

The Eurasia Proceedings of Educational & Social Sciences (EPESS), 2023

Volume 33, Pages 13-20

IConSE 2023: International Conference on Science and Education

Community Information Group and Digital Literacy: Phenomenological Approach in KIM Karangbesuki, Malang, Indonesia

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Abstract: This study investigates the variety of programs and the meaning of members of the Community Information Group (CIG) as administrators and contributors to digital literacy. This is related to the CIG event in Karangbesuki subdistrict, which won the local CIG competition named KIM Award 2022 and was selected the best CIG in Malang City, Indonesia. A review of the literature shows that CIG has made a positive contribution to increasing digital literacy in society. Therefore, it is interesting to explore how the main actors interpret programs related to digital literacy. This research is qualitative with Husserl's phenomenological approach, including perception, intentionality, awareness, reality constitution, and intersubjectivity. Data was collected through interviews with administrators and contributors, observation, and documentation. Data analysis was carried out using an interactive model that included data reduction, data presentation, and drawing conclusions. The results showed that KIM Karangbesuki had three programs, namely: social media, citizen coverage, and training. Based on the results of the analysis, it can be concluded that the constitution of reality is the most important phenomenological aspect.

Keywords: Community information group, Digital literacy, Phenomenology

Introduction

Community Information Group (CIG) in Indonesia was established since 2010 based on deed by Indonesian Ministry of Communications and Informatics number: 8/PER/MENKOMINFO/6/2010 concerning Guidelines for the Development and Empowerment of Social Communication Institutions. Increasing the ability of the community to be empowered and live a decent life and be able to overcome problems in the future is the background behind the birth of a CIG named *Kelompok Informasi Masyarakat* (KIM). Therefore, the vision is the realization of innovative KIM in increasing added value for society through the utilization of information and communication to achieve a prosperous information society. Globally, KIM is better known as Community Information Group (CIG) in the scope of Community Information (CI) study. CI is defined as an information group that focuses on society to have the ability and use of information for the survival and growth of society (Chandra, 2022). This shows the close relationship between KIM and literacy, especially digital literacy as a skill that needs to be mastered in the current information era. Digital literacy is an important skill for all people to master. With digital literacy, society could sort information that is healthy, not misleading to be trusted and disseminated (Spires, 2019).

Based on the literature review carried out, the author found that there is a significant positive contribution of CI, or in this case CIG, to digital literacy in society. Several previous studies show that CI can provide significant benefits in increasing digital literacy and technology skills, increasing income and quality of life for rural

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⁻ Selection and peer-review under responsibility of the Organizing Committee of the Conference

communities, as well as providing access to information and business opportunities. As research by Esh and Ghosh (2021), shows that CI in India can increase digital literacy and people's ability to use technology. CI provides access to necessary hardware and software as well as training to improve technology skills. In line, Li et al., (2019) shows that CI connected people's decision between online and offline medical services due to their understanding over digital devices. Lastly, in Indonesia CI was part of digital literacy in a mission to promote local creative businesses in Kulonprogo (Astuti, 2019).

In the context of CIG as a research's topic, some of the latest research regarding the contribution of CIG in society includes: Mukti and Winanta (2021)conducted research related to the contribution of CIG in realizing an information society in urban areas. The study was conducted in Magelang City using a case study approach. The research results show that CIG contributes to disseminating government programs to the community, especially those related to smart cities which are being promoted in the city. Meanwhile, Sunuantari and Gunawan (2021) studied the contribution of CIG to rural communities. They carried out community service in Srijaya Village, Belitang II District, East Ogan Komering Ulu Regency and stated that CIG was a vehicle for disseminating community information. Where this information can be processed according to community needs to provide economic benefits for the community. Apart from that, CIG provides space for the community to convey development ideas. Implicitly, the two studies also indicate the close contribution of KIM to digital literacy.

