

Analysis of Digital Transformation and Information Democratization for the Community Information Community (KIM) of Musi Banyuasin Regency (Muba), South Sumatra

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A. Introduction

The era of the information society has presented new dynamics in the distribution, use, and manipulation of information in various economic, political, and cultural activities. One of the goals is to gain a competitive advantage globally through the creative and productive use of Information Technology ^[1]. In this society, individuals who have access to and the ability to make the most of information technology are referred to as digital citizens ^[2] (Jordan, 2015).

In South Sumatra, each district has a Community Information Community (KIM), which before 2022 was known as the Community Information Group (KIM). KIM plays an important role in managing and disseminating information to increase community empowerment independently and creatively. However, the digital transformation of media has changed the way people view and use the media in conveying information. In fact, information on an interpersonal level has transcended the boundaries of privacy through social media^[3]. This creates new challenges for KIM in adapting to these changes, especially with the increasing phenomenon of fake news (hoaxes) and posttruth culture, which often negatively affects public opinion (Idaiani et al., 2023).

The presence of Law No. 14 of 2008 concerning Public Information Disclosure is an important legal basis for the democratization of information ^[4]. However, its implementation still faces various obstacles, especially in supporting KIM to understand digital transformation and maximize its benefits. The basic principles of digital transformation show that technology continues to evolve rapidly, and societies that fail to adapt will be left behind ^[5]. Therefore, digital transformation needs to be carried out holistically to encourage economic progress and open up new opportunities for society.

The Urgency of Digital Transformation in KIM Activities Digital transformation, which involves technological accessibility, interactive social relationships, and the ability to adapt to change, is inevitable. In the context of KIM, their activities include information

access, discussion, implementation, networking, information dissemination, and aspirational absorption. All of these activities require a digital approach to increase effectiveness and efficiency. For example, the digitization of content and media allows KIM to convey information more quickly, precisely, and widely [6] (Lubis et al., 2018).

However, digital transformation also presents significant challenges, including digital infrastructure gaps and technological literacy. Several KIMs in Musi Banyuasin Regency (Muba), South Sumatra, have not been able to utilize digital technology optimally to support their role as government partners in information democratization. In fact, the adoption of digital technology can help strengthen people's digital literacy, increase public participation in local decision-making, and mitigate the challenges of information democratization, such as the spread of hoaxes (Ikbal et al., 2025).

Information Democratization in the Digital Era Information democratization is a process that allows public involvement in the production and consumption of information through the internet. Social media, as one of the products of digital transformation, has expanded the space for public participation in political and social discussions [7]. However, challenges such as the spread of fake news and imbalance in access to information are obstacles in realizing a healthy information democracy (Storozhenko et al., 2023).

In this context, KIM has a strategic role in educating the public to become intelligent and critical consumers of information. Through collaboration with local governments, KIM can develop inclusive and sustainable digital literacy programs. This program will not only increase the capacity of the community in managing information but also ensure that digital transformation takes place fairly and equitably (Yacine, 2021).

Urgency of Research This research aims to explore how KIM can be empowered as a government partner in maintaining information democratization in the era of digital transformation. By understanding the challenges and opportunities that exist, it is hoped that a holistic strategy can be formulated to maximize the role of KIM in supporting the development of an informed and empowered society (Arman Suka Damai Zega et al., 2023).

B. Methods

This study uses a qualitative approach with a descriptive approach with an innovation diffusion theory approach. Innovation Diffusion is the theory of how a new idea and technology spreads in a culture. This theory was popularized by Everett Rogers in 2003 through his book entitled *Diffusion of Innovations*. He defines diffusion as the process by which an innovation is communicated through various channels and a certain period of time in a social system. Innovation Diffusion Theory basically explains the process by which an innovation is delivered (communicated) through certain channels over time to a group of members of a social system. This is in line with Rogers' definition of diffusion, which is "as the process by which an innovation is communicated through certain channels over time among the members of a social system." [8]. It is further explained that diffusion is a form of communication that is specific in relation to the dissemination of messages in the form of new ideas, or in Rogers' term that diffusion concerns "which is the spread of a new idea from its source of invention or creation to its ultimate users or adopters." (Garcia, 2023).

Innovation Diffusion is in accordance with the definition of KIM. Kim is related to rural life. According to the Information Village Guidebook (2014), villages that are advanced in their inner life include the fields of economy, education, health, security and order, political sovereignty, community participation, community institutions and village government performance. It is called the Village of Civilization. The village is equipped with various social facilities that are very adequate such as sports facilities, health, education, "information facilities", worship facilities, entertainment and shopping (Kim & Park, 2020).

Qualitative research here means that the researcher works alone and uses all his intellect and mind power to produce or construct various things that he researches. Weinstein & Weinstein 1991, said that a solution of a study is a new construct ^[9]. Because this research is qualitative, the sampling technique used is purposive sampling, where individuals who are informants in the study are selected because they meet certain criteria or objectives of the researcher. Data was collected through two stages, namely the interview stage as primary data and the observation stage as secondary data. The following is figure 4 of the research flow diagram and figure 5 of the division of tasks of the research team (Mirhosseini, 2020):



Figure 5 of the division of tasks of the research team

C. Results and Discussion

This study has three informants consisting of: Authifa Mita, Public Relations Institution of young experts and Kim Muba's companion. Sandy Surya, Chairman of Kim Babahtoman. Hendra Setyawan, Secretary of FKkim South Sumatra.

