SME's Digital Economy-based Community Information Group

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Abstract. The Community Information Group (KIM/*Kelompok Informasi Masyarakat*) is a public service institution formed and managed from, by, and for the community oriented towards information services and community empowerment according to their needs (Directorate of Social Communication Institutions, 2008: 1). KIM is a revitalization and the re-actualization of community empowerment with the development paradigm, which prioritizes the principles of democracy and good governance. It plays a role in facilitating the contribution and distribution of information, bridging the community and the government related to information dissemination and aspiration absorption. In each sub-district, it will be useful if the leader of KIM has the ability to empower the community, thus the national programs information as the community rights is delivered to the neighborhood units. Clean water is the basic needs for the community, health and the development of SMEs. SME activities for the community can be a major community empowerment platform in the context of economy democratization by providing public facilities and accessing financing according to the era of digitalization, so that economy activities of the community will develop and spread prosperity for others (share prosperity).

1. Introduction

1.1 Tracing the urgency of Information and Communication Technology (ICT) needs

Nowadays, human civilization has developed and become so complex that it includes layered systems in many places. Inter-individual, intergroup and international interactions are intensified in line with the development of transportation and communication technologies, radio waves and other innovations that have changed the map of competition among people and nations. Entering the 21st century, humanity who inherited the internet is changing the competition even further.

Alvin Toffler once stated that "the concept of the waves of civilization have resulted in high competition in order to meet the needs of subsystems". In anticipating the impact of the second world war chaos and the aftermath of the second waves of civilization after the industrial revolution in Western Europe, the United States had first anticipated it by creating the internet that triggered a third wave of civilization. The US Department of Defense asked five universities to conduct research to develop a strong and resilient telecommunications network. This telecommunications network provides alternative social communication media, exchange of knowledge and technology for academic and public services and commercial transactions through internet. A few decades later, the internet that was originally ordered for military needs is now used for civilian purposes.

1.2 IMARC model for improving community business competitiveness

Developed and developing countries, and small country like Singapore, have mastered Information and Communication Technology (ICT). Singapore has made a great effort to master ICT, strategically to improve the competitiveness of its business. One of the communities in Singapore, that pursues business competitiveness is the IMARC (Information Management Research Center) lecturers and researchers of the Nanyang Business School in which since 1991, research had been conducted to understand how Singapore-based organizations develop IT (Information Technology) assets that can improve business competitiveness. The research results conceptualized into the model as depicted in Figure 1.
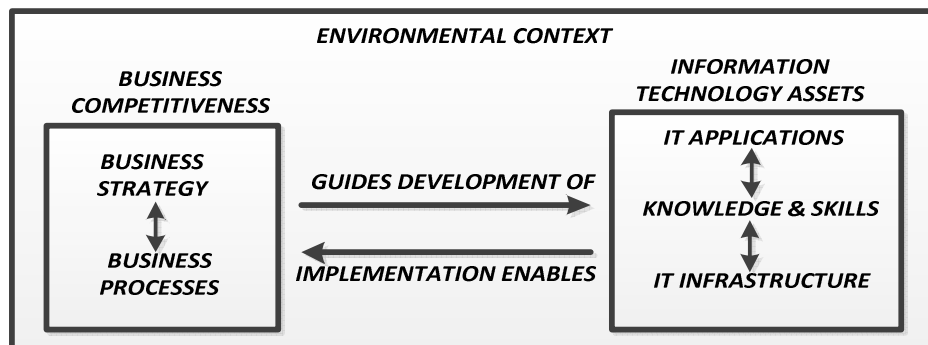

Figure 1. Environmental Context Model

The figure above depicts that in improving business competitiveness, communities are required to progressively improve their knowledge and their home group to obtain a continuing skills education, thus the quality of infrastructure and IT applications can be improved. Improving the quality of human resources (HR) is key in the process.

In line with the spirit of the IMARC Community, Rusdiayanto [5] argues that in the digital economy era, many organizations are restructured massively to eliminate sluggish workers and jobs, thus each organization remains competitive because it seeks to be innovative in improving the competence of its workers.

In fact, the commercial business entities, especially national and international scales, must try hard to adapt and grow dynamically, since they are threatened with bankruptcy. Companies or Medium, Small and Micro Enterprises (MSMEs) should increase competencies in the field of ICT in order to pursue their respective business fields. Sufficient ICT mastery can support the ongoing learning process and the expansion of the marketing area.

2. Theoretical Framework

2.1 Community literacy program as one of the programs community development from the Ministry of Communication and Information of the Republic of Indonesia

The Ministry of Communication and Information of the Republic of Indonesia has a community of literacy development programs named the *Kelompok Informasi Masyarakat* that has a role as a Community Group (POKMAS, *Kelompok Masyarakat*) at the sub-district (*Kelurahan*) level and at the neighbor/community unit (*RT, Rukun Tetangga/RW, Rukun Warga*). The basis for the establishment of KIM are: Law Number 40 of 1999 concerning the Press; Law Number 11 of 2008 concerning Public Information; Law Number 14 of 2008 concerning Public Information Openness; RI Regulation of the Minister of Communication and Information No. 08/PER/M.KOMINFO/6/2010 concerning Guidelines for the Development and Empowerment of Social Communication Institutions.

