

Hopes and Challenges: Globalization for Sustainable Development of Communication Technology and Innovation Dimensions in Batu City

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ABSTRACT. “Realizing the future we want for all” is a report on the PPB conference as part of the post-2015 development agenda or known as the Sustainable Development Goals (SDGs). This means that the SDGs targets concerning human, welfare, peace and partnership as well as earth aspects we must make it real. Then the question is what about Indonesia? This development will affect, who? Inayatullah is a development expert, whose concept is popular as sustainable development that is environmentally friendly and insightful. The world and Indonesia are currently in the era of industry 4.0 all forms of activity are relating to new media, development communication and communication technology; this is where they can meet. This research is a descriptive analysis using Globalization theory, which has a constructivist worldview, highlighting sustainable development, human-centered, has a long-term vision; it involves the role of the Government and the participation of the people of Batu City, East Java in the digital era. The author in collecting data using observation and in-depth interviews. The researcher conducted in-depth interviews toward agents of change ranging from managers of economic resources engaged in agriculture with the mandate of millennial farmers(millennial farmers ambassadors), professional non-government agricultural extension workers, Community Information Group/*Kelompok Informasi Masyarakat (KIM)* to the religious institutions Islamic boarding schools in Batu City. The Public Communication Information/*Informasi Komunikasi Publik (IKP)* Batu City Government as a development agency. The results obtained from this study are human-centered development, believing that every member of the community is able to contribute to the progress of the nation as human nature who has the ability to think, be passionate and be creative. Technology, as the result of human innovation is capable of determining the development of civilization in society. The role of the Government in encouraging the acceleration of development that is convergent, complementary and coherent in planning policies to address inequality. The conclusion of this study is the government's efforts to re-construct development in order to mobilize the noble ideals of development and the spirit of mutual-cooperation from the community as agents of change.

KEYWORDS: Globalization, sustainable development, communication technology, innovation, agent of change

I. INTRODUCTION

Development is a discourse that is always discussed both within the scope of local government, state and world institutions. The problem of development arises when the main problems in each of the stated goals have not shown significant results. Poverty is still a concern, such as the increase in the urban poor, the rural poor and poverty grouped at the provincial level in Indonesia. Indonesian poverty data presented by Septiadi and Nursan (Septiadi and Nursan, 2020). Based on BPS data, in 1998 the number of poor people in Indonesia reached 24.20 percent. In 2018, the number of poor people was 9.82 percent based on BPS 2019. This means that the average decrease in the number of poor people every year is 0.71 percent. However, behind the significant reduction in poverty, there is also a phenomenon of income inequality and high vulnerability.

Development, especially the concept of sustainable development, this definition given by the World Commission on Environment and Development (Cangara., 2020, p.450) is development that meets the needs of the present generation without compromising the ability of future generations to meet their needs. It is not surprising that in every goal of sustainable development always focuses on human-centered development, where humans are the implementing actors of a development, and not only fulfilling the emphasis on the short term but also the long term. When we call development communication, epistemologically emphasizes change, both in changes in knowledge, attitudes or behavior in individuals and changes in society.

Inayatullah, a development expert, according to Cangara (Cangara., 2020, p.15) put forward his concept known as sustainable development that is environmentally friendly and insightful. The United Nations (Cangara., 2020, p.456-459) includes Earth issues which include water, energy, infrastructure, settlements and ecosystems as one of the achievement targets of sustainable development. It is clear that in this determination, the world needs to increase attention to environmental sustainability, water quality and availability, protect habitats or ecosystems. Then education is one of the ways so that people have broad insights, so they are able to develop critical and creative thinking skills.

Now we are in the era of 4.0. An era where mastery of technological aspects becomes an aspect of mastery. Technology can have important impacts such as the impact of strength and impact of speed. The impact of early power appeared as the government's efforts put forward by the President of the Republic of Indonesia Joko Widodo at the 2018 MPR RI annual session (antaranews.com " ... We continue to encourage higher education to make breakthroughs so that university graduates can be more adaptive in the era of industry 4.0, including the ability to in digital literacy..." This also does not rule out the possibility of digital literacy efforts for all levels of society in areas throughout the country. Limilia and Aristi (Limilia & Aristi: 2019) found that digital literacy trend and knowledge and distribution of digital literacy. Then the society influenced of speed shown from the transmission of information quickly, for example, still in the Industrial Era 4.0 where the availability of wireless network infrastructure is available, this is able to cause Indonesian citizens to get internet services. For example, when the Covid 19 Pandemic occurred in Indonesia, then there is an appeal from the Government to carry out Work from Home (WFH) and Distance Learning/*Pembelajaran Jarak Jauh* (PJJ) activities, which in this case benefit from communication technology in the communication process.