Community Information Community (KIM)

The Community Information Community (KIM) is a group that is formed, managed, and utilized by the community to support the effective dissemination of information. Based on the Regulation of the Minister of Communication and Information Technology Number 8 of 2019, KIM has an important role as a government partner in providing reliable and actual

information services. The main functions of KIM include: a) Meet the information needs of the community. b) Improving people's welfare and intelligence. c) Supporting the development of human resources (HR). This goal is in accordance with the principle of information transparency as stipulated in Law Number 14 of 2008 concerning Public Information Disclosure

KIM Development Goals and Approaches

The KIM development approach involves an educational strategy with the following stages: a) Identify issues and resources. b) Preparation of a solution plan. c) Implementation and evaluation of activities. The success of KIM can be measured through four main indicators, namely input, process, output, and impact

The Role of Digitalization in Information Village Empowerment

Active Information Villages that have KIM are the spearhead of community empowerment in the digital era. This is in line with KIM in Musi Banyuasin district (Muba) which has utilized digital technology in various activities (Putri, 2023).

KIM in Musi Banyuasin Regency (Muba), for example, has utilized digital technology in promoting micro, small, and medium enterprises (MSMEs), non-cash payments, and socialization through online media. Most MSME players in Muba use social media such as Facebook, Instagram, TikTok, and WhatsApp to promote their products. In addition, non-cash payment systems, such as QRIS and online transfers, have also begun to be widely implemented in various businesses. (Interview with Authifa Mita, October 2024)

Mita added that digital transformation is also seen in community socialization activities in Muba, where community groups manage official accounts on social media to disseminate information. However, the implementation of digitalization by regional apparatus and organizations in Muba still faces a number of challenges, including limited digital infrastructure, lack of technological literacy, especially among the elderly, and geographical challenges due to the vastness of the Muba area. Another factor that is an obstacle is people's resistance to change because it is more comfortable to use traditional technology. The above programs support media literacy and citizen journalism that focuses on community empowerment (Horoub, 2023).

The Coordinator of the Muba KIM Forum, Meita Ariansi, emphasized that KIM is able to mobilize the community to adapt to digital transformation through community-based activities such as digital literacy training and assistance in the use of technology

Digital Transformation and Democracy

Digital transformation affects the way society participates in the democratic process. Digital technology allows citizens to voice their opinions through social media, online forums, and online collaboration tools such as electronic petitions. However, challenges remain, including low digital literacy and the risk of spreading false information ^[12].

Digitalization has created space for inclusive public participation, strengthening the accountability and responsiveness of public institutions. An example is the public sector digitalization initiative during the COVID-19 pandemic that has succeeded in maintaining the continuity of administrative services ^[13] (Suherlan, 2023). This is in line with digital transformation which has provided convenience for various community activities through

the use of digital technology. This condition requires the community to adapt to the rapidly developing digitalization process. In Musi Banyuasin Regency (Muba), digital transformation has begun to be applied in various aspects of life (Alojail & Khan, 2023).

The digital transformation process in Muba has taken place in recent years, driven by the increasing use of smartphones and the need for digital transactions. This transformation is not only related to the adoption of new technologies, but also involves changes in organizational culture, business processes, and people's experiences to adapt to the demands of the digital era. The impact is evident in the behavior of the people of Muba, such as the increase in internet use, the shift in consumption patterns to online shopping, the adoption of technology in education, and changes in communication patterns and lifestyles. Interview with Hendra Setyawan, November 2024).

One of the tangible proofs of digital transformation is the formation of the Community Information Group (KIM) in Muba, which has now registered as many as 113 groups. Kominfo Muba plays an active role in providing assistance to KIM through online-based socialization, promotion of KIM activities, member coaching, dissemination of credible information, and promotion of regional potential. For example, KIM Gambo Babah Toman, who joined in 2021, has experienced great benefits, including network expansion, improved quality of jumputan fabric products made from natural dyes, as well as technical and management training that supports the sustainability of their business. (interview with Authifa Mita, October 2024)

According to Sandy Surya, KIM Muba also has environmentally friendly fabric handicrafts made from gambier as a natural dye, where this has become an eco-fashion product that has now become global as batik with a typical jumputan motif of Musi Banyuasin named Gambo. Surya also has a Gaelri to preserve Gambo fabric as part of KIM which has achieved various achievements, such as 1st Place in the 2023 Small and Medium Industries (IKM) Award at the provincial level and finalists in national events, which reflects its dedication to cultural preservation and the development of local creative industries. Great hopes are placed on the development of KIM in Muba in order to expand access to information, empower the community, and increase local competitiveness at the national and international levels. However, challenges such as limited human resources, financial support, and the balance between modernization and preservation of traditional culture must be overcome to realize these expectations (Fauzan, 2025).

