

# **Diffusion of Civic Engagement Literacy Website Innovation of Village Communities as an Alternative to Building Participatory Villages Study of Tumpatan Village, Beringin District, Deli Serdang Regency, North Sumatra**

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## **ABSTRACT**

This research conducting use qualitative methods, with a realist ethnographic research design. The title appointing was "Diffusion of Innovation on Civic Engagement Literacy Websites for Village Communities as an Alternative to Building a Participatory Village (Study of Tumpatan Village, Beringin District, Deli Serdang Regency, North Sumatra)." This research aims to serve as an alternative solution for constructing participatory villages and strive to spread the innovation of citizen participation literacy websites (citizen participation). The realistic ethnographic design was chosen as the right way to support the product innovation process of designing citizen participation literacy websites. The location of the research carrying out in the village of Tumpatan, Beringin District, Deli Serdang Regency with interview data collection, observation, and analysis of electronic documentation. Data analysis using Miles and Huberman analysis technique. The results showed that, there were 143 Tumpatan villagers who used the civic engagement literacy innovation website, from various backgrounds, with an age range of 16-36 years. Every user takes advantage of website innovation as a place to express their various activities in various fields of life in the village. From the database collected on the website, user engagement profiles are mostly in the social and educational fields. Meanwhile, the most dominant activities were carried out starting from community service, jogging, visiting government institutions, exercising for the elderly, excelling in school, and organizing. This data shows that the dissemination of website innovation has been successfully implemented.

**Keywords:** *Innovation, Civic Engagement Literation, Village Community Participation*

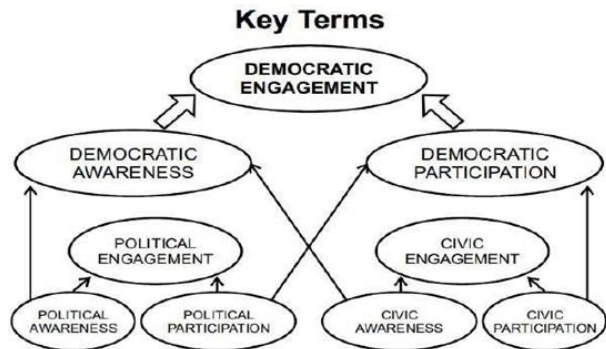
## **1. INTRODUCTION**

In the context of Civics or Citizenship Science, the participation of citizens or this case the people of the Village is an absolute must-do action by every citizen. Simply put, in the context of Civics, citizen participation will be able to shape the involvement of citizens in

certain conditions or interests. As illustrated in a concept chart according to White in (1):

In the framework of the concept chart above, it can be explained that in essence civic engagement (civic engagement) cannot be separated from the awareness and participation of citizens. The involvement of citizens here is participation that departs from a sense of awareness

and ideas or initiatives of oneself without coercion and is sincere from the heart of a person in supporting/participating in carrying out a particular interest or activity about community life, nation, and state. In the context of civics, citizen engagement is one of the dimensions that support the realization of civic virtue and ultimately the citizen will be a good and intelligent citizen or smart and good citizens and desirable or reliable. Of course, the study of civics is so important to influence and related to participatory village development efforts.



**Figure 1.** Conceptual chart of civic engagement flow according to White.

In Indonesia, there are still many villages that flock to strive for their respective villages to become participatory villages. No exception with Tumpatan Village, one of the villages in Beringin District North Sumatra Province. Based on the initial identification carried out by the research team on Thursday, February 25, 2021, that Tumpatan Village has been trying to realize a participatory village, but still in a conditional context not in a structured and systematic manner. The structured and systematic intention is that the effort will be better if it is planned, there is a strategy, and there is a goal. These three variables are certainly the main essence of efforts to build a participatory village that is qualified, credible, relevant, and accountable. Therefore, it needs the right innovation as an accurate product to build the participation of tumpatan villagers.

The word Innovation here arises because in the Tumpatan Village there is no particular idea at all as a treatment to build a high sense of participation from its citizens to build a participatory village. Without such innovation will certainly have an impact on the depravity of the civilization of the village community and ultimately spread and impact the Indonesian state itself. The characteristics of community depravity (in the context of civics) are the lack of aspirations or even the community does not know how and where to express, then the involvement of the community in village development planning efforts, and the absence of direct supervision efforts from the community to its government in carrying out its functions. These characteristics will certainly have an impact on the level of welfare and prosperity of the village and for the

Indonesian state itself correlates with the quality of national development in the long term.

Based on the interview with Mr. Priyadi as the head of the village, it was conveyed briefly by him that the people of tumpatan village do not understand how to contribute to various activities in the village that can be published virtually so that the village can develop into a participatory village. They more often prefer silence than have to participate in virtual-based community activities or websites, or some are active but do not know how to properly publish it so that the activities he does do not become an example for other communities. The main reason they did not participate was their weak capability or ability to operate computers.

Furthermore, Mr. Priyadi said that the village has long planned to have a program that can build or increase the participating of the village community so that it can have an impact on the formation of participatory villages, especially the program can be accelerated virtually or in digital form. However, the discourse is still not yet realized because of some obstacles in the form of technical and non-technical constraints. Technical constraints such as inadequate IT facilities and non-technical constraints such as the absence of reliable facilitators to realize the program. Though the discourse is very important to be realized, considering the factors of the demands of the times in the era of the industrial revolution 4.0 which requires every village community must be able to show a high level of participation or involvement to support the realization of participatory villages. What's more, in this era various community engagements are no longer packaged in conventional or print form but have switched to the digital world or for example in the form of websites. The role of government leaders, the way of communication, and the way education is carried out to help the understanding of the village community about how to participate in the village is also very important. As explained according to Tjokroamidjojo in (2) that factors that affect community participation include: Leadership, Communication and Education. These three factors are also a big consideration for researchers to adjust between the needs with alternative solutions that will be provided by the research team where the alternative solution is the diffusion of civic engagement literacy website innovation.

According to the above conditions, researchers and research teams initiated to become facilitators who can realize the best alternatives to realize the program that has been planned by the Tumpatan Village government, namely making a website-based innovation that can educate and open opportunities for all tumpatan village communities to contribute to improving their engagement literacy that is packaged digitally or in digital form, namely Tum Village literacy engagement website tumpatan.

Therefore, the most relevant effort to optimize the initiation of researchers and research teams is to the diffusion of innovation. Diffusion of innovation or dissemination of innovation with the intention, the innovation is adopted and benefits the people of the Tumpatan Village. As explained in (3), that diffusion of innovation, is a process of disseminating ideas, ideas, as works and products of innovation to be adopted by local community groups. More clearly, researchers will conduct research "Diffusion of Innovation Website Civic Engagement Village Community As An Alternative to Building Participatory Village" in the Tumpatan Village as an updated step and fresher and more current products, by the needs of the community in the era of the industrial revolution 4.0 which is very complex and requires high intelligence and creativity to bring a change or improvement. Especially the change and improvement of community engagement activities of Tumpatan Village, towards participatory villages with the support of literacy engagement websites.

## **2. METHOD**

The research "Diffusion of Innovation Civic Engagement Literacy Website of Village Communities as an Alternative to Building Participatory Villages" was carried out through qualitative research methods in ethnographic design research design and with realist ethnographic design type. This design was chosen, not separated from the efforts of researchers to see the significance of the impact of diffusion or dissemination of innovations to be applied. Where diffusion is one example of character culture, ethnographic design is considered appropriate for the design of this study, moreover, this study talks a lot about changes in the behavior of rural communities, which focuses on the behavior activities of village community participation. As explained in (4) that ethnographic design is a qualitative design, which attempts to study how a person behaves, speaks, thinks, and develops a general picture of the group. Realist ethnographic design is a popular approach that seeks to find objective explanations of situations, usually written in a third-person view, that report objectively on information learned from participants in the field. The research site was carried out in Tumpatan Village of Beringin District of Deli Serdang Regency. The population is the people of the Tumpatan village with a sample of ages 16 - 36 years. This age is considered to be the average productive period of the human being. Data collection is done by utilizing two data collection techniques, namely interviewing and electronic document analysis. Furthermore, the collected data will be analyzed using miles & huberman model analysis techniques.

Data analysis uses miles and huberman's (5) Interactive Analysis model which divides analytical activities into sections: data collection, data reduction, data presentation, and withdrawal of the conclusions or

verification of data. Here is a picture of the model "Analysis Interactive".

### **2.1. Data Collection**

In this case, researchers conducted research data collection in the form of interview results, observations, and documentation in the field which was then proven by filling the activities of participatory villagers on the website that had been provided.

### **2.2. Data reduction**

Reducing data means summarizing, choosing the main things, focusing on the things that are important, in search of themes and patterns. Data reduction refers to the process of selecting, focusing attention, and simplification, abstracting, and transforming rough data that occurs in written field records. Data reduction takes place continuously during qualitative processes and composed reports.

### **2.3. Presentation of Data**

The next most important flow of data analysis is the presentation of data. The presentation of data is a set of composing information that provides the possibility of concluding withdrawal and withdrawal of action.

### **2.4. Withdrawal of conclusions/ verification**

Data verification is an attempt to find, test, double-check or understand the meaning or meaning, order, patterns, explanations, flows, causation, or propositions. While the conclusion can be a description or a picture of an object that was previously still vague or dark so that after being examined becomes clear, it can be caused or interactive, hypothetical or theoretical (6).

## **3. RESULT AND DISCUSSION**

Tumpatan Village beringin district deli serdang regency which was once an area that is identic with tobacco farming, at this time occupied by 7061 people with the majority of Muslims around 75%. Nevertheless, at least 15% are Christian, 7% Buddhist, and Hindu 3%. Plurality in Tumpatan Village is also colored by the diversity of tribes including Javanese, Batak, Malay tribes, and others. For livelihoods, the majority of Tumpatan villagers work in agriculture, livestock, trade, and freelance day laborers. While in terms of Education, Tumpatan Village only contains kindergarten, elementary school, madrasah, and PAUD. This data is a biased summary obtained by the research team through the latest data owned by the Tumpatan Village Government or the Tumpatan Village Head's Office (7). This summary of data reductively shows the need for support from the 2nd party to support the running of a more powerful life order (future or modern focus) because it is still banykanya from various institutions that need to be improved from Education, HUMAN

RESOURCES, SDA, Politics, Social, Economic, and others.

The research team took an alternative step on one of the elements that are quite important, namely in the field of SOSPOL (Socio-Political) and Education. Where the research team provides a novasi that allows it to be used by the people of Tumpatan village as a medium or tool that can train their abilities as citizens in the order of citizen involvement in daily activities in Tumpatan Village with the aim of building a participatory village.

Innovations developed by a team of researchers in the form of civic engagement literacy websites (citizen engagement). The website is designed with the main goal of building the engagement capabilities of the village community as an effort to support participatory village programs. This goal is in line with the discourse of the Tumpatan Village government which has the same plan but has not been realized. Consolidation of the research team with the head of Tumpatan village provides a way for the implementation of this study. The feasibility of plans, solutions and research objectives with the needs of the village communitytumpatan that socially requires education literacy engagement or literacy involvement of citizens to meet the expectations of the village governmentTumpatan so that the community can show various contributions to the face and for the progress of the village towards a participatory village.

On Monday (July 12, 2021), the research team began the initial steps towards Tumpatan Village to hold a meeting with the Tumpatan village government in an effort to obtain legality from the village leadership to conduct research. From the small discussions that have been done, some agreements have been obtained. Including:

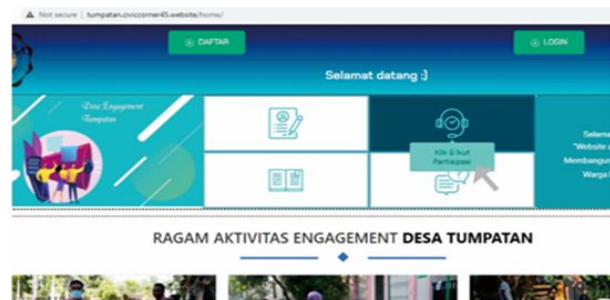
- The Research Team is granted the right of legality and access to conduct research in Tumpatan Village while still controlled by the local village government;
- The Village Government guarantees the support of facilities and permits to explore the villagetumpatan in accordance with research needs;
- Research must get positive results to reach the goals that have been aimed at the research so as to have a positive impact on the progress of the village towards participatory villages;
- Website products developed by the research team, then given full access to the village government to be managed and used after the research is completed.

From the results of the above agreement, on Wednesday, July 14, 2021 the research team directly held a socialization of the core activities of the diffusion of innovation that will be carried out by going around the village with the support of information from each village

head in Tumpatan Village. After the socialization for approximately 3 days starting from Wednesday to Friday. In the 2nd week, the research team through the community engagement literacy website systemTumpatan, directly instruct all participants who have registered in the system to follow various activities on the website ranging from reading instructions and guidelines for the operation of the engagement literacy website, learning the content of engagement literacy, dikusi, and core activities that send participants activities that reflect their involvement as a village community in tumpatan village.

### **3.1. The Implementation of Literacy Engagement Website of Tumpatan Village Community**

Civic engagement literacy websites are designed by prioritizing the principle of user friendly with the main domain address <http://tumpatan.civiccorner45.website/home/>.



**Figure 2.** The main page of the civic engagement literacy website of the village community tumpatan

The features contained in it are also equipped with a variety of complete features and make it easier for users (users) to explore the usefulness of the website. Some of the features include:

- Registration Feature, which is a feature that serves for prospective participants of civic engagement literacy website users to be able to register so that they can access sharing other core features.
- Login and Logout feature, this feature serves for users to enter the website through the login feature and exit the website system through logout features.
- Click & See Feature Profil, this feature works for users to see their profile as participants.
- Click & Learn feature, this feature serves as a learning platform related to what and how civic engagement literacy for participants or users. This feature also allows participants to understand how they contribute or participate as a village community to support the creation of participatory villages.

- Click & Participation feature, this feature serves so that participants can send their various activities as villagers in various fields be it social, political, legal, education, religion, art, sports, culture, and others.



**Figure 3.** Community engagement activity filling page of Tumpatan village

This feature is also a container that proves how much benefit from the innovation designed by the research team and how the effects of innovation diffusion provided by the civic engagement literacy website.

- Click & Discussion feature, this last feature is useful to provide discussion and consultation space to all participants When they feel difficulties and need help from the committee or research team to provide solutions to the obstacles they experience or the various questions they ask.

### 3.2. Civic Engagement Literacy Innovation Diffusion Efforts to Build Participatory Villages

The dissemination or diffusion of civic engagement literacy innovation in Tumpatan village is carried out by conducting several activities that support the success of the research team to be able to make civic engagement literacy innovation as an alternative to building participatory villages intumpatan villages. Some of the steps taken include:

- Socialization of civic engagement literacy website innovation.
- Send ngement activities.
- Enggement recapactivity.
- FGD Uses Innovation of Engagement Literacy Website for The Future.

The first activity is Socialization, this activity is held on July 19-20, 2021. This activity is carried out with the aim to provide initial understanding for all prospective users of civic engagement literacy websites in tumpatan village, so that they understand how to operate the website and what are the usefulness of various features.



**Figure 4.** Socialization of innovation civic engagement literacy website of Tumpatan Village community

This socialization activity is spread into several hamlets in Tumpatan Village which totals 8 (eight) hamlets. Each hamlet is led by the head of the hamlet, so that the socialization process becomes lighter with the help of each village head or often greeted by the people of Tumpatan Village as KADUS (Head of Hamlet). These hamlets include Sedar Hamlet, Melayu Hamlet, Lestari Hamlet, Damai Sentosa Hamlet, Sempali Street Hamlet, Setiabudi Hamlet, Manggis Hamlet, and Jati Hamlet. From the entire hamlet, a number of samples or participants who have the intention and motivation to follow the activities on the civic engagement literacy website. The following is a table of user data of users of the civic engagement literacy website of Tumpatan village obtained after socialization is carried out:

**Table 1.** User Data User Literacy Website Engagement Tumpatan Village

Total User	Age Range	Gender		Profession	Education	Religion	Etnis
		Man	woman				
143	16-36	48	95	1. Pupil 2. College 3. Student 4. Selfemployed 5. Teacher 6. Farmer 7. Marchants	· SMP (37) · SMA (44) · S1 (62)	· Islam (128) · Christian (14) · Buddha (1)	· Jawa (116) · Batak (16) · Melayu (11)

\* **Note:** in the "Most Activity Titles" column, the numbers in parentheses indicate the number of users or participants.



From the data above, it seems clear that for now there are still not many who are interested in programs based on the latest technology. This is because it refers to the total number of tumpatan village people who numbered 7061 people compared to those who want to follow the civic engagement literacy program that only touches 143 people. But the data of 7061 people is dirty data, which has not been obtained net data on how many age groups 16-36 years because the data does not exist either in the village government or in other agencies.

Based on the spread of questionnaires conducted by the research team, there are some of the biggest reasons citizens who feel they still do not want to join the it-based civic engagement literacy program (Science Technology) designed by the research team, namely the problem of proficiency or capability to operate an IT-based media such as application / software / website. Even though there are guidelines provided by the research team, there is still a lot of confusion. That is, for future development it is necessary from special research that can develop basic IT knowledge of tumpatan village community. The next reason is the lack of free time to be able to follow the process of socialization and learning guidelines provided by the research team because many residents have busy jobs. Then, many citizens also lack a high commitment to their participation in this literacy program. This can be seen from the high enthusiasm when giving socialization but when after socialization, many of the village community does not follow up their participation.

But even so, the data needed by the research team can still be obtained. This is according to this, 143 registered participants are at least 16-26 years old and have heterogeneous workings, as well as groups that identify with diverse populations, diverse tribes, diverse religions, and diverse educational histories. Utilization of 143 users obtained by the research team still provides a significant effect to meet the data needed by the research team related to how the development of civic engagement literacy of a group of people after the diffusion of a website-based innovation. This development can be seen in the next sub-chapter. The second activity is send engagement activities; this activity lasts about 2 weeks. Where all participants can submit their various engagement activities in Tumpatan Village by considering the suitability of the activities they submit with categories or themes that have been provided by the research team on the civic engagement literacy website

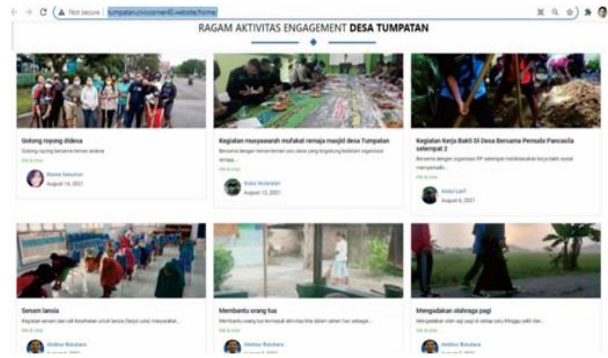


Figure 5. Various shipments of engagement activities of tumpatan village community

The third activity is a recap of engagement activities, this activity is carried out specifically by the research team by collecting all the data received in the civic engagement literacy website database. The goal is to get how the pattern of civic engagement literacy participants (tumpatan village community) so that the distribution of literacy activities civic engagement they can be known, whether there is good diffusion or not good or even bad. Based on the data compiled, the following is the data obtained and compiled by the research team:

Table 2. Distribution of Activities using Engagement Literacy Websites

No.	Activity	Total of user
1.	Visitors to the literacy engagement website tumpatan village	267
2.	Register for a tumpatan village literacy engagement website account	143
3.	View the Click & View Profile menu	89
4.	View the Click and Learn menu	135
5.	View the Click & Participate menu	143
6.	View the Click and Discussion menu	72
7.	Post Engagement activity	170
8.	Ask through the Discussion menu	24

In Table 2 above, it shows that overall participants have seen and participated in the delivery of their various engagement activities as the data above shows that 143 participants out of a total of 143 participants have participated in sending their respective engagement activities. Then on some other important activities such as looking at profiles that are not fully participants see the profile because only 89 participants, see the learning menu as many as 135 participants who equip themselves

to learn first before sending engagement activities, while discussion data that shows there are 72 participants who participated in the discussion where this data indicates that participants are quite enthusiastic about participating in civic engagement literacy activities, In fact, the data also showed that there were 170 posts that showed that all participants were very enthusiastic to send their various engagement activities while in tumpatan village from various fields from social, politics, art, culture, religion, education, economy, sports, and others. Only indeed in the activity of asking through the discussion menu which is still categorized as a small participatory number, which is only 24 participants out of a total of 143 participants. From the facts obtained above, then also obtained data on the distribution of literacy engagement activities tumpatan village as in Table 3.

in other fields such as education and sports which are also followed by quite a number of participants.

While in particular, the title of engagement activity is mostly carried out by the tumpatan village community with a total of 36 participants who send the activity and the most titles are devotional work or culvert royong in the social field. Which this data shows that the people of Tumpatan village are very fond of doing activities or working together to do devotional work for the betterment of the village. Other activity titles that also need attention are jogging and organizing which is on average done by 8 organized participants and 9 jogging participants. In conclusion, the participants of civic engagement literacy of Tumpatan village are still very enthusiastic to contribute engagement to the village so

**Table 3.** Distribution of Literacy Engagement Activities of Tumpatan Village

No.	Category	Number of users	Most Activity Titles	Average Age Range (Years)
1.	Culture	6	4 Take part in art/performance competition (4)	16-22
2.	Economics	5	Trade in goods & Services (5)	19-36
3.	Sport	12	Morning/afternoon josing (9)	16-23
4.	Education	24	Class champion ranges 1 - 3 (8)	16-18
5.	Politics	2	Visiting the Village Chief's Office (2)	20-21
6.	Art	5	Dance competition (3)	16-18
7.	Social	68	Service work/gotong royong (36)	16-36
8.	Religion	11	11 Teenage member of mosque (8)	16-22
9.	Others	10	Organized (8)	19-26

\* **Note:** in the "Most Activity Titles" column, the numbers in parentheses indicate the number of users or participants.

In the table above, shows that civic engagement literacy participants have shown the diversity of various engagement activities in Tumpatan village after using and learning through the diffusion of website innovation provided by the research team. The diversity of these activities is reflected in the various categories or themes of activities seen in table 3, ranging from categories of social activities, culture, economy, politics, religion, culture, sports, arts, and others.

Then table 3 data also showed that of all participants, the most categories sent were in social categories with 68 participants who sent activities in the field or social category. And the lowest is in the political category, namely with the number of participants 2 people. From these results, an important conclusion was obtained that the people of Tumpatan village, more active or more engaged (engagement) in the social field than other fields. And the field of politics becomes the most mini or passive field to be done by the people of Tumpatan village. This means that civic engagement of Tumpatan village is more dominant in the social field as a whole or

that the village can be developed into a participatory village. Contributions made This is a characteristic of village development efforts carried out by the tumpatan village community through various activities in various fields. Here it is clear that the characteristics of participatory villages have been implemented. As explained, the most dominant characteristic of participatory villages is the participation or involvement of all community members in decision making, formulation of development plans and programs needed by the local community, its implementation and monitoring and supervision, none other than to improve the welfare of its people (8).

**4. CONCLUSION**

Based on the results of research and discussion can be concluded that the presence of literacy engagement websites has a positive role for the community of Tumpatan village. This civic engagement literacy website was developed with a variety of interesting and unique features with easy-to-understand use. People who

play an active role in this literacy website will greatly help realize a participatory village.

In realizing participatory villages, this engagement website is very helpful for the village government to collect community data in various activities or in various fields ranging from social, political, educational, artistic, economic, religious, cultural, and others. From the results of the data generated showed that the people of Tumpatan village were quite enthusiastic to follow the civic engagement literacy program seen from 143 registered participants. Of the total, social activities became the most sent fields by participants. This shows, the high engagement or involvement of tumpatan village community is in the social field. However, other fields are also still worth taking into account where activities in the field of sports and education get more attention from the participants. . Activities such as jogging and achievement in school become examples of activities in the field of sports and education that are quite often done and obtained by the participants. The involvement of tumpatan village community is also seen in the field of economics such as trade business, in the field of religion such as being a member of youth mosques, in the field of culture such as participating in art competitions, in the field of art such as participating in dance arts competitions, and in other fields such as organizing.

The involvement of the tumpatan village community above shows that there has been a diffusion of innovation in tumpatan village where civic engagement literacy website has been used optimally by the tumpatan village community and has a positive impact on participatory village indications. Participatory villagers in the context of civics are certainly people who show their civility through various participations that he can contribute to his village. As if studied in accordance with the holistic framework of civic virtue developed by winatapura, then the form of involvement of the tumpatan village community above shows their civility (civic virtue) this is illustrated from the various participations in various fields carried out by them (9).

From the results of the research that has been briefly explained above, this civic engagement literacy website can have a positive role for the village community including:

1. As a forum for civic literacy education civic engagement of Tumpatan villagers from passive to active based digital;
2. The occurrence of various community activities in various fields / categories of activities that have a positive impact on the realization of participatory villages;
3. The existence of empirical data related to data on age, profession, gender, educational history, culture, even religion. Where the diversity of identity shows the people of Tumpatan village

contributed to its involvement not homogeneously but with heterogeneous characteristics;

4. The distribution of data related to the activities of the tumpatan village community, in the category of what they are most often involved;
5. There is a distribution of data that shows the title of what activities they do most often that reflect engagement behavior.

The last conclusion that can be drawn is the diffusion of innovation of civic engagement literacy website tumpatan village community is going well and has a significant impact on the progress of the village towards a participatory village.

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