Batu City of East Java is a new autonomous region, a city whose origins rely heavily on the agricultural sector, as an indicator of economic growth. Economic growth is one indicator to see how well-being exists in society. Based on research conducted by Putri et al (Putri et al, 2017) using the F test hypothesis testing, it was found that Economic Growth and the number of Labor Force together had a significant effect on the number of unemployed in Batu City. Thus, there is a need for Government efforts to increase sustainable economic growth both in the agricultural and other sector.

Open communication to the public is one of human rights, as researched by Sholihatin (2022) suggests state administration and everything that can affect the public interest as mandated in Law Number 14 of 2008 concerning Openness of Public Information/*Keterbukaan Informasi Publik* (KIP). Based on this, the efforts made by the Batu City Government are broadband transmission by utilizing communication technology for the formation of Village TV.

Village TV is a top-down TV (interview with IKP Diskominfo Pemkot Batu City) originally the initiation of Ministry of Villages that is top-down, based on this idea, Village TV in Batu City is a representative of villages in Batu City and there is collaboration with the village government with the Community Information Group/*Kelompok Informasi Masyarakat* (KIM). The existence of village TV is as a tool for

transforming information in the Batu City community, of course as an effort to explore the potential of the village, has the potential as an environmentally friendly tourist village and is not widely known by the public. Batu City still has potential as an agricultural area, if seen based on data from bps (batukota.bps.go.id) the total area of paddy land use in Batu sub-district is 471.57 ha, Junrejo sub-district is 641.20 ha and Bumiaji sub-district is 623.74 ha, as well as emerging economic resource managers engaged in agriculture (Utami, 2022a). Village TV in Batu City attach the names of their respective villages to create a village brand. According to Bungin (Bungin: 2017a) all products require a brand as an effort to successfully attract customers, based on a strong brand image and positioning. Then according to Bungin (bungin: 2017b) a destination brand contains all elements of semiotics, a brand has meaning as well as a sign tool that becomes a reference contains information and becomes a discourse in the community.

People in Batu City are people with various backgrounds, based on BPS data from Batu City (batukota.bps.go.id) the poor population in 2019 is 7,890 people, the poor in 2020 is 8,120 people and the poor in 2021 is 8,630 people. Then the education of the people of Batu City, it can be seen in the BPS data of Batu City (batukota.bps.go.id) in 2021 the percentage of the population aged 15 years and over according to characteristics and high school diploma / above for males 46.39%. The society of Batu City have variations of job's backgrounds (batukota.bps.go.id). Among other things are engaged in agriculture, forestry, hunting and fisheries; engaged in mining and quarrying; engaged in the processing industry; engaged in electricity, gas and water, ; engaged in the building sector; engaged in wholesale trade, retail, restaurants and hotels; engaged in transportation, warehousing and communication; engaged in finance, social, social and individual curiosity. With this diversity of data, the people of Batu City have a spirit of mutual-cooperation in their social life, so that they considered as agents of change. This makes the urgency in encouraging changes in the patterns of life in the community for sustainable development.

Agent of change, is an element of society that exists in development communication, by bearing the agent of change, it is expected to be able to become a development communicator based on his abilities, skills, knowledge, skills and can also be a figure in the community. Agents of change not only have communication skills, as stated by Cangara (Cangara, 2020a) but also know and master the topics, know who will be the target audience (target audience) and have commitment, integrity, and responsibility in advancing society.

Curiosity about communication technology has made the people of Batu City engage in media activities on a digital platform, of course this requires collaboration and synergy from the local government. The idea of introducing new ideas, products and new ways through communication activities in the Batu City community echoes as a generational form. This is interesting for researchers to explore further. Therefore, this paper focuses on "What are the Hopes and Challenges of Globalization in sustainable development dimensions of communication technology and innovation in Batu City?"