Digital transformation also makes a significant contribution to increasing public participation in democracy. Digital technologies, such as social media and online collaboration platforms, provide an inclusive space for people to voice their opinions, participate in public decision-making, and support the transparency and accountability of public institutions. However, strong digital literacy is needed to face challenges, such as the spread of false information and other negative influences, so that people can use digital technology wisely and responsibly. (Interview with Hendra Setyawan, November 2024)

Information Diffusion Theory explains how new ideas, products, or technologies are disseminated within a community or society through the process of communication. The theory has five main elements: innovation, communication channels, time, social systems, and adoption categories. The following is the relationship between the results of interviews

about digital transformation in Musi Banyuasin Regency (Muba) with this theory (Putri, 2023):

Innovation; The digital transformation that has occurred in Muba, such as the use of social media to promote MSMEs, non-cash payments through QRIS, and the digitization of the education and socialization process, is a form of innovation. According to theory, community-adopted innovations typically have relative advantages, compatibility with societal needs, low complexity, ability to experiment, and observable results. Digital transformation in Muba meets these criteria because it provides ease of access, efficiency, and benefits that can be felt immediately, such as market expansion and improved product quality.

Communication Channels; In the process of diffusion, communication channels play an important role in disseminating information about innovation. The results of the interview show that the Community Information Group (KIM) and Kominfo Muba play a significant role as a communication channel to introduce digital transformation to the public. Activities such as online-based socialization, promotion of local products through social media, and dissemination of credible information show the importance of effective communication in accelerating the adoption of innovation.

Time; Digital transformation in Muba has begun to take place in recent years, and the adoption of this new technology shows the stages of the innovation process: awareness, interest, evaluation, trial, and finally adoption. This process does not take place uniformly throughout society. Some groups, such as the younger generation or MSME actors, are faster to adopt innovations, while others, such as the elderly, are slower due to limited technological literacy.

Social System; The social system in Muba has an important role in supporting or inhibiting the diffusion of innovation. Groups like KIM serve as change agents that help accelerate the adoption process by providing training, mentoring, and networking. Support from local governments through Kominfo has also created a conducive environment for digital transformation, although challenges such as limited infrastructure and cultural resistance remain.

Categories Adoption; According to this theory, society is divided into five categories based on the speed of adoption: innovators, early adopters, early majority, late majority, and laggards. In the context of Muba, MSME actors who have used social media and non-cash payments can be categorized as early adopters, which helps prove the benefits of digital transformation to the early majority group. However, older community groups or in remote areas may fall into the late majority or laggards category, which requires a specific approach to increase adoption.

KIM is a community formed by the community, from the community and for the community and independently and creatively carrying out information management and empowerment activities to provide added value for the community itself, Communicating with the community is the main goal of KIM being formed. The concept and goal is a development of a paradigm of communication patterns in society, no longer communication to people but communication with people (Servaes, 2022). Based on

Permenkominfo No. 8 of 2019 concerning the Implementation of Concurrent Government Affairs in the Field of Communication and Informatics, that the Service carries out partnerships with stakeholders, one of which is the Community Information Community, as referred to in Article 16 paragraph (2) letter a (Farhan & Sunuantari, 2023).

Community Information Group (KIM)

The Community Information Group (KIM) is a Public Service Institution formed and managed from, by and for the community that is oriented towards information services and community empowerment in accordance with Law Number. 14 of 2008 concerning Public Information Disclosure and Regulation of the Minister of Communication and Information Technology No.08/Per/M.KOMINFO/06/2010 concerning Guidelines for the Development and Empowerment of Social Communication Institutions (Yuningsih et al., 2020).

Community Information Group (KIM) is a Community Information Group which is a public service institution formed and managed from, by, and for the community that is specifically oriented to information services and community empowerment according to their needs.

The purpose of the formation of KIM is 1). As a vehicle for the community to obtain and distribute information; and 2). A place for reliable, actual, and factual sources of information for the community

KIM Aims to

- 1). Meet the needs of information that provides benefits to the community
- 2). Improving people's welfare and intelligence;
- 3). Increasing prosperity and justice in society;
- 4). Increasing human resources to support the success of development.

KIM Targets:

1. So that KIM can develop in the community and provide benefits to members and the surrounding community in providing added value;
2. In order to have a common understanding of the duties and roles of KIM in accordance with the needs of the community;
3. In order to make it easier to coordinate and create a network between KIM so as to facilitate national information channels. In this regard, because, Ogan Komering Ulu Regency already has a KIM, so it has an Information Village Active.

Information Village Development Approach

It is carried out through an educational approach, namely by facilitating the community (individuals, families, community groups) to undergo a problem-solving learning process in realizing a society that is active, caring, sensitive and understands the information they face in an organized manner (community organization), with the following stages:

1. Identify the problem, the cause of the problem and the resources that can be leveraged to address the problem.
2. Diagnose problems and formulate alternative solutions to the problem.
3. Establish selected and feasible problem-solving alternatives, plan and implement them.
4. Monitoring, evaluating and fostering the efforts that have been made.

The success of the development of the Information Village can be seen from the four (4) indicators, namely input, process, output and impact.

The Role of Community Leaders Community empowerment, Playing a role in motivating the community to be willing and able to overcome their problems independently. The elements of community empowerment generally are: (1) Inclusion and participation; (2) Access to information; (3) Capacity of local organizations; and (4) Professionalism of empowerment actors.