Considering the strategic position and contribution of CIG in relation to digital literacy in society based on the description of the research results above and the coronation event of KIM Karangbesuki as the best CIG in Malang City, this research interested in conducting further investigations regarding "how the administrators and KIM Karangbesuki contributor to digital literacy?" This is important because they are the main actors who drive the wheels of the organization and carry out various programs, especially those related to digital literacy using a phenomenological approach. The focus and approach used are new in this research.

Specifically, this research aims to answer: (1) what programs were initiated by KIM Karangbesuki? and (2) how do KIM Karangbesuki administrators and contributors interpret programs related to digital literacy? Therefore, this research aims to: (1) identify the contribution or program idea of KIM Karangbesuki which led him to win the KIM Awards; (2) the meaning of administrators and contributors towards digital literacy and their experience in making related programs a success. This research is important because apart from identifying the programs carried out, especially those related to digital literacy, it also reveals the meaning of the administrators and contributors behind them.

Method

This research used qualitative methodology with a phenomenological approach. Those approach refers to the model proposed by Husserl, which consists of: Perception, Intentionality, Consciousness, Constitution of Reality, and Intersubjectivity (Butchart, 2017). The informants were the administrators and contributors of KIM Karangbesuki in Malang City due to their competency for conducting such a community information group. The data collection technique was carried out by conducting interviews with key informants directly, observation, and documenting paper related. The research process was held from March to May 2023. Determination of the sample in this research was carried out using a purposive sampling technique. The indicators determined in this research include: (1) Being the administrator of KIM Karangbesuki; (2) Being the contributor of KIM Karangbesuki for more than 1 year, and (3) Willing to be interviewed. A total of 5 key informants were successfully obtained and participated in the research as shown in Table 1.

Data analysis was held using the interactive model from Miles, Huberman and Saldana (2014) which includes three stages, including: (1) data reduction, (3) data presentation, and (3) drawing conclusions. Finding analysis was conducted by referring to the phenomenological study put forward by Husserl. Furthermore, data source triangulation was carried out in the validation process to ensure the validity of the research data (Creswell, 2017).

Results and Discussion

The data and information presented in the results and discussion of this research come from interviews with five key informants as shown in Table 1, as well as field observations and documentation/literature study.

Table 1. Research informant data

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Pseudonym	Gender	Identity	Age
Monica	P	Manager	33
Zahra	P	Manager	24
Bambang	L	Manager	20
Joko	L	Contributor	62
Wati	P	Contributor	54

Source: Research data, processed in 2023.

General Description of KIM Karangbesuki

KIM Karangbesuki is an organization that functions as a mediator, facilitator and catalyst between the community and the community and the community and the government regarding access to local information in the Karangbesuki sub-district area and Malang city. KIM Karangbesuki was inaugurated on February 26, 2020, through a Decree from the Mayor of Malang. The management of KIM Karangbesuki consists of 10 administrators with 13 contributors spread across 10 RWs. There are three main programs from KIM Karangbesuki, namely:

- 1. Social Media is the organization's main activity in the form of publishing graphic and video content on KIM Karangbesuki's Instagram and Tik Tok.
- 2. Citizen coverage is a program covering community activities in the Karangbesuki sub-district environment so that it can produce news and articles about community activities.
- 3. Training is a thematic training program from KIM Karangbesuki in accordance with KIM competencies such as digital literacy training, citizen journalism, use of social media, searching for good news or information sources, etc.

KIM Karangbesuki's Perception of Digital Literacy

The brief knowledge about digital literacy by KIM Karangbesuki contributors and administrators seems to be uniformly even though they have not yet grasped the entire concept of digital literacy. The main basis is the existence of anti-hoax outreach activities carried out in collaboration with KIM with Karangbesuki Village and Communication and Information Beurau of Malang City. KIM Karangbesuki knows that digital literacy is a person's effort to protect themselves against misinformation on the internet. Key informants confirmed that memories regarding the training activities were actually connected with other digital knowledge, such as by showing their skills in confirming each message they received. For example, the resource person reviews the researcher's profile as a consideration for accepting the requestas a research resource. The following are the results of interviews with the relevant management.

"...as far as I remember, the material (digital literacy training) was about how KIM can avoid hoaxes when disseminating information. So because KIM is a source of information from citizens and those who process it, our citizens are also given education on how to choose the right information that we can know too."

