


COMMUNITY EMPOWERMENT IN THE NEW NORMAL PERIOD THROUGH THE UTILIZATION OF INFORMATION TECHNOLOGY

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 09 June 2023</p> <p>Accepted 07 September 2023</p>	<p>Purpose: This study aims to see how community empowerment is carried out using technology and information in the new normal period. When the pandemic finally begins to pass and enters the new normal period, it is at this time that community empowerment can start to be developed again. Community development and optimization efforts are part of community empowerment.</p>
<p>Keywords:</p> <p>Information Technology; Community Empowerment; Development; New Normal Period.</p>	<p>Theoretical framework: The idea is that every individual and every civilization has the potential to develop, which indicates that no individual or society is powerless.</p> <p>Design/Methodology/Approach: This research will be carried out using a qualitative approach and a literature review method. The research data that has been collected will be analyzed carefully using qualitative analysis techniques.</p> <p>Findings: This study found that technology has been widely applied in various fields. Meanwhile, the empowerment of the community by using information technology can be seen in the Village, UMKM, and Cyber Libraries; International Tourism Village; learning the Qur'an online; using appropriate technology to overcome various daily problems in the community.</p> <p>Research, Practical & Social implications: To continue to advance and not be left behind, the people in Indonesia need to be able to develop their territory. Of course, an area can develop if its people also develop. This becomes even more relevant when the emergence of Covid-19 has caused various sectors of society to decline drastically.</p> <p>Originality/Value: In addition, this research can also make new contributions in the scientific literature by combining and analyzing information from various relevant sources.</p>
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EMPODERAMENTO COMUNITÁRIO NO NOVO PERÍODO NORMAL ATRAVÉS DA UTILIZAÇÃO DA TECNOLOGIA DA INFORMAÇÃO

RESUMO

Objetivo: Este estudo visa verificar como o empoderamento comunitário é realizado por meio da tecnologia e da informação no novo período normal. Quando a pandemia finalmente começar a passar e entrar no novo período normal, é nesta altura que o empoderamento comunitário pode começar a ser desenvolvido novamente. Os esforços de desenvolvimento e otimização comunitários fazem parte do empoderamento comunitário.

Enquadramento teórico: A ideia é que cada indivíduo e cada civilização têm potencial para se desenvolver, o que indica que nenhum indivíduo ou sociedade é impotente.

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Desenho/Metodologia/Abordagem: Esta pesquisa será realizada com abordagem qualitativa e método de revisão de literatura. Os dados da pesquisa coletados serão analisados cuidadosamente usando técnicas de análise qualitativa.

Resultados: Este estudo descobriu que a tecnologia tem sido amplamente aplicada em vários campos. Enquanto isso, o empoderamento da comunidade através do uso da tecnologia da informação pode ser visto na Village, UMKM e nas Bibliotecas Cibernéticas; Aldeia Turística Internacional; aprender o Alcorão online; usando tecnologia apropriada para superar vários problemas diários na comunidade.

Implicações de investigação, Práticas e Sociais: Para continuar a avançar e não ficar para trás, a população da Indonésia precisa de ser capaz de desenvolver o seu território. É claro que uma região pode desenvolver-se se a sua população também se desenvolver. Isto torna-se ainda mais relevante quando o surgimento da Covid-19 fez com que vários setores da sociedade declinassem drasticamente.

Originalidade/Valor: Além disso, esta pesquisa também pode trazer novas contribuições na literatura científica, combinando e analisando informações de diversas fontes relevantes.

Palavras-chave: Tecnologia da Informação, Empoderamento Comunitário, Desenvolvimento, Novo período normal.

POTENCIACIÓN DE LA COMUNIDAD EN EL NUEVO PERÍODO NORMAL MEDIANTE LA UTILIZACIÓN DE LA TECNOLOGÍA DE LA INFORMACIÓN

RESUMEN

Objetivo: Este estudio tiene como objetivo ver cómo se lleva a cabo el empoderamiento comunitario utilizando la tecnología y la información en el nuevo periodo normal. Cuando la pandemia finalmente comienza a pasar y entra en el nuevo período normal, es en este momento que el empoderamiento de la comunidad puede empezar a desarrollarse de nuevo. Los esfuerzos de desarrollo y optimización de la comunidad son parte del empoderamiento de la comunidad.