It is hoped that members, community leaders, youth organizations, women's organizations, farmer groups, and recitation groups will be able to explore all the potentials that exist in the community, both material and non-material, that can be utilized in improving an active information village towards an information society. Functions of KIM Members, Community Leaders and Organizations:

1. Exploring resources for continuity of activities
2. Patronizing and fostering community activities
3. Mobilize the community to play an active role in activities
4. Providing support in the management of activities
5. Coordinating community movements so that they want to take advantage of Community Resource Information Services (LIBM) service facilities.
6. Providing support for facilities and infrastructure

Role of KIM Members : a) Actors in community mobilization in , b) Potential data collection and information, c) Simple community-based observations, d) Increased use of modern and traditional mass media, e) Increase the participation of the community and the government as well as all parties. Additional roles, assisting in: Problem management, continuous information service setup, Management of Community Resource Information Services (LIBM). KIM Member Functions; Record, monitor and evaluate KIM activities , developing and managing LIBM dan identify and report community events that have an impact on solving problems with the community.

Using all information media, Groups & Group Communication; Along with KIM, it is necessary to know whether the group is. they argue that a group is a collection of individuals who interact with each other. that a group is a collection of individuals who join together to achieve a single goal. A group is a collective consisting of various organisms where the existence of all members is essential to satisfy the needs of various individuals. This means that a group is a tool to obtain various individual needs. Individuals belong to the group because they get the best possible variety of satisfaction through the organization that they do not easily get through other means (Page, 2025).

Group Communication A collection of individuals who can influence each other, gain some satisfaction with each other, interact for some purpose, take roles, relate to each other and communicate face-to-face. Communication in a group is a communication activity that takes place between a group. At this level, each individual involved communicates according to his role and position in the group. The message or information conveyed also concerns the interests of all group members, not personal. For example, chatting between fathers, mothers and children in the family, discussions between teachers and students in class about topics, and so on (Wolf, 2020).

Basic Concepts of Information: Information is data that has been processed into a form that is meaningful to the recipient and useful in making current or future decisions. Data

(information raw material) is an orderly group of symbols that represent quantities, actions, objects, and so on (Gordon B. Davis.1991). Information is data (data consists of facts and figures) that has been processed, or data that has meaning. (McLeod.2001)

In an information system, information enriches the presentation, has a surprise value, or reveals something that the recipient does not know or is not suspected. In an uncertain world, information reduces uncertainty, especially in considering options in decision-making, when there are no options or decisions, information becomes unnecessary or less needed. Characteristics / properties of information: 1. True – false (related to reality). 2. New 3. Supplement 4. Corrective 5. Affirmative. The need for information needs to be determined (according to the person who needs the information) based on: Type of information, Amount of information, Cost (Malone et al., 2020)

Information is a message (speech or expression) or set of messages that consists of an order, sequence of symbols, or meanings that can be interpreted from a message or set of messages. Information can be recorded or transmitted. It can be noted as signs, or as signals based on waves. Information is a type of event that affects a country from a dynamic system. The concepts have many other meanings in different contexts. Information can be said to be knowledge obtained from learning, experience, or instruction. Nevertheless, the term has many meanings depending on the context, and is generally closely related to concepts such as meaning, knowledge, negentropy, perception, stimulus, communication, truth, representation and mental stimulation (Polanyi & Prosch, 2024). The flow of information in an organization is a dynamic process; It is in this process that messages are created, displayed, and interpreted on a regular and continuous basis. This process is continuous and constantly changing – meaning that organizational communication is not something that happens and then stops. (Kurtmollaiev, 2020) Communication happens all the time. stated that the flow of information in an organization can occur in three ways:

Synchronously, Sequential Combination between simultaneous and sequential: Simultaneous dissemination of messages means the dissemination of messages that are carried out together and the messages must arrive in several different places at the same time. Sequential dissemination of messages stated that sequential message delivery is the main form of communication, which must occur in organizations, including the expansion of the form of dichiiic dissemination (Alfikri, 2021).

The flow of information evolved from regular inter-enchanted contact and regular ways of sending and receiving messages. Show that the pattern or state of affairs in an orderly manner requires that communication between the members of the system is limited (Checkland & Poulter, 2020).

Wheel pattern: The person in a central position receives contacts and information provided by other members of the organization and solves problems with the advice and consent of other members. Circle pattern It is an information pattern that allows all members to communicate with each other only through a kind of message repetition system.

Innovation Diffusion is the theory of how a new idea and technology spreads in a culture. This theory was popularized by Everett Rogers in 1964 through his book entitled Diffusion of Innovations. He defines diffusion as the process by which an innovation is communicated

through various channels and a certain period of time in a social system. Innovation Diffusion Theory basically explains the process by which an innovation is delivered (communicated) through certain channels over time to a group of members of a social system. This is in line with the definition of diffusion which is "as the process by which an innovation is communicated through certain channels over time among the members of a social system." It is further explained that diffusion is a form of communication that is specific in relation to the dissemination of messages in the form of new ideas, or in the term diffusion concerns "which is the spread of a new idea from its source of invention or creation to its ultimate users or adopters." (Garcia, 2023).

Innovation Diffusion is in accordance with the definition of KIM. Kim is related to rural life. According to the Information Village Guidebook (2014), villages that are advanced in their inner life include the fields of economy, education, health, security and order, political sovereignty, community participation, community institutions and village government performance. It is called the Village of Civilization. The village is equipped with various social facilities that are very adequate such as sports facilities, health, education, "information facilities", worship facilities, entertainment and shopping (Hasibuan et al., 2025).

Information and Prosperity Village: Meanwhile, an Information Village is a Village/Village whose residents have the readiness of resources and the ability and willingness for the community independently and creatively whose activities carry out information management and community empowerment activities in order to achieve a prosperous information society (Susilowati et al., 2025).