In this study, the research design used was a qualitative approach. This approach is appropriate to identify a community and then examine how the community develops patterns of behavior. (Creswell, 2014a) suggests that a qualitative approach includes constructivism/transformational knowledge claims. Creswell (Creswell, 2014b) suggested that social constructors believe that individuals are always trying to understand the world in which they live and work. Primary data obtained through in-depth interview techniques (in-depth interview). In-depth interviews according to Bungin (Bungin, 2017) are a way of collecting data or information by directly meeting with informants, with the aim of getting a complete picture of the topic being studied.

Then still according to Creswell (Creswell, 2014c) qualitative researchers try to build meaning about a phenomenon based on the views of the participants. One method of collecting data for this kind of strategy

is for researchers to observe the behavior of informants by being directly involved in their activities. Participatory observation according to Sugiyono (Sugiyono, 2018a) researchers are involved with the daily activities of the people as research sources.

The informants are experienced informants, have broad insight and are experts. Researchers selected key informants by purposive sampling, according to Sugiyono (Sugiyono, 2018b) purposive sampling is a sampling technique based on certain considerations. Then still according to Sugiyono (Sugiyono, 2018c) key informants are people who have power, general knowledge and are willing to open doors for researchers to be able to explore all the objects studied. The key informants selected in this study were agents of change, namely managers of economic resources engaged in agriculture with the mandate of millennial farmers (millennial farmers ambassadors), professional non-government agricultural extension workers, Community Information Group/*Kelompok Informasi Masyarakat* (KIM), Islamic boarding schools, all of which are located in the Batu City. As well as the Public Communication Information/*Informasi Komunikasi Publik* (IKP) of the Batu City Government as a development agency. Then the information specialist in this research is the Head of the partnership of Community Information Group/*Kelompok Informasi Masyarakat* (KIM) the Public Communication Information/*Informasi Komunikasi Publik* (IKP) Batu City Government. Specialist informants according to Sugiyono (Sugiyono, 2018d) are informants who have competence in certain fields in the object under study. The place where this research was Batu City, East Java. The researcher chosen Batu city because this area is a new autonomous region where the pattern of life in society is moving towards a new civilization.

Table of Key Informants and Specialist Informants studied

No.	Key informant/specialist informant	Address
	Managers of economic resources engaged in agriculture with a millennial mandate (Millennial farmers ambassadors)	Jl. Dewi Mutmainah No.4 Bumiaji Kota Batu Jawa Timur.
	Professional non-government agricultural workers.	Dewi Sartika Hill Blok C No. 4. Jl. Dewi Sartika Gang III Kota Batu Jawa Timur.
	Community Information Group/ <i>Kelompok Informasi Masyarakat</i> (KIM)	KIM Junrejo: Jl. Hasanudin RT.03 RW.08 Junrejo. Kecamatan Junrejo Jawa Timur. KIM Ngaglik: Jl. Panglima Sudirman Gang VI No.24 Kecamatan Batu. Kota Batu Jawa Timur.
	Islamic boarding school religious institutions	Pondok Pesantren Kanzun Najah, Dadaprejo, Kec. Junrejo, Kota Batu Jawa Timur
	Kabid Informasi Komunikasi Publik (IKP) Diskominfo Kota Batu	Balai Among Tani Jl. Panglima Sudirman No.507 Pesanggrahan Kota Batu Jawa Timur.
	Kasi Kemitraan Kelompok Informasi masyarakat (KIM) Informasi Komunikasi Publik (IKP) Diskominfo Kota Batu	Balai Among Tani Jl. Panglima Sudirman No.507 Pesanggrahan Kota Batu Jawa Timur.

2. DISCUSSION

2.1. Establishing communication, reestablishing the human essence.

Communication in development have a very important role, mass communication that specializes in delivering messages. Mass communication involves both mainstream media and new media. Cangara (Cangara: 2020b) said building communication infrastructure with the hope that communication facilities would help them accelerate development, especially in increasing intelligence, broadening horizons, and

being able to foster community participation in accepting and encouraging change towards improving welfare.

Then what researchers can respond regarding to establishing communication, is in the industrial era 4.0, persuasive and informative messages from the Government become an alternative. In order to support new media in the industrial era 4.0, it is necessary to build communication, infrastructure. Batu City provided facilities to the community related to getting internet access in the form of Free Wifi in 2021. Free Wifi spread in 11 places, namely 2 Free Wifi located at City Hall Among Tani Batu City, 1 Free Wifi located at BPBD Batu City, 5 Free Wifi located in Kelurahan in Batu City, 1 Free Wifi is in Batu Town Square and 2 Free Wifi is in Batu City Park.