1. Community Information Group (KIM)

   KIM has a role in facilitating the contribution and distribution of information to the community and bridging the aspirations of the community to the government. Communities

form groups to deal with common problems independently through access and empowerment of information. Therefore, KIM is able to find problems and give solutions to problems; make joint decisions; carry out decisions with cooperation; develop information networks to solve.

According to the Directorate of Institutional Social Communication (2008: 1), KIM is a public service institution that is formed and managed from, by, and for communities, which are oriented towards information services and community empowerment according to their needs. KIM is not only needed to make the society be critical of traditional media (newspapers, magazines, radio and television broadcasts), but also to make the society aware of hoax distribution that potentially cause mass panic and disputes in the nation. In addition, KIM is required to be able to reap social and economic benefits from various raw data and information from various sources that are scattered. Tracing the origins of the need for ICT above reveals that placing the strategic role of KIM in equalizing the development program becomes the top priority that cannot be delayed.

2. The Vision and Mission of KIM: The realization of a dynamic information society as a basis for the formation of a healthy, intelligent, skilled, creative, innovative, independent, and culturally based civil society. Its mission is to awaken, enlighten, empower, and facilitate dynamically information services through information dissemination for community members.

3. The founding principle of KIM: It is based on Pancasila, a transparent and democratic principle characterized by togetherness, meaningfulness, independence, mutual cooperation and equal rights and obligations. From members, by members and for members.

4. The Purpose and Objectives of KIM: They are formed with the intention to increase knowledge, intelligence, skills, wisdom that encourage the development of community participation in the administration and development.

5. The aim of KIM: To become government partner in disseminating information to the community; as a mediator of reciprocal and continuous communication and information on government and development; as a media forum for development communication, information services for the government.

2.2 Profile of the KIM in Cipedes Sub-District, Sukajadi District, Bandung City

1. General and geographical conditions of Cipedes Village: Cipedes Sub-district, Sukajadi District, Bandung City, West Java is one part of the West, which consists of 11 hamlets and 77 neighborhoods with a boundary: Northern Side. Dr. Sutami, Sukasari Sub-district, south of: Jl. Sukagalih, Sukabungah Sub-district, west of Jl. Cipedes Tengah, Sukagalih Sub-district, east of Jl. Sukajadi. Pasteur Sub-district, with an area of: 51 Ha (flat and bumpy). Population: 31,732 (male: 15,438 & female: 16,294), Number of HH: + 6000.

2. Public facilities: five elementary schools, one junior high school, 22 mosques, one soccer field, futsal area and two volley fields

3. Community organizations capital in Cipedes Sub-district: LPM (PKK-KARANG TARUNA-CIG/KIM-BKM-MUI)

4. *KIM Cipedes data Institution*: It was established on March 16, 2016Cipedes Sub-district, Sukajadi District, Bandung City, based on the Decree of the Head of Cipedes Sub-District Number 10/cpds/SK/V-16. Secretariat having its address at Jalan Sukagalih No. 24 Bandung City. IT-based software. KIM Cipedes is engaged in information by documenting activities in the region.

2.3 Featured Programs:

1. Collecting information from the public and the government summarized in the news be published on the web KIM: https://www.kimcipedes.com/

2. Patronage Group: KPA (Water Management Group) located in the Fordesk field area Jln Cipedes Tengah RT 01/06 Cipedes Sub-district, Sukajadi District, Bandung City, established in 2012 and began operations in December 2016.

3. Street vendors in the Fordesk field area Jln Cipedes Tengah RT 01/06 Cipedes Sub-district, Sukajadi District, Bandung City in every Ramadan that has been existed since 2015.
4. Bread Factory (Mashai Bakery), which has been established since 2015.
5. Manufacture of *basreng* chip crunchy (Basreng Oma) since the beginning of 2016, which has been registered in the Disperindag of Bandung City since August 2016.

3. Result and Discussion

3.1 Review on The Community Information Group in Cipedes, Bandung

Community Information Group (KIM) in Cipedes, Bandung City is a potential community in district area because the leader of this group is aware of all the information from government, and works very hard to solve the community problems. Their programs aim at improving economic activities, which is beneficial to strengthen the community, it would be great if the government support their potential to develop their welfare. Until now, there has been many obstacles faced by KIM to encourage community development due to:

1) Empowerment through KIM workshops and training in developing individuals and strengthening the KIM network system needs has not been be carried out by relevant agencies.
2) The economy condition of the community and the lack of budget owned by the related institutions affects a small effort to develop KIM in advancing the potential as a KIM activity in the community.
3) The dissemination of KIM has not been evenly distributed, resulting in a lack of information obtained by the community, thus the community does not play much role in KIM activities, and even some communities have not been aware of the existence of KIM.
4) As a media to disseminate information for the community, KIM has been operated since 2011, but its membership structure has only been limited to formalities, because there are no sustainable KIM programs and activities.
5) KIM becomes a forum for aspirations and communication to provide awareness and empowerment that develop community welfare.
6) KIM becomes the forerunner of creativity and the spirit of development and community independence and exchanging knowledge.