Marco teórico: La idea es que cada individuo y cada civilización tiene el potencial de desarrollarse, lo que indica que ningún individuo o sociedad es impotente.

Diseño/Metodología/Enfoque: Esta investigación se realizará utilizando un enfoque cualitativo y un método de revisión de la literatura. Los datos de la investigación que se han recogido se analizarán cuidadosamente utilizando técnicas de análisis cualitativo.

Resultados: Este estudio encontró que la tecnología ha sido ampliamente aplicada en diversos campos. Mientras tanto, el empoderamiento de la comunidad mediante el uso de la tecnología de la información se puede ver en la aldea, UMKM, y las bibliotecas cibernéticas; Aldea de turismo internacional; el aprendizaje del Corán en línea; el uso de la tecnología adecuada para superar diversos problemas diarios en la comunidad.

Investigación, Implicaciones prácticas y Sociales: Para seguir avanzando y no quedarse atrás, el pueblo de Indonesia necesita poder desarrollar su territorio. Por supuesto, un área puede desarrollarse si su gente también se desarrolla. Esto cobra aún más relevancia cuando la aparición de Covid-19 ha provocado que varios sectores de la sociedad se reduzcan drásticamente.

Originalidad/Valor: Además, esta investigación también puede hacer nuevas contribuciones en la literatura científica al combinar y analizar información de varias fuentes relevantes.

Palabras clave: Tecnologías de la Información, Empoderamiento Comunitario, Desarrollo, Nuevo Periodo Normal.

INTRODUCTION

Changes in the era affect the nature and attitude of the community in responding to the situation. However, the village community's traits and attitudes still survive to this day, namely cooperation and accepting what is. Village communities are known for their cooperation and acceptance, attributes and attitudes that can be relied upon in carrying out village development (Casma et al., 2021). Village development cannot be carried out alone by the apparatus or

outside parties. Village development needs to be carried out by the village community, although there needs to be assistance from both competent officials and external parties (Manaf et al., 2018).

Optimizing the ability of rural communities in village development is known as the concept of empowerment. The idea of empowerment is closely related to the notion of participatory, independent, network and justice based on individual and social strengths (Surya et al., 2020). The concept of empowerment is oriented towards removing the existing power in a community to be able to carry out activities so that the village becomes developed. Programs in village empowerment need to look at the potential of the village and adapt it to current conditions that have entered the new normal period (Kim & Kang, 2020).

Community empowerment and community development are frequently difficult to differentiate due to their overlapping social meanings. In this study, community empowerment and community development are defined as government-led efforts to assist local communities in planning, deciding, and managing their resources so that they have the capacity and independence to be economically, ecologically, and socially sustainable in the long run (Edwards, 2019). Therefore, community empowerment is intimately tied to sustainable development, which necessitates the dynamic prerequisites of economically, environmentally, and socially independent communities (Manyukhina & Wyse, 2019).

Community empowerment is an economic development concept that encompasses community values to create a new paradigm in development that is people-centered, participatory, empowered, and sustainable. The Chamber went on to add that the concept of development with a community empowerment model is not only to meet the fundamental requirements of the community; but also to seek out options for local economic growth (Volenzo & Odiyo, 2018).

The concept of community empowerment as an alternative development method has been explored in a variety of writings and ideas, despite the fact that it has not been fully implemented. Community development and empowerment are frequently debated since they are associated with the future progress and transformations of this nation; if it is associated with people's abilities that are still lacking, it will greatly impede economic growth (Damayanti & Syarifuddin, 2020).

In practice, community empowerment can be improved through information and communication technology. Information and communication technology, commonly referred to as ICT, combines computer technology and communication technology as the most up-to-

date information dissemination tool in the 20th century. ICT has also become one of the pillars of development in today's global era (El Bilali & Allahyari, 2018).