The human dimension is something that the most essential in sustainable development. One of the essences of development communication recognized at international development conferences. According to Cangara (Cangara: 2020c) is the concept of human-centered development. What researchers can respond to in this case is that human-centered development in Batu City in Education policies has a real impact, based on data from the Population and Civil Registration Office of Batu City is the increase in the number of high school graduates and the equivalent from 2017 amounting to 1695 people to 48904 people in 2019. The increasing number of Diploma/S1 graduates from 2017 amounted to 1695/5079 people to 4456/13063 people in 2019.

2.2. Multi-sectoral involvement of agents of change

Philosophers of altruism are philosophies whose views as stated by Koentjaraningrat (Koentjaraningrat: 2011) are guided by living devotedly for the benefit of other individuals. The researchers respond to this case is the growing spirit of mutual-cooperation in the Batu City community. That is the reason of forming an agent of change. Agents of change in Batu city are multi-sectoral, namely (1). Agent of change managing economic resources engaged in agriculture with the mandate of millennial farmers (millennial farmer ambassadors). (2). Agent of change professional non-government agricultural extension workers. (3). Agent of change Community Information Group/*Kelompok Informasi masyarakat*(KIM). and (4). Agent of change Religious institutions of Islamic boarding schools.

Agents of Change proposed by Cangara (Cangara: 2020d) are those who disseminate information to educate people to be more creative, productive in improving the welfare of themselves, their families, and society. In the development of the role of communicators as agents of change is an important element in the discussion of development communication. In development itself, the role of the community is important, so that sustainability as a component of development will come real.

Then what researchers can respond to regarding the multi-sectoral agent of change in Batu City is

- 1) The role of agent of change in managing economic resources engaged in agriculture with the mandate of millennial farmers (millennial farmers ambassadors). The role of millennial farmers (millennial farmer ambassadors) is empowerment, creating a generation of farmers, creating a reliable productive generation, inviting youth (generations under millennials and millennials) to want to become farmers and forming partnership patterns with surrounding farmers. Millennial farmers ambassadors make breakthroughs by collaborating with farmers of the generation above them, such as contributing to the HPP (cost of goods sold) of agricultural products. The agent of change who manages economic resources in agriculture with the mandate of millennial farmers has innovative ideas, builds a digital ecosystem related to technology such as IOT, to form "smart farming" and "digital farmers".
- 2) The role of agent of change for non-government agricultural extension workers. The role of professional non-government agricultural extension workers is concerned about the marginalized

development of the agricultural sector at this time. As an example, contributing to community empowerment regarding the young generation of orchid farmers and food crop farmers (horticulture). The role of professional agents of change for non-government agricultural extension workers is to help provide direction, open insight, provide motivation, organize a shared vision, and help teach agricultural commodity supply chains through dialogue communication, so that potential in farmers emerges. Then the agent of change, professional non-government agricultural extension workers, also helps shape the metallicity of farmers in groups for a competent and sustainable business plan. The dialogue is carried out by the agent of change both face-to-face and utilizing communication technology to relate to digital platform.

- 3) The role of the agent of change in the Public Information Group/*Kelompok Informasi Masyarakat* (KIM). The participatory approach in development communication, according to Cangara (Cangara: 2020e) is the participation and active involvement of community groups. The establishment of a Public Information Group/*Kelompok informasi masyarakat* (KIM) in Batu City is to accommodate and convey information to the public. Community Information Groups/*Kelompok informasi masyarakat* (KIM) in the Kelurahan/village are the legal organization. The Batu City Government facilitates that between Community Information Groups/*Kelompok Informasi Masyarakat* (KIM) in Batu City can have dialogue until the program, the goal of forming a Community Information Group/*Kelompok Informasi Masyarakat* (KIM) can become real. The real activity of the Community Information Group/*Kelompok Informasi Masyarakat* (KIM) in Batu City is an effort to provide information to the community through Village TV to each Community Information Group/*Kelompok Informasi Masyarakat* (KIM) in their village. As for the program, it related to the potential of the village that is not widely known by the public.
- 4) The role of agent of change in Islamic boarding schools. According to Muhtadi (Muhtadi: 2012) in the context of the spread of Islam (da'wah) the basic element in the da'wah process is da'wah containing a transformative business dimension, internalizing the values of Islamic teachings. Kanzun Najah Islamic Boarding School contributes to the concept of development as an agent of change that is psychic, mental or spiritual. This agent of change has a mandatory view of changing morality, social care, with the principles of science and etiquette as well as having an ideology of belief in Allah as a Muslim. This agent of change forms recitation groups for students and the community around the Kanzun Najah Islamic Boarding School, forms business economic groups by providing adequate skills to their students to create "entrepreneurial students".

