



Analyzing the Digital Entrepreneurship Academy of Ministry of Communication and Information Surabaya in Pamekasan

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ABSTRACT

The Digital Talent Scholarship (DTS) program by the Ministry of Communication and Information Technology (Kominfo) aims to enhance the skills and competencies of Indonesian human resources in the digital field. One such program is the Digital Entrepreneurship Academy (DEA) program, which trains individuals to accelerate the growth of digital technology in entrepreneurship. This study aims to understand the DEA Program training in Pamekasan Regency, conducted by BPSDMP Kominfo Surabaya, and its benefits. The qualitative research method used is interviews, observation, documentation, and literature studies. Results show that almost 100% of participants in the DEA program experienced success in business development through networking both offline and online. The study concludes that progress has been significant in the DEA Program training, particularly during the COVID-19 pandemic, which has shifted many activities from conventional to digital, including entrepreneurial activities. Monitoring is necessary to ensure the program's resources, expected outputs, and constraints. The research aims to provide an overview and study of digital entrepreneurship by the government to the community.

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1. INTRODUCTION

A company, organization, or institution consists of several individuals with varying interests within each entity. The occurrence of any interaction activity in a particular context depends on the presence of communication, because only through communication does the potential to influence individual behavior emerge. To ensure that the flow of communication in an institution or organization remains good, a communication audit is needed, which is useful for evaluating the entire course of communication. Communication audits include comprehensive and methodical examination, assessment and quantification of several aspects related to communication (Suwatno 2019). The need for a communications audit arises from empirical facts showing that no matter how “perfectly” internal communications policies are formulated, communications often do not work as expected. Communication inefficiencies are thought to have a significant impact on organizational performance. Organizational executives find it necessary to review internal communications practices on a regular basis. The most appropriate way to test the effectiveness of internal communication practices is to review internal communication practices (Hardjana, 2014).

However, despite its importance, the concept of a communications audit did not gain immediate traction. It was not until the late 1960s that communications auditing was adopted by a limited number of professionals. This lack of popularity can be attributed to the perceived impracticality of the communication audit concept. Communication audits are considered complex, as they involve a comprehensive examination of all communication elements, including the source, meaning and message, recipient, medium, process, impact, and communication context. Consequently, conducting a communications audit requires applying a

variety of quantitative and qualitative research methods in a combined manner.

Therefore, considering that the importance of communication audits is not balanced by the amount of awareness of experts, researchers are interested in examining how communication audits can be carried out in government institutions, the Ministry of Communication and Informatics (Kominfo) in one of their programs. Because this program involves the community and information and communication technology which is already widely used. The Ministry of Communication and Information (Kominfo) launched the Digital Talent Scholarship (DTS) program, one of which is called the Digital Entrepreneurship Academy (DEA). This program was formed to train human resources who are able to accelerate the growth or application of digital technology in the field of entrepreneurship in order to be able to improve the digital economy. (Kominfo 2022). This program, which started in 2020, is a collaborative effort between the Ministry of Communication and Information (Kominfo) Human Resource Research and Development Agency (BPSDMP), Global Tech Company Partners, Colleges, and Local Start-ups. The main aim of the program is to cultivate a cohort of young entrepreneurs who have the skills and knowledge necessary to utilize technology, information and communications effectively.

Apart from that, the DEA program also aims to increase the number of MSMEs who understand and are able to utilize the digital world to improve their entrepreneurial skills. According to the Small Enterprises Act, as stated in the Regulation of the Minister of State for Corporations and Small and Medium Enterprises of the Republic of Indonesia Number 2, 2008, the government, business world and society have chosen to provide training and guidance to foster and improve the ability of small businesses to become independent and resilient companies. This is also in line with what was discussed at the G20 Presidency which took place in November 2022, namely Digital Transformation and one of its pillars is the Digital Economy. So with the DEA program, it is hoped that it will be able to create many innovative digital entrepreneurs in Indonesia.

The problems that can be formulated based on the background are as follows: 1) Has the Communication Audit process been carried out well during the implementation of the training program? The organizational communication process between training participants and program organizers is very important for the success of the program. 2) If a Communication Audit has been carried out, has it been evaluated properly, so that the obstacles that occur are found to be resolved? 3) How did the communication audit go during the BPSDMP Surabaya training on the Digital Entrepreneurship Academy (DEA) program in Pamekasan Regency? 4) What is the training system in the DEA program? 5) What are the benefits gained from the communication researched in the Digital Entrepreneurship Academy (DEA) training program?

Based on the description of the research background above, the researcher focused on a problem related to the Communication Audit process that occurred in the Digital Entrepreneurship Academy (DEA) training program in Pamekasan Regency.

2. METHODOLOGY

This research uses a qualitative approach, qualitative methods are a research process that produces descriptive data in oral or written form about people and observed behavior (Riyadi et al. 2019). By establishing basic assumptions and cognitive principles at the start of the research, and thereafter using methodical strategies in data collection and analysis to offer explanations and justifications (Wijaya and Sirine 2016). Strong understanding and analysis of phenomena in the field is very necessary considering that researchers are the main instrument (Mamik, 2015). This study uses case study methodology, specifically utilizing various data sources to investigate, describe, and comprehensively explain individuals, groups, programs or activities, organizations, or events that occur in society (Wijaya and Sirine 2016). Data Collection Techniques through Observation, Interviews and documentation.

2.1 Data analysis technique

Data Reduction, Selecting, focusing and narrowing down data taken from interviews, observations and documentation. So data reduction was carried out so that the data was in line with the research focus, namely communication audits and the benefits of training from DEA.

Data Presentation, Presenting data resulting from reduction in the form of complete descriptions and narratives. This can make it easier to draw conclusions and take action. Data descriptions can be equipped with matrices, images, tables, and so on to make them appear clearer, more detailed, and easier to understand. The data presented is a description of activities by the coordinator and the benefits of DEA training for participants.

Drawing Conclusions, Interpreting data related to the implementation of DEA by BPDSMP Surabaya which has been obtained through interviews, observation and documentation.

3. RESULT AND DISCUSSION

This discussion aims to present the findings of a study conducted regarding the evaluation of communication practices in the Digital Entrepreneurship Academy Program at the Human Resources Research and Development Agency of the Ministry of Communication and Information, Surabaya, especially

in the Pamekasan Region. The analysis will be based on the problem formulation and research focus described previously. In addition to conducting interviews with informants, researchers use these interviews to collect data and analyze research findings, specifically focusing on identifying problems and appropriate solutions.

The success of implementing the DEA program in the human resources aspect can be seen from all the DEA instructors who have been trained to be able to meet the needs of participants and answer existing problems. So this is related to their readiness to face the problems that occur. However, infrastructure in the form of technology also has problems at certain times, for example the server is down, so it can make it difficult for participants to register. Participants hope for further attention from the DEA activity organizers.

In this activity, DEA participants are expected to be able to grow digital MSMEs during the pandemic and beyond. So, adaptation to digital technology in entrepreneurship is something that needs to be seen (Mira Saktiarsih 2015)(Saktiarsih, 2015). The interview results showed that the majority of participants were able to use applications to sell digitally, but had not yet recorded financial reports. This was because the participants had various problems, so they decided to record financial reports manually.

Based on what has been conveyed from the interview results, the DEA training program that is already running, there are several obstacles experienced by the training participants. These obstacles were communicated well to the organizers, who in the end were expected to find a solution to the problem.

Achieving the objectives of a functional Communication Audit is caused by several factors. These include: With whom should communication be carried out, with whom should communication be carried out, what should be communicated, how should communication be carried out, how should communication actually be carried out (Quinn and Hargie 2004). In this research, the participants should convey the obstacles they experienced to the informant Khusaeri as the organizer. Judging from the research results, the participants had communicated the obstacles they experienced with the right person, namely the informant Khusaeri. Regarding what problems must be communicated, participants should convey the obstacles they have experienced. If we look at the program that has been running, the training participants have established appropriate communication by conveying obstacles such as resource incompatibility, budget, etc. This was seen when the researcher interviewed informant Khusaeri who allocated the budget effectively, so that the shortage of class needs experienced by the training participants could be met.

Based on the research that has been carried out, it can be seen how communication should be carried out. DEA training organizers provide pre-tests and post-tests as a means of evaluating whether the material has been delivered effectively. Apart from that, judging from interviews conducted with informants SD, MZ, and DK, the informants already understand how to use online platforms for their business activities.

However, even though in general this program appears to be successful, judging from the Communication Audit, there are still obstacles that have not yet been resolved. Like financial reports which should be recorded digitally, some informants still use manual methods.

4. CONCLUSIONS

Based on the qualitative analysis that has been carried out on the DEA program organized by BPDSMP Surabaya in Pamekasan, it essentially has the aim of growing digital MSMEs, especially during the COVID-19 pandemic. This is because during the pandemic, many activities shifted from conventional to digital, including entrepreneurial activities. In general, the implementation of this program has been able to meet the needs for conducting training.

This is characterized by the obstacles experienced by the training participants who have found solutions. For example, instructors are trained to be able to answer trainees' problems, especially when registering. Then in the technological infrastructure aspect, problems that still occur, such as server downtime and other internet problems, have also been resolved. In the interviews conducted, the research results showed that the budget was managed efficiently to quickly reach the training participants' targets, this was beneficial for meeting the needs of the training participants.

However, the DEA program Communication Audit revealed that the implementation of the training program had not achieved ideal results. Participants continue to face challenges that remain unresolved, such as manual handling of financial reports.

As for the benefits, training participants often get various benefits. Apart from that, participants have adapted digital technology to carry out digital entrepreneurship but not all of them use financial reporting applications due to various problems. Then the enthusiasm of the participants can be seen from their willingness to develop their business as well as additional training according to the needs of each participant.

Conducting a communications audit for an activity is of utmost importance in generating evaluative resources for this activity. Evaluation of program activities serves as a benchmark for assessing its effectiveness and serves as a basis for improving the performance of institutions or organizations, thereby optimizing the implementation of public programs. This study is anticipated to serve as a valuable resource or point of reference for future researchers conducting subsequent communications audits. Special emphasis is placed on communications audit investigations and training programs in academic research areas.

5. RECOMMENDATION

DEA program administrators are required to engage in communications audit activities that are based on an established theoretical framework. The goal is to ensure awareness of all the challenges that need to be addressed.

Obstacles and challenges during DEA activities can be discussed further and alternative solutions can be emerged to minimize problems.

Participant enthusiasm can be appreciated by holding additional training after the main training.

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