The development of ICT, which then refers to the internet, is expected to be a solution to the nation's problems such as poverty, ignorance, backwardness in information, and backwardness in terms of technological inventions. This hope will, of course, be realized if the community can utilize and maximize the use of ICT. Community empowerment through ICT will increase the value of self, society, goods and services and advance knowledge in science and technology (IPTEK) and general information (Jiang et al., 2019).

Through the brief discussion above, the author intends to conduct research on how the implementation of community empowerment can be carried out during the new normal period through information technology.

LITERATURE REVIEW

Community Empowerment

Empowerment (community empowerment) is a concept of economic development that encapsulates social values and reflects a new paradigm in development that is people-centred participatory, empowering and sustainable. The idea of empowering is broader and developed as an alternative to existing development concepts. This concept tries to break away from the "zero-sum game and trade-off" trap by starting with the view that equity creates a broader foundation to ensure sustainable growth (Matteucci et al., 2021). The results of a study of various projects conducted by the International Fund for Agriculture Development (IPAD) show that support from lower-class production contributes to more significant growth than the same investment in larger-scale sectors. This growth is generated at a lower cost and with a slight foreign exchange, meaning that it will have a tremendous impact on developing countries that experience foreign exchange scarcity and are weak in their balance of payments position (Bavinck et al., 2018).

In this framework, efforts to empower the community can be studied from 3 (three) aspects:

- a) First is enabling, meaning facilitating or establishing an environment that permits the community's potential to flourish. The idea is that every individual and every civilization has potential that can be developed, indicating that no individual or society is powerless. Empowerment is an endeavor to create capacity through encouraging,

motivating, and raising awareness of the community's potential and development activities (Zhang et al., 2020).

b) The second is empowering, which entails enhancing the community's potential through the provision of diverse inputs and the creation of possibilities that will make the community more empowered (Bonermann & Weiland, 2019).

The most major endeavor in this empowerment is to enhance the level of education, health status, access to sources of economic success, and the construction of basic services and infrastructure that the least empowered segments of society may access (Surya et al., 2021).

Therefore, a specialized program is required, as standard plans that apply to everyone do not necessarily address the needs of this social stratum.

c) Protecting and defending the interests of the weak is the third principle. Increasing community engagement in decision-making processes involving themselves and their communities is vital if community empowerment is to be strongly associated with the development, civilization, and experience of democracy (Duran-Diaz et al., 2020).

The empowerment model emphasizes the autonomy of community group decision-making based on direct democratic personal resources and social learning (Vainauskiene & Vaitkiene, 2021).

In this instance, Friedmann emphasized that community empowerment is not limited to the economic field, but is also political, so that the community will have a national and international bargaining position as the focal point of the locality aspect, since civil society will feel more prepared to be empowered through local issues (Leach et al., 2020).

New Normal

According to the Indonesian government, a new order to adjust to COVID-19 constitutes the new normal. Head of the Expert Team for the Task Force for the Acceleration of Handling Covid-19 Wiku Adisasmita highlighted that the new normal is a shift in behavior to maintain normal activities while applying health procedures to avoid the spread of Covid-19 (Hanafi et al., 2021).

The policy of reopening limited economic, social, and public activity using health criteria that did not exist before the epidemic is another definition of the new normal. New Normal attempts to save the lives of residents and maintain the state's ability to perform its duties (Muragu et al., 2021). After the remain at home or work from home policy or social

limitations were implemented to avoid the huge spread of the coronavirus outbreak, a new phase known as "New Normal" emerged. New Normal is mainly so residents who need activities outside the home can work using the health standards set. So it's not just free to huddle or wander (Qiu et al., 2020).

The New Normal is enforced because residents can't continue hiding at home without certainty. All economic activities can't stop without certainty, which causes total bankruptcy, mass layoffs and social chaos. This policy is intended so the state can still carry out its functions according to the constitution. This is because state revenues come from taxes and other state revenues (Ministry of Public Security General Office Research Department, 2019). If economic activity continues to stop completely, then the state will have no income, as a result, the state will also be unable to take care of its people. New Normal has been enforced with the full awareness that the plague is still around us. For this reason, economic/public activities are allowed using established health protocols (Hossain, 2021).