2.3. Sustainable development in planning policies.

According to Cangara (Cangara: 2020f), the core targets for the United Nations' Sustainable Development Goals (SDGs) include people, prosperity, peace, partnership and the earth. The implementation in Batu City regarding the Sustainable Development Goals includes:

- 1) Human. Sustainable development in Batu City focuses on human development, humans as the implementing subject of development. Good human development will ultimately achieve the targets of poverty, food, health, education and women, so it is necessary to get priority attention.
- 2) Well-being. Sustainable development on the target of economic welfare is very important. Batu City is a new autonomous region, as a destination for economic activity, which initially relied on the agricultural sector. There was a shift in economic activity from the agricultural sector to the tourism sector after becoming a city and the natural potential possessed by Batu City itself. The existence of the Law of the Republic of Indonesia number 6 of 2014 concerning Villages, articles 61b and c (dpr.go.id) implementing village development, empowering rural communities to receive operational costs, in order to develop economic growth in the village. The efforts are such as Bumdes, tourist

villages and others. Likewise with the existence of Village TV in Batu City, in order to support sustainable development, Village TV gets attention from the Batu City Government in the form of an implementation budget sourced from the Batu City APBD and gets a budget from village funds/*Dana Desa* (DD) / village fund allocations/*Anggaran Dana Desa* (ADD) from Village/Kelurahan Government.

- 3) Peace. Sustainable development creates peace, there are elements of building institutions, in Batu City, such as the existence of existing institutions in the village, which are good, established and empowered to be able to support accelerated development. Then the next element is inequality, the element of inequality in the Batu City proceeds to minimize the education and the economic gap.
- 4) Partnership. Batu city government needs to revitalize and process sustainable development through partnership.
- 5) Earth. Sustainable development of the earth element in Batu City, the existence of actions on climate change, which pay attention to the springs of the Brantas River. Strive to maintain agricultural land in Batu City amidst the expansion of the tourism sector and residential development, as well as attention to the existence of urban forests.

Law Number 14 of 2008 concerning Openness of Public Information (Sholihatin, 2021) states that information disclosure is one of the important characteristics of a democratic country that upholds people's sovereignty to realize good state administration. What researchers can respond to in public information disclosure is, in Batu City, focusing on media-based communication and message design, including medias in contributing to public information disclosure in Batu City are:

- 1) The Batu City Government has online media, website-based, related portals. Using social media, IG, Facebook, and Tweeter.
- 2) Facing challenges in the digital era, the Batu City Government has an innovation with collaboration and synergy to form the existence of Village TV. Village TV in Batu City is a TV that contains the profile of each Village, consisting of 23 Village TVs and 1 in the process of making Village TV in Batu City. Village TV in Batu City, namely: (1) Giripurno Village TV. (2). Sumbergondo Village TV. (3). Sumberbrantas Village TV. (4). Sumberejo Village TV. (5). Bumiaji Village TV. (6).Gunungsari Village TV. (7). Punten Village TV. (8). Pendem Village TV. (9). Tlekung Village TV. (10).Oro Oro Ombo Village TV. (11). Junrejo Village TV. (12). Pesanggrahan Village TV. (13). Beji Berkreasi Village TV. (14). Songgokerto Village TV. (15).Torongrejo Village TV. (16).Temas Sae Village TV. (17). Ngaglik Village TV. (18). Sisir Gemilang Village TV. (19). Tulungrejo Village TV. (20). Bulukerto Village TV. (21). Pandanrejo Village TV. (22). Sidomulyo Village TV. (23). Mojorejo Village TV. (24). Dadaprejo Village TV (not yet/in progress).
- 3) The Batu City Government has a local public broadcasting institution (LPPL).
- 4) The Batu City Government uses outdoor media such as banners, billboards and others.
- 5) The Batu City Government uses traditional communication media such as puppets and art groups.
- 6) The Batu City Government also cooperates with Media Workers, both mainstream media dan online media.