This statement is in accordance with the current condition of digital literacy in Indonesia which focuses on handling hoax information by Irwanto et al (2020). Indonesian people are familiar with the use of the internet and can use it well, however the issue of hoax information is part of digital literacy education which must be emphasized first to the community (Irwanto et al., 2020).

Through key informants, it can also be seen that KIM Karangbesuki knows that digital literacy includes a series of activities for a person to use technology to interact digitally. It programs and activities utilize the use of technology to achieve wider connections with citizens digitally such as social media, WhatsApp groups, and also virtual meetings via Zoom. The resource person gave this presentation with full confidence. The source further claimed that KIM Karangbesuki was digitally literate. As seen in the results of interviews with the management:

"Yes, I feel like that because since the formation of KIM, everything requires technology. I only joined at the end of 2020, when Covid came and everything was locked down and so on, it became a way to collect all the

information via cell phone via the internet. If that's the case, it's clear that Kim is digitally literate. The government also provides training advice via Zoom."

In theory, digital literacy is included in the teachings of digital literacy education (Knight et al., 2023). When someone admits that they are digitally literate, it can be said that that person is able to determine which technology is appropriate for obtaining information and disseminating information digitally. KIM Karangbesuki demonstrated his ability to determine the appropriate use of applications to disseminate information, such as when presenting content in the form of long videos, YouTube is the social media used. If you want to make a short appeal or the latest news using Instagram and Tik Tok, then if there is a longer explanation then use the website http://kimkarangbesuki.kimkotamalang.or.id/_to write down the information content. Placing the appropriate type of technology for the type of information to be presented is also a component of digital literacy indicators in an institution (Astuti, 2019).

KIM Karangbesuki's Intentionality towards Digital Literacy

KIM Karangbesuki realized that the desire to have digital literacy knowledge only emerged when Communication and Information Beurau of Malang City carried out digital literacy outreach. This outreach was carried out through agency social media as well as direct outreach to each CIG representative in Malang City. Key informants explained that there was encouragement from the government through Communication and Information Beurau of Malang City to apply the concept of digital literacy in every activity of collecting and disseminating information. It was felt that this directly provided motivation for KIM Karangbesuki to hold digital literacy training activities entitled tackling hoax information.

This training itself is an open program provided by governent through the Karangbesuki sub-district for KIM Karangbesuki. KIM's administrators were given the freedom to choose what type of training they wanted to hold, so with encouragement from Communication and Information Beurau of Malang City, KIM Karangbesuki created digital literacy training. The training provided space for questions and discussions related to technology and the digital world.

"...digital literacy, yes, you could say that KIM already knows a lot about digital literacy because first we are close to conveying this digital literacy through outreach. KIM has become a model for residents on how to use social media well to communicate and disseminate information and then also use the internet to find good information that suits their needs. From KIM we have used social media, there is also a website, we always participate in city forums for. Just make sure that the information we share is correct or not, because sometimes city forums also usually pass on information from the Malang Communication and Information Department, such as new issues that need to be straightened out, that's usually the case.."

If examined intentionally, KIM Karangbesuki's motivation to create a digital literacy training activity entitled countering hoax information following the activities of Communication and Information Beurau of Malang City can be interpreted as a form of business for a social organization following the government as the parent institution so that it can provide community-oriented services (Glazewski & Ertmer, 2020). The continuation of the government's direction and encouragement regarding digital literacy was then translated into a useful guide by the community. KIM Karangbesuki demonstrated its ability to provide direction for its contributors to provide a set of information (images, text, sound, video, etc.) that can be accounted for so that the validity of information production for the digital community does not need to be doubted.

This finding is in line with research by Hidayatullah et al. (2020) that shows community groups in Sumur Panggang also find it easy to organize the dissemination of information through the use of technology with a digital literacy frame. People find it easy to organize the dissemination of information to their environment using appropriate technology so that even though they use digital media, people can still trust the information even without meeting face to face with the information source (Hidayatullah et al., 2020).

KIM Karangbesuki Awareness of Digital Literacy

As previously explained, KIM Karangbesuki became familiar with digital literacy after socialization from Communication and Information Beurau of Malang City. Key informants felt that the government had shown

the benefits and simplicity of digital literacy, especially in KIM Karangbesuki Subdistrict. Based on comments from the 2022 KIM Award jury, which were published in the news on the Communication and Information Beurau of Malang City, it was stated that CIG in Malang City had demonstrated their ability to use digital media to popularize the existence of their region, especially the KIM Karangbesuki which selected as the winner of the 2022 KIM Award, providing an example of media use—attractive digital branding activities for the region's MSMEs (Micro et al.). The initial formation of CIG in Malang City focused on information services and citizen empowerment through reporting local citizen content and using social media to expand the reach of information networks from citizens to the broader community (Yudhistiro et al., 2019). KIM Karangbesuki has a unique program with the theme of digital literacy, namely training entitled "Citizen Journalist Training and Handling HOAX Information" which held in 2022. The result of this program was buillding the direction of local CIG's movement, which is based on the digital literacy components. In particular, the interviewee felt that using the term digital literacy was more understandable with accompanying terms such as literacy, technology, gadgets, social media, and sophisticated rather than the word digital literacy itself. The following are some excerpts from the statements expressed by the sources:

"Yes, sis, the ability to use technology is good. it is smooth, especially on WhatsApp, but if it is more than sending messages or watching YouTube, it seems like it is still not so sophisticated. For example, looking for the correct source of news seems to be lacking because sometimes what is shared with us through the contributor group is still incorrect information..." (Monika)

"I don't understand digital literacy, just good with gadgets, I guess..." (Joko)

"I don't know what kind of digital literacy you have. Maybe you can explain first..." (Wati)

The symbol of awareness of understanding a topic is, in fact, not only a person's ability to provide an understanding of the definition of the topic but also how a person can explain using words that refer to the topic in question (Shadrina, 2019). Most sources are aware of their ignorance of the topic in question but can provide explanations using other terms close to the topic.

KIM Karangebesuki's Reality Constitution on Digital Literacy

KIM Karangbesuki's Human Resources (HR) still needs to be expanded in utilizing the digital devices needed to produce information content for the community. All sources expressed their complaints by showing several pieces of evidence, such as the low frequency of posts on Instagram, TikTok, YouTube and web pages. For example, in May 2023, there were five posts, while in April 2023, there were three posts; other months did not have posts, such as November 2022. Uniquely, even though it has a low frequency of posts, KIM Karangbesuki impacts one of the components of digital literacy, namely safeguarding personal data. The following is an excerpt from the interview:

"Yes, we admit that there is yet to be a program; that is all training, but through our content, KIM has explained how to avoid information and then maintain the security of personal data, do not share it carelessly if there are unknown numbers like that. Usually, residents also ask our administrators via WhatsApp because we are considered good at technology."

In this context, digital literacy is translated by taking its components as a guide in creating organizational programs and problem-solving efforts (Glazewski & Ertmer, 2020). KIM Karangbesuki positions itself as an organization that can evaluate the flow of digital information produced and received by residents by applying the digital literacy concept. KIM Karangbesuki's inability to create special-themed programs for digital literacy due to limited human resources, so it only has a responsibility structure for programs other than its three main programs.

As one of the routine activities participated in, namely the KIM Award, key informants were seen to be frowning more often as if they were thinking about something heavy. Several resource persons are administrators and contributors who are directly involved in preparing for the 2022 KIM Award. This event is considered as a measure of Malang City CIG's seriousness in revitalizing its institution so that when taking part in the KIM Award event, one can see a tired expression because of the preparations that must be made, even though human resources are limited.

Based on the press release for the 2022 KIM Award event at radarmalang.jawapos.com, it is known that one of the aims of holding this event in 2022 is an effort to increase digital literacy for CIG in Malang City (Sampurno, 2022). The aim of increasing digital literacy is not seen as the main focus of participating in the 2022 KIM Award activities by KIM Karangbesuki. The source person stated that the management and contributors focused on creating content about MSMEs in the Karangbesuki area. Some content is not sent directly to the official KIM Karangbesuki account, so searching for the portfolio used to take part in the 2022 KIM Award requires further searching.

KIM Karangbesuki Intersubjectivity towards Digital Literacy

In general, KIM Karangbesuki does not directly claim the meaning of digital literacy in its daily organizational activities. Understanding digital literacy is uniquely focused on technical implementation, like how creating information for society uses technology. This condition can be restated as existential reckoning in psychoanalytic intersubjectivity because of the relationship between the subject's subconscious mind and a technical process—a condition rather than a theory (Guss Teicholz, 2021). Generally, the basis of a social organization's work is its knowledge rather than specific standards created by the institution (Herdono & Mutqiyyah, 2019). KIM Karangbesuki uses the knowledge that he already believes in himself to carry out tasks more quickly. The division of tasks within the organization is also more accessible to the role of protective organizations such as sub-districts, making it easier to organize organizational activities. The following interview results explain the relationship between KIM Karangbesuki and sub-districts, which aims to increase collaboration with the community:

"...Every resident we interviewed was happy because it exists, which also helps because of the promotion. Yes, our residents are among the many, and MSMEs helped. So, for this training, Miss, we also called youth representatives in the RW (small regional society) so they could help create KIM social media content. So, using the facilities from the sub-district, we gathered creative people to help KIM implement the Social Media program."

This condition also occurs in other CIG where the government's role through sub-districts as a protective institution provides convenience in the form of facilities and space accommodation for activities to disseminate information content (Subagyo et al., 2019). In conclusion, KIM Karangbesuki always builds relationships with the community with government support through the sub-district as an umbrella institution.

The next phenomenon that was examined was how adult, pre-advanced, and elderly sources viewed the relationship between the meaning of KIM Karangbesuki and digital literacy. Interviewees who are adults (19-44 years old) believe they already have digital literacy skills, but to show them, they need to have a shared enthusiasm through activities at their CIG. On the other hand, resource persons with pre-advanced and elderly ages (45-59 years and 59 years and above) in KIM Karangbesuki can help the community determine the appropriate steps to find local content information and as a means of digital technology consultation for people who are still technologically illiterate.

Conclusion

Based on the research results, it is known that KIM Karangbesuki has three program ideas: Social Media, Citizen Journalism, and various trainings. Even though it does not have a specific program regarding digital literacy skills, this organization seeks to increase digital literacy skills through journalist training activities and overcoming hoax information to provide instructions for citizens using appropriate social media and obtain credible information. KIM Karangbesuki has included a digital literacy component in all its programs due to the organizational urgency to strengthen existing programs rather than create new ones due to limited human resources. Research analysis emphasizes the constitution of reality. The reality constitution produces a more comprehensive meaning because it can tell the meaning of digital literacy and find the obstacles while implementing KIM Karangbesuki's program. Findings show that contributors and administrators interpret KIM Karangbesuki as a reference provider of local content information in the Karangbesuki area. On the other hand, the administrators and contributors of KIM Karangbesuki interpret digital literacy to create better programs regarding suitability for social media platforms, data security, and the validity of the information disseminated.

Scientific Ethics Declaration

The authors declare that the scientific ethical and legal responsibility of this article published in EPESS journal belongs to the authors.

Acknowledgements or Notes

- * This article was presented as an oral presentation at the International Conference on Science and Education (www.iconse.net) held in Antalya/Turkey on November 16-19, 2023
- * Research funding for this project was provided by the Indonesia Endowment Fund for Education (LPDP) scholarship program (Awardee ID. 0002014/TRP/M/TM-AF-2021)

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To cite this article:

Nurhayati, E. S., Lutfiani, D., & Bungsu, A.U. (2023). Community information group and digital literacy: Phenomenological approach in KIM Karangbesuki, Malang, Indonesia. *The Eurasia Proceedings of Educational & Social Sciences (EPESS)*, 33, 13-20.