The socio-economic impact will be unbearable if the New Normal is not implemented. Corporate bankruptcy, in the future, will bring about a domino effect of state bankruptcy. To ensure that the New Normal can run well, the government must make systematic, coordinated and consistent efforts in carrying out public supervision and law enforcement (Mardivis, 2018). It also includes increasing the capacity of our health sector to anticipate a surge in Covid-19 sufferers. The central and local governments must synergize to ensure massive health checks, the availability of treatment facilities and medical equipment, and protect the most vulnerable through the preparation of targeted social security and health protection (Wu et al., 2022).

Technology and Information

Information technology is defined by William & Sawyer as a technology that integrates computers with high-speed communication links that convey data, voice, and video. Computer and communication are highlighted as the two key components of information technology in this description. Computer technology refers to computer-related technologies, including computer-related hardware. Communication technology is also associated with long-distance communication devices, such as the telephone, fax, and television (Aryani & Siahaan, 2020).

Nina W. Syam put forward another definition of information technology. According to him, information technology can be interpreted as the science needed to manage information so that information can be traced back quickly and accurately. The content of this knowledge can be in the form of procedures and techniques for storing and managing information

efficiently and effectively (Bongers et al., 2021). Furthermore, according to Nina W. Syam, information is seen as data that has been processed and can be stored either in the form of writing, sound or images, where the image can be in the form of still images or live images. At the same time, the information managed or conveyed through information technology can be in the form of science and knowledge (Ryding et al., 2021). If the information is small in volume, it certainly does not require complicated techniques or procedures to store it. However, if the information is in a large enough volume, specific techniques or methods are needed to keep it so that it is easy to retrieve the stored information. Information technology is the technique or procedure for managing information (Morente-Molinera et al., 2019).

Based on the two definitions above, it can be concluded that information technology can be viewed as the science needed to manage information so that information can be easily searched or recovered. Meanwhile, to manage the information correctly, quickly, and effectively, it is necessary to use computer technology as an information processor and communication technology as a remote information transmitter (Tallon et al., 2019).

METHODOLOGY

This research will use a qualitative approach with literature study methods. The literature study method was used to collect research data derived from various previous study results that were considered relevant to this study (Creswell, 2014; Liczner & Colla, 2019). In this study, the author will examine and analyze various scientific articles, books, journals, and other sources of information related to the research topic. The research data that has been collected will be analyzed carefully using qualitative analysis techniques. The analysis process will involve identifying patterns, themes, and relationships between the collected data. The authors will use an inductive approach to develop new findings and understandings emerging from the research data (Santos et al., 2018)

The results of this study are expected to provide a deeper understanding of the topic under study. In addition, this research can also make new contributions in the scientific literature by combining and analyzing information from various relevant sources. In order to complete this research, the author will compile a detailed and systematic research report. The research report will include a comprehensive literature review, research methodology used, findings and data analysis, as well as research conclusions (Bennett & Elman, 2006). This research report is expected to be a valuable contribution in expanding understanding of the topic under study and encouraging further research in this field.

RESULT AND DISCUSSION

Implementation of Community Empowerment

Changes in the era affect the nature and attitude of the community in responding to the situation. However, the village community's traits and attitudes still survive to this day, namely cooperation and accepting what is. Village communities are known for their cooperation and acceptance, characteristics and attitudes that can be relied upon in village development. Village development cannot be carried out alone by the apparatus or outside parties. Village development needs to be carried out by the village community itself, although there needs to be assistance from both competent officials and external parties (Noorashid & Chin, 2021).

Optimizing the ability of rural communities in village development is known as the concept of empowerment. The idea of empowerment is closely related to the notion of participatory, independent, network and justice based on individual and social strengths. The concept of empowerment is oriented towards removing the existing power in the community so that they can carry out activities so that the village develops. Programs in village empowerment need to look at the village's potential and adapt it to current conditions, namely the new normal period (De Royer et al., 2018).

The concept of empowerment is a community learning process to be able to help themselves. This self-help follows the development of an increasingly disruptive era. With empowerment, a dynamic, critical and progressive society will be obtained. However, the concept of empowerment must also be followed by existing innovations so that empowerment is in line with the needs of the times (Blackburns, 2018).

The innovations needed by the community are sometimes unthinkable by the community itself. Students can do this during the Community Service Lecture program by creating innovations following student disciplines. At times like this, students are needed as agents of renewal or change agents who still pay attention to local wisdom from the village. The process of students as agents of renewal or change must be carried out by flowing and being involved in society. This process should not be carried out by coercion from the village community (Van Themaat, 2019).

Science and Technology Development

Science and Technology are two things that are closely related. Technology has a massive role in changing human civilization. With technology, it will change the way people work. People's problems often rely on technology to be solved effectively and efficiently. In

some fields, technology can be a solution, such as agricultural harvesting machines to accelerate harvesting, water absorption technology as a form of rainwater harvesting, good artesian technology, and clean water supply technology (Dwivedi et al., 2020).

In addition to machinery technology, at this time, information technology is the basis for the development of science. Everything is connected with information technology, and there is artificial intelligence science (artificial intelligence). Information technology development has penetrated all fields (He et al., 2021). Some examples of the use of information technology in several areas are the existence of an information system for reading the Qur'an, online buying and selling information systems, village information systems, and tourism information systems.

Mastery of technology is now mandatory. There are five ways to build a community mastering science and technology, namely:

- a) Science and technology education from an early age.
- b) Encouraging the development of science and technology with local wisdom.
- c) Carry out innovation development.
- d) Involve stakeholders in building science and technology.
- e) Stimulating people's love for domestic science and technology results.

Utilization of Information Technology in the New Normal Period

The current Covid-19 pandemic has impacted the limitation of human movement due to social and physical distancing. Information Technology has a crucial role in overcoming these restrictions, including government affairs, education, business, economy, health, and even religion and worship (David & Roberts, 2021).

Social distancing carried out by the government has changed the community's social behavior and work, which is currently known as working from home (WFH) or distance learning. The application of information technology can provide time, cost efficiency, and energy. Without realizing it, human life today depends on information technology (Li et al., 2020).

Even though Covid-19 is no longer as severe as it was a few months ago, the effects of this pandemic can still be felt. Likewise, the threat that arises from Covid-19 can still haunt the community. Therefore, the government is now making changes to the new normal where the implementation of various regulations during the pandemic has begun to be relaxed so that the country does not collapse due to the stalled economy. However, multiple regulations during the

pandemic are still being implemented to prevent the further spread of the Covid-19 virus (Pietrabissa & Simpson, 2020).

During the COVID-19 pandemic, several activities utilize Information Technology, including:

a) Utilization by the Government through online video conferences to organize activities such as:

- 1) Coordination meetings
- 2) Socialization
- 3) Seminar Activities
- 4) Prayer Together
- 5) Development Planning Conference

This kind of video conference will minimize the costs of carrying out activities such as transportation costs, accommodation, lodging, and others. Activities using video conferencing will undoubtedly be often carried out by the government (Dong & Khan, 2023).

b) Education during this pandemic is also carried out by holding online classes. Education through online classes is often used through communication via zoom. In addition, WhatsApp is also one of the media used by teachers to be able to give school assignments to their students. Some lectures are also often carried out through live Instagram. Online learning through technology provides an opportunity for students to continue learning despite the government's policy for schools to close educational activities in schools temporarily. In the new normal period, some schools have started to reopen their offline education. However, some schools or teachers still take advantage of the use of technology to carry out online classes on several occasions.

c) Dissemination of information through the website and means of communication via video conferencing

Since the government's policy prohibits the presence of crowds in the same place, holding a meeting or discussion has become quite challenging to implement. The use of technology then makes it possible for the community to hold meetings and discussions via video conferencing. In addition to meetings and discussions, in the new normal period, seminars are often conducted in a hybrid manner, where several participants or even resource persons from far away can continue to attend the workshop via video conference.

d) In the business field with an e-commerce system

The use of e-commerce started before the Covid-19 pandemic. However, since the emergence of the pandemic, the use of e-commerce has become increasingly commonplace. Likewise, during the new normal period, conducting business through e-commerce became commonplace and quite popular among the public.

- e) The social sector, through entertainment and communication media as well as social media

Since the emergence of the pandemic, various places where people seek entertainment have begun to close. The impact that was felt the most was the closure of tourist attractions and the closure of places where people used to meet. Therefore, digital entertainment has become a reasonably dominant choice during the pandemic. In the new normal period, digital entertainment is still quite often enjoyed by the public, although restrictions on entertainment in tourist attractions have begun to reopen.

- f) The health sector also utilizes information technology for mapping and tracking data on the spread of Covid-19.

This can be seen through various government applications such as Peduli Protect, which shows the vaccine results' status and tracks users to several public places visited by the public. Although the pandemic has begun to end, because the Covid-19 virus can still be a threat at any time, applications in the health sector are still widely used.

Science and technology have become the basis of all areas of life. The application of science and technology in village development programs is necessary so that some village community empowerment uses a science and technology approach. Empowerment of rural communities also needs policies from the regional government that support this, including the need to form a forum so that the community can increase income through the platform whose members are the village community themselves. The community is equipped with various skills facilitated by the government (Zavratnik et al., 2020).

The forum that has been formed is tasked with making a more comprehensive development by marketing at the local level. Local governments must also facilitate capital, facilities and infrastructure with assistance and soft loans. Infrastructure support must also be adapted to modern technology to obtain maximum results.

Application of Technology in Empowering Society

Based on Information Technology, there are alternative rural community empowerment programs, including:

a) Online Quran Learning

In practice, learning the Qur'an can be carried out using various applications on the internet. Some special applications also teach how to understand the Qur'an properly and correctly. Through this technology, people can learn the Qur'an more easily (Shaker et al., 2023).

b) Cyber Village is an information technology-based village management

The Cyber Village can be implemented by making several points where residents gather to become hotspot areas. In addition to special points, all residential areas can also be provided with hotspots so that all people can enjoy internet access. In addition, Cyber Village can also carry out documentation of its village, both in terms of the profile of the village, to various activities within the village.

c) Cyber SMEs can apply e-commerce applications to SMEs

With e-commerce, MSMEs can improve their quality, especially in marketing. This implementation can be started with training on multimedia and the manufacture of product labels and packaging. Furthermore, training in basic accounting related to information technology can also be carried out. This can then increase the value of the community when establishing MSMEs so they can survive better.

d) Cyber Library

Creating a Cyber Library can help increase public interest in continuing to read. Implementing the Cyber Library can be started by making library applications that the public can easily access. Furthermore, training can also be held on searching a library through online media. This can increase literacy in society in general.

e) International Tourism Village

Many villages have a tourist attraction, even at the international level. Creating an International Tourism Village can improve the lives of people in the region from various sides. This International Tourism Village can be implemented by implementing an information system about tourist villages. Then to become an international level, the community can be empowered by learning English. English also has another critical role in society because most technology and information require understanding the English language.

f) Appropriate Technology

This technology can be used to overcome various practical problems that exist in everyday life in society. These technologies, among others, can overcome multiple issues such as providing clean water, water absorption, artesian wells, healthy latrines and processing crops.

Meanwhile, several parties can seek program funding, including Corporate Social Responsibility (CSR), Local Government, Village Funds, Community Self-Help, and Other Grants.

CONCLUSION AND SUGGESTION

Although the pandemic is starting to end and society is entering the new normal period, the positive use of technology can still be implemented in people's lives to improve the quality of the community. So far, technology has spread in various fields, such as government, education, health to business. Its implementation in the community can be found in the use of Al-Qur'an learning, village building, UMKM Cyber Libraries, to various small technologies that can improve people's quality of life. Information Technology has a significant role as a solution to overcome limitations in the new normal period. This makes the application of information technology able to provide time and cost efficiency as well as energy, which can later be used as a reference regarding priorities in the use of Information Technology in the new normal period.

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