In this regard, an Active Information Village is a village that has a Community Information Group (KIM) or other Community Resource Information Service Efforts (LIBM) that are active and function as information service providers by using various media including citizen meetings, discussion groups, bulletin boards, the internet, information stalls, reading rooms, mass media, both print and electronic. In an effort to build a prosperous information society. Prosperous here means that the community feels safe, peaceful, and *sentosa*. People grow mentally always thinking positively. Being grateful and loving oneself does not feel lacking, insight increases because it grows intellectually and social relationships are well established. Here are some news about KIM Muba (Mbambo-Tom, 2022):

KIM MUBA

KIM Coordinator Muba Explains the Role of KIM in Disseminating Information to the Community. PALEMBANG, - The Musi Banyuasin Community Information Community (KIM) under the auspices of the Muba Regency Communication and Information Service was invited to be a resource person at the RRI Pro FM Talkshow Program, South Sumatra Province, Thursday (22/08/2024) night.

The invitation to be a resource person was made solely because KIM Muba is considered to have successfully collaborated with KIM of South Sumatra Province in delivering information to the community.

The talk show, which was hosted by Abas, took the theme "Community Development Through Community Information Communities in Muba Regency". Head of the Muba Communication and Informatics Office, Herryandi Sinulingga, AP said he was proud of Kim Muba's achievements and hoped that Kim's program in Muba would be further developed. "KIM Muba has an important role as an extension of information between the government and the community and Kim Muba must always make new innovations continuously. As the head of the agency, I am proud and will continue to support Kim's program because Kim Muba is considered successful in carrying out the information dissemination program to the community (Ozga, 2025).

The invitation to this podcast is also an opening way for Kim Muba to be known to the wider community and also as a means to promote the potential of the region in Muba," said Lingga. Coordinator of the KIM Muba Forum, Meita Ariansi SE MSi, Public Relations Institution of Young Experts in the field of public communication of the Communication and Informatics Office, said that KIM Muba is expected to be able to become a facilitator for the community as a partner of the local government and will continue to develop the community to the villages, as well as continuous coordination with KIM South Sumatra Province. Through this podcast, we hope that the people of South Sumatra, especially Muba, can know more about what KIM is, its functions, and programs," said Meita (Nilan & Maunati, n.d.).

He mentioned KIM's programs include citizen journalism, broadcast literacy media, information management and community empowerment. It aims to create a society that is active, caring, sensitive and understands information, as well as empowering the community to be able to choose the information needed and useful and also to create a national information dissemination network." Hopefully KIM will be a forum for communities in Muba to disseminate information that can increase regional potential and add added value to the community's economy," he added (Abubakar, 2025).

Similarly, the Secretary of KIM South Sumatra Province Hendra A Setyawan SIKom MIKom revealed that KIM is one of the information bridges from the government to the community, in building good information value for the community. "We are very proud, because KIM in Muba Regency continues to be massively carried out, by building an information community and also activities at the sub-district to village levels can increase the added value of the community's economy. Of course, Muba Regency will be a pilot project for other regions, especially in South Sumatra Province," he concluded (Putri, 2023).

Attending the FGD, KIM Muba Receives Appreciation from the Ministry

JAKARTA - The Ministry of Communication and Information Technology (Kominfo) held a Focus Group Discussion (FGD) entitled "Ministry of Digital and Inclusiveness" at the Aryaduta Hotel, Menteng on Tuesday, October 22, 2024. On this occasion, the Community Information Community (KIM) of Musi Banyuasin Regency (Muba) under the auspices of the Muba Regency Communication and Informatics Office attended the FGD directly. Even from all over Indonesia, KIM Muba is included as an invited guest along with 7 other regencies/cities.

Director of Governance and Partnerships of Kominfo Dr. Hasyim Gautama in his speech said that he would like to welcome all invited guests who today had the opportunity to attend even enthusiastically to take part in the FGD of the Ministry of Digital and Inclusiveness. "I really appreciate the Regency/City who are present today to participate in the Focus Group Discussion. This FGD aims to compile a Literature Review of the Digital Partnership of Community Information Groups (KIM), in accordance with the Regulation of the Minister of Communication and Information Technology No. 12 of 2021," he said.

Head of the Muba Communication and Informatics Office Herryandi Sinulingga AP through the Public Relations Institution of Young Experts in the Field of Public Communication, as well as the Coordinator of the KIM Muba Forum Meita Ariansi SE MSi said, "Alhamdulillah, on this occasion KIM Muba also received direct appreciation from the Ministry for its presence in the FGD," he said.

Conveyed by the Coordinator of the Muba KIM Forum, that Muba Regency KIM under the guidance of Dinkominfo Muba already has as many as 111 groups in each sub-district." One of those promoted to the ministry is KIM Surya Gambo in Toman Village. For this promotion, the Ministry appreciates that KIM Muba is the best KIM in South Sumatra," he said.

KIM Muba also has several programs including citizen journalism, broadcast literacy media, information management and community empowerment. It aims to create an active, caring, sensitive and information-savvy society, as well as empower the community to be able to choose the information needed and useful and also realize a national information dissemination network (Soleimani et al., 2024).

"Hopefully KIM will be a forum for communities in Muba to disseminate information that can increase regional potential and add added value to the community's economy," he said.

Transformation makes all activities or activities can easily use digital technology. That way, people must start adapting to digitalization in today's era. The use of digital technology in Musi Banyuasin Regency has begun to be implemented. implementation in various aspects such as non-cash payments, MSE promotion activities, socialization activities, etc. have been digitized. Most of the MSME promotion activities in Musi Banyuasin have used online media. The use of online media such as Facebook, Instagram, Tiktok, and Whatsapp messaging media is a place for people to carry out the MSME promotional activities they run. Non-cash payments for most MSMEs in Musi Banyuasin have been implemented. This can be seen from the many businesses that have provided a variety of non-cash payments such as QRIS and online transfers at their business locations. Not only business activities, but also digitalization has been implemented in carrying out socialization. This can be seen from the number of official accounts managed by community groups in disseminating information through social media.

Maybe not all governments, agencies and institutional organizations are digitally transformed, what are the challenges? The challenges faced by the Regional Apparatus in digital transformation are of course in terms of digital infrastructure, technological literacy

from several levels of society, especially for the elderly, and the size of Musi Banyuasin Regency which is a big challenge. Another big challenge is the convenience of the community in using old technology without wanting to follow changes. Since when did everything in Muba start to transform digitally, Tlg describes Digital Transformation in Muba began a few years ago. Changes and movements towards digital are already happening very quickly. This can be seen from the rampant use of smartphones in society which has become a primary need. In addition, the use of digital transactions and digital shopping has been implemented by the community in Musi Banyuasin Regency

What do you know about digital transformation, tell us, digital Transformation is the process of integrating digital technology into all aspects of an organization's operations, resulting in a fundamental change in the way the organization operates and delivers value to customers. It's not just about adopting new technologies, it's also about changing organizational culture, business processes, and customer experiences to adapt to the demands of the ever-evolving digital world. What behavioral changes can be seen in the people of Muba with digital transformation. Digital transformation in Musi Banyuasin Regency (Muba), like in many other areas, has brought significant changes in people's behavior. This It can be described as follows:

Increased Use of Technology and the Internet

The people of Muba are increasingly adopting technology in their daily lives. The use of the internet for communication, information, and entertainment has increased, with more and more citizens accessing social media, streaming services, and instant messaging apps. This can be seen from the increase in the use of smartphones and internet access in villages, as well as the growth in the number of social media users in the region.

Changes in Consumption and Spending Patterns

With the existence of e-commerce and digital payment platforms, the people of Muba are increasingly shopping online, both for daily needs and special goods. Digital payments through e-wallets or mobile banking are also starting to replace cash payments.

Use of Technology in Education

Digital transformation is also seen in the education sector, where students and teachers in Muba are increasingly accustomed to the use of digital devices and applications in the teaching and learning process. This was especially evident during the COVID-19 pandemic, when online learning became a must.

Changes in Communication and Socialization Patterns

Digital technology has changed the way the people of Muba communicate and socialize. Physical meetings are often replaced by communication through social media, messaging apps, or video calls, which makes interaction easier and faster.

Lifestyle and Entertainment Changes

With easier access to digital content, the people of Muba are also experiencing changes in the way they consume entertainment. Music, movies, and games are now more frequently accessed online, changing traditional entertainment consumption habits. People who watch movies or listen to music more often through streaming services such as YouTube,

Netflix, or Spotify. How many KIMs are registered in Kominfo, Muba Regency? There are 113 KIM numbers, what has Kominfo done to assist KIM? ; Conducting internet-based socialization via zoom to every sub-district and community. Helping to promote the activities of KIM activists, Coaching activists in KIM activities. Assist in the dissemination of information in choosing the right information so as not to be affected by hoax news. Helping to provide information about the potential of the Muba region so that it can become a regional promotion event

Since when did Gambo Babah Toman join Kim and become Kim Gambo Babahtoman?
In 2021, the Gambo Team led by Mr. Sandy Surya officially joined Kim Musi Banyuasin. This decision received approval from the sub-district and full support from the teams operating at the Gambigoa Surya Gallery. The joining of the Gamboa Team with Kim Muba is a strategic step that aims to strengthen synergy and collaboration between various parties in preserving local culture and advancing the creative industry in the Musi Banyuasin area. This decision is also expected to have a positive impact on the local community, especially in terms of economic empowerment and environmental conservation through the production of fabrics with natural dyes.

What are the benefits you feel while joining KIM?

Joining KIM has provided us with many significant benefits. In addition to opening up access to a wider network (links), we also get better marketing opportunities for our products. The support from KIM helps us expand our marketing reach, so that our products can be known by more consumers, both inside and outside the region. Not only that, we also gain valuable knowledge about better production techniques, so that we are able to produce fabrics with more perfect quality. Training and guidance from KIM have helped us improve efficiency in the production process, from raw material selection to final product completion. Thus, the existence of KIM has become a catalyst that strengthens our position in the creative industry and encourages more sustainable business growth.

Where did you get about KIM for the first time?

We first got to know KIM through an initiative introduced by the government Musi Banyuasin Regency. The local government is actively providing information on various programs that aim to support the development of local businesses, including KIM. Through socialization and meetings held by the district government, we gained a deeper understanding of the importance of collaborating with KIM. From there, we see the great potential offered by KIM, both in terms of business network development, increased production capacity, and access to a wider market. The government's support in introducing KIM has paved the way for us to develop further and optimize the potential that exists in our village.

How to market gambo products, sold directly, online, sold in the took and there are other sales enis... Tell me

To market Gambo products, we use several diverse strategies to reach different types of consumers. First, we sell products directly through sales at various exhibitions and bazaars, where we can meet consumers directly and introduce products personally. It also provides an opportunity for consumers to see and experience the quality of our products firsthand.

In addition, we also utilize online platforms to market products. We actively promote and

sell products through social media and popular marketplaces, so that we can reach a wider market, including consumers outside the region. Online sales are very effective because they can be done anytime and anywhere, and make it easier for consumers to buy our products.

Gambo products are also sold in local stores that we have worked with. These stores help market our products to consumers who prefer to shop directly in physical stores.

In addition, we also implement sales through resellers or agents, which helps to market products in a wider area. With this diversified sales strategy, we can reach various market segments and significantly increase the sales of Gambo products.

How many members are the marketing, production and manufacturing process of Gambo? The total number of Gambo team members is currently 23 people, which is divided into several important parts to support our operations. In the marketing department, we have 4 people dedicated to managing promotional strategies, sales, and customer relationships. They work hard to ensure our products are widely known and accessible to consumers from different regions.

Meanwhile, in the production and manufacturing process, there are 19 people who are responsible for ensuring that each Gambo product is produced with high quality standards. They work from the selection of raw materials, coloring, to the final stage of production, ensuring that every detail is worked out meticulously. This entire team, both in marketing and production, works synergistically to create a product

Gambo which is not only of high quality, but also able to compete in the local market as well as national. The support of this solid team is the key to our success in maintaining quality and expanding our market reach.

Before work, employees are given training? What kind of training, tell me

Before starting work at the Solar Gambo Gallery, each team member is required to take part in a comprehensive series of training. This training is designed to ensure that every employee understands and is able to implement the Standard Operating Procedures (SOPs) that have been set. The goal is for every stage of production, from raw material selection to final product completion, to be carried out in accordance with high and consistent quality standards.

The training provided covers various important aspects of the traditional fabric manufacturing process. First, they are provided with technical training related to natural dyeing techniques, which is one of the hallmarks of our products. In this training, they learned how to process natural dye materials, dyeing techniques, and how to maintain color stability. Furthermore, employees are also trained in other production skills, such as jumputan, cutting, and fabric finishing techniques. In addition to technical skills, the training also includes aspects of work safety, time management, and an understanding of the importance of quality and rigor in each process. With this comprehensive training, we ensure that every employee not only has the necessary technical skills, but also an awareness of the importance of maintaining quality and efficiency in every stage of production. This not only supports the sustainability of production, but also ensures that the products produced are in accordance with market standards and expectations.

Does gambo have a website, does it have a link?

For more information about the products and services we offer, you can visit the official website of Galeri Surya Gambo at www.galerisuryagambo.com. There, you can view our product collection, learn more about the process of making traditional fabrics with natural dyes, and get the latest information about the events and exhibitions we participate in. This website also provides a feature to make online purchases, so you can easily own Gambo products from anywhere.

Did Kim Gambo get assistance from Kominfo Muba, in what case? Yes, KIM Gambo received assistance from the Communication and Information Service (Kominfo) of Musi Banyuasin Regency in several important aspects. One form of assistance provided is in terms of socialization, where Kominfo Muba helps us in disseminating information about Gambo fabric products to the wider community. This assistance includes the preparation of an effective communication strategy, so that the messages about the advantages and cultural values contained in Gambo fabric can be conveyed well to the target audience.

In addition, Kominfo Muba also provides support in building networks and collaborations with various parties, including other fabric craftsmen. Through this mentoring, we are facilitated to work with local communities and artisans, which not only strengthens the marketing network but also opens up opportunities for the exchange of knowledge and innovation in jumputan fabric production. This assistance from Kominfo Muba plays an important role in expanding our marketing reach and increasing public awareness of the traditional values that we preserve through Gambo fabric products.

What achievements has Gambo ever got?

Galeri Surya Gambo through KIM has achieved various proud achievements, which shows the dedication and quality of the works produced. Some of them include winning 1st place in the IKM Award at the South Sumatra Province level, which confirms our position as one of the drivers of the local creative industry. At the national level, we also managed to become a finalist in the Non Award event, which shows recognition of the innovation and cultural values that we present through Gambo fabric products.

In addition, Galeri Surya Gambo also won 3rd place in the Sriwijaya Labyrinth competition at the provincial level, which shows our ability to participate in prestigious competitions. At the sub-district level, we also achieved achievements in the documentary video category, which strengthened our image as a pioneer in cultural preservation through creative media. These achievements not only add pride to us, but also become a motivation to continue to innovate and maintain the quality of the products we produce.

What are the hopes for the development of Kim in Muba, which can be described along with the challenges? Expectations for the development of KIM in Musi Banyuasin Regency (Muba) are very large, especially in strengthening the role of this information community as the main driver for the development of local creative industries and the preservation of traditional culture. One of the main hopes is that KIM can continue to be a bridge that connects the public with relevant information, as well as facilitates collaboration between various parties, such as craftsmen, business actors, the government, and the general public. With the development of KIM, it is hoped that better access to information and technology can empower local communities, improve product quality, and expand the market to the national and international levels.

