned by Diskominfotik DKI Jakarta. Furthermore, in collaboration

practices, Diskominfotik DKI Jakarta should act as the initiator of collaborative practices with the convenience of Diskominfotik DKI Jakarta regarding access to the people of DKI Jakarta.

e. The characteristics of the implementing agent are actually quite good if we refer to the commitment and seriousness of the DKI Jakarta Diskominfotik in holding digital literacy programs for the community. However, the participation of community groups in implementing the program is still not optimal even though the community's willingness to participate is quite good.

f. The social and economic conditions that exist in the DKI Jakarta environment actually support the success of the community's digital literacy program. Currently, the majority of various community activities have shifted to the digital world, apart from that, there is also a desire from the community to support the success of digital literacy programs. Then, support from office holders and political elites in DKI Jakarta actually still needs to be improved so that the implementation of the community digital literacy program can run more optimally.

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