3.2 Solving problems to empower KIM

In enhancing CIG/KIM in Cipedes, Bandung, there is a method that can be utilized to support the organization in handling critical issues about the organization member. The P-CMM is a tool that can help organizations overcoming critical issues concerning organizational personnel. The P-CMM uses the process of maturity framework of the CMM (Capability Maturity Model) software, which is very successful, and developed based on a model of best practices for managing and developing organizational human resources. The software has been used by many software developers throughout the world to guide dramatic improvements in their ability to improve productivity and quality, reduce marketing costs and time, and increase customer satisfaction.

Based on the best recent examples in the fields of HR development, knowledge management, and organizational development, P-CMM guides organizations to improve their work processes to organize and develop their human resources. P-CMM helps organizations recognize the maturity of their human resources jobs, embodies a sustainable HR development program, sets priorities for corrective actions, and fosters a culture of excellence.

P-CMM consists of five maturity stages that provide a sequential foundation for continuous improvement of individual competencies, develop an effective team, motivate performance improvement, and form the organization needed for future business plans. Each stage of maturity is a well-defined evolutionary level that institutionalizes new abilities to develop human beings. By following the maturity framework, an organization can prevent the introduction of work patterns that make its human resources less/unprepared to implement it effectively [2]. The model is depicted in

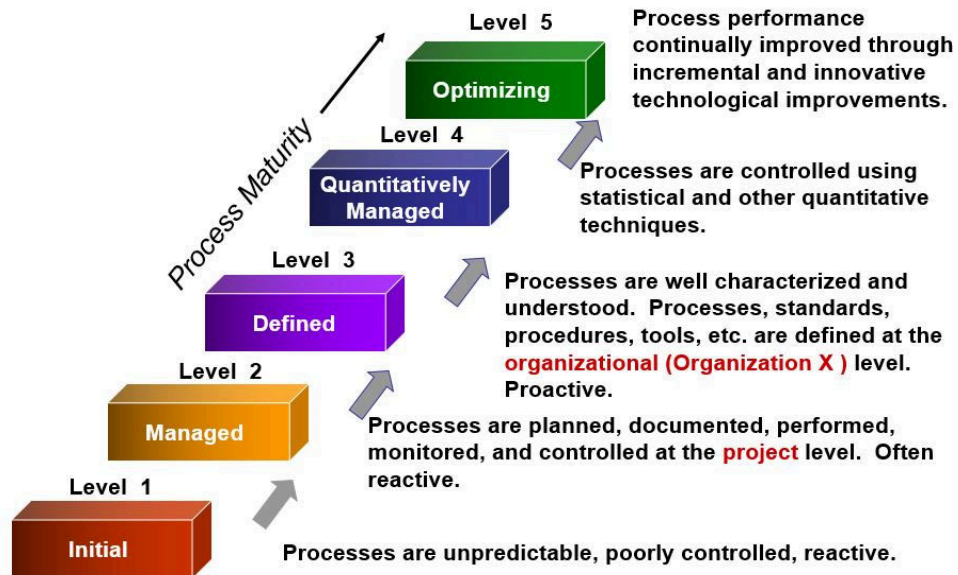Figure 2 Five P-CMM Maturity Phase adapted from Humphrey (1989) and Carnegie Mellon University (1995).

Figure 2. P-CMM Maturity Phase and Carnegie Mellon University

4. Conclussion and Recommendation

KIM competition needs to be conducted by involving several stakeholders and the general public in the area, thus it enables KIM members to develop, and the KIM network to expand. The support for access to capital, provision of information needs for KIM to develop KIM activities are provided. Moreover, synergy between KIM and relevant agencies in the Regional Government has to be established, for example by conducting the KIM exhibition. The implementation of KIM socialization should involve more public to support KIM's activities with public information disclosure through the use of regional information systems.The use of KIM in the sub-district levels should be increased through the implementation of routine KIM coaching done by related institutions, then followed-up by an evaluation of KIM's regular performance.

The Community Information Group should prepare a group that can strengthen the region in developing community welfare in the economic field, thus the entrepreneurship will grow from the sub-district levels, and be able to compete with provincial and even national cities. To accelerate economy development capabilities, KIM is suggested to provide website-based information technology assistance, to assist the socialization of KIM or programs suitable for the community, and integrate the potential of empowerment in each sub-district. The website can contain information about assistance, training, and providing capital.

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