However, in an effort to achieve these expectations, KIM in Muba also faces several challenges. One of them is the limitation of resources, both in terms of skilled labor and adequate financial support. Capacity building and continuous training are needed so that KIM members can master the rapidly evolving information technology and implement it in their operations. In addition, another challenge is to ensure that the innovations introduced by KIM remain aligned with local cultural values. Often, modernization and efficiency improvement efforts can clash with existing traditions, so KIM needs to be careful in balancing the two. Another challenge is reaching all levels of society, especially in remote areas, to ensure that the benefits of KIM's development can be felt equally. By overcoming these challenges, it is hoped that KIM in Muba can continue to grow and become a model for other regions in building an informative, inclusive, and competitive community.

Digital transformation has changed the understanding, concept and way of doing society, nation and state at the global level. Debates at the theoretical and practical level related to the future of democracy in the digital era continue to grow. The highlights of the discussion included that although the level of trust in traditional representative institutions and political actors has decreased, individuals through digital technology are willing to engage in public spaces, citizens participate in online conversations, consultations, and deliberations; contribute online to causes they support, including financially; and share their input through digital platforms that help hold public institutions accountable (Storozhenko et al., 2023). (European Committee on Democracy And Governance (CDDG), Study on the impact of digital transformation on democracy and good governance, Strasbourg, 26 July 2021. Digital transformation is also affecting the political landscape and civil society. New actors of democracy have emerged while traditional actors have adapted to new ways of campaigning and spreading their messages, with some political parties using microtargeting in political campaigns. Private actors, especially internet intermediaries and social media platforms, are increasingly playing the role of 3 central actors in the public sphere, as infrastructure providers, content creators, and distributors. Big tech companies act as gatekeepers, selecting and organizing information shared on social platforms, targeting it to specific audiences and potentially influencing public opinion, political debates, and ultimately election outcomes. Overall, digital technology offers a way to improve the quality of democracy in terms of accountability and responsiveness (Bhanye & Shayamunda, 2025).

Digitalization can offer new channels for public administration to provide quality services. The digitalization of the public sector has increased rapidly in the context of the Covid-19 pandemic. The ability to quickly digitize administrative processes and services has contributed greatly to the resilience of public action, ensuring that democratic institutions can continue to work and public services can be delivered. Digitalization has changed the landscape of public participation in an unprecedented way (Dryzek, 2006; Diamond, 2010 in Poiron et al., 2023).

Digital communication technologies, such as social media, online platforms, and online collaboration tools, have provided a new platform for citizens to have their voices heard and participate in public decisions. This expanded participation encourages inclusivity, as individuals who previously did not have access or opportunity to participate in the political process can now contribute. An example is the use of social media as a means of political

expression and the organization of social movements. Political campaigners and community activists can use social media platforms to mobilize supporters, spread messages, and build awareness about important issues (Hansen et al., 2012 in Poiron et al., 2023.)

In addition, there are also online platforms that provide forums for direct public participation, such as online petitions and public opinion surveys. Thus, digitalization has provided opportunities for individuals to be actively involved in the political process, strengthening public participation in democracy. 4 Social media has become a powerful tool for mobilizing supporters and spreading political messages. Platforms such as Facebook, Twitter, Instagram, and YouTube allow individuals to share their thoughts, views, and information quickly and widely (Lim et al., 2022).

The public can organize campaigns, disseminate information on political issues, and discuss relevant issues. Social media also allows for direct interaction between citizens and political leaders, creating channels of two-way communication that were previously impossible. In addition to social media, online platforms also provide a stage for wider public participation. There are various online platforms that allow citizens to participate in discussion forums, ask questions to political leaders, provide input on public policy, or even contribute directly to decision-making. This platform creates an inclusive space and allows many voices and perspectives to be heard (Mani, 2024).

Online collaboration tools also play an important role in public participation. For example, online petition platforms allow individuals to gather support for specific issues and file demands with the government. Online collaboration tools also facilitate cooperation between groups of people who share the same goals, allowing them to collaborate on complex social and political issues. Overall, digital communication technologies have opened the door to wider public participation and give citizens a voice in public decision-making (Asimakopoulos et al., 2025). This provides an opportunity for individuals who previously did not have access or opportunity to actively participate in the political process. But keep in mind that public participation in the digital world also has challenges, such as the spread of false information or unauthorized influence. Therefore, it is important to build strong digital literacy and involve the public in the 5 wise and responsible use of digital communication technology (McMillan, 2020). Transparency in the process of picking putts.

D. Conclusions

Digital transformation in Musi Banyuasin Regency (Muba) has brought significant changes in the empowerment of the Community Information Community (KIM) as a government partner in information dissemination. KIM in Muba utilizes digital technology for MSME promotion activities, the implementation of non-cash payments, and online socialization, although it still faces challenges such as limited digital infrastructure, low technological literacy, and cultural resistance. Digital transformation in Muba is in line with the theory of Diffusion of Innovation which shows the importance of innovation, effective communication channels, time adaptation, and social system support for the successful diffusion of technology in society (Maulana & Firmansyah, 2023).

The empowerment of KIM in Muba also reflects the democratization of information, where digital technology allows for more inclusive public participation, although challenges such as the spread of disinformation remain. With a strategy that includes digital literacy training, promotion of local potential, and cross-sector collaboration, KIM is expected to become a model in building an informed and empowered society (Mushayabasa, 2022).

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