2.4. Technology and Innovation

The technology proposed by Everett M. Rogers (Nurudin: 2017a) "Technology is a design for instrumental action that reduces uncertainly in the course effect relationship involved in achieving a desired outcomes". Then referring to the theory of technological determinism by Marshall McLuhan (Nurudin: 2017b) technological determinism reveals that changes that occur in various ways of communicating (how to communicate is influenced by the presence of technology) will also shape human existence itself.

Technology shapes individuals, how to think, behave in society, and ultimately directs humans to move from one century to another technology. What researchers can respond to in this case is that:

- 1) Village TV in Batu City is a manifestation of technological innovation, namely broadband transmission. Broadband transmission proposed by Sujono (2021) is a wide bandwidth data transmission capable of transmitting many signals and types of information exchange. Village TV in Batu City creates content via the internet with YouTube Chanel material.
- 2) Village TV in Batu City as a new communication model, Cangara is cited Utami(2021b) argues that Everret M. Roger and Nancy Singer O discuss the spread of the internet, and how it has changed the way people communicate and adopt new ideas. The effectiveness of communication in the digital era has an impact on people's skills to be able to understand, be creative, produce related to communication technology, as was done by the Community Information Group/*Kelompok Informasi Masyarakat* (KIM) village TV.
- 3) Technology and especially communication technology need to be disseminated so that people understand, feel and try. Village TV in Batu City seeks to disseminate information related to village-level government institutions such as village physical development, empowerment of PKK (*Pemberdayaan Kesejahteraan Keluarga/* Family Welfare Empowerment) in villages, youth institutions(Karang Taruna) in villages. Village TV in Batu City also provides information on improving the people's economy, culture and helps increase the selling value of the village with positive news.
- 4) Village TV is able to make certain realities more prominent, Entman is cited Eriyanto (2018) argues that through framing the media simplifies that reality so that it is understandable for society. Batu City Government has a vision “DESA BERDAYA KOTA BERJAYA MEWUJUDKAN KOTA BATU SEBAGAI SENTRA AGRO WISATA INTERNASIONAL YANG BERKARAKTER, BERDAYA SAING DAN SEJAHTERA.” It collaborate with Diskominfo (Communication and Information Service) and the Village/Kelurahan Government to form a Community Information Group/*Kelompok Informasi Masyarakat* (KIM), then involve LPPL ATV to form Village TV with the hope creation of Smart Villages.

According to Everett M Rogers (Harun & Ardianto: 2012) Innovation is an idea that is considered new by the recipient, communicated through certain channels, among members of a social system and continuously. So researcher concern to:

- 1) Agents of change in Batu City have ideas of renewal related to changing the mindset of the surrounding community so that they continue to contribute to progress and development.
- 2) The Batu City Government Diskominfo (communication and information service) innovates through Village TV broadband as an information transformation.

2.5. Globalisation of Information

Globalization according to Ritzer (Ritzer: 2018) is the spread of practices, relations, awareness and organization of social life at the world level. Then Daniel Bell (Cangara: 2020g) suggests that at one time humans will enter a new world called the global information society. The implementation of information globalization in Batu City is:

- 1) Batu City Government already has LPPL ATV as a form of communication technology in transforming information to the public.
- 2) Diskominfo (communication and information service) potential for new media communication technology motivated Batu City to accelerate economic progress. This is part of development, so in 2019 will do an assessment, the introduction of the Village TV program until 2022 to strengthen the

value and network of Village TV (Village TV stations, participated in the Asian short film competition, Village Cinema).

- 3) People in the villages in Batu City are able to enter the world of global information society through Village TV. Village Communities in Batu City, a Community Information Group/*Kelompok Informasi Masyarakat* (KIM) in Batu City is incidentally does not have a high reputation but is able to act as a great equalizer.

The Industrial Era 4.0 has an impact on human activities, according to Sujono (Sujono, 2020) all human beings in the world experience an "information tsunami", almost all digital-related activities. Along with this Rogers (Eriyanto, 2021) suggests, the internet as a digital society. This phase indicated the existence of increasing central presence of the internet. The internet has become a media for people to carry out various activities. The internet as if reflecting life in the real world. Then researchers can pay attention at several things, those are:

- 1) Total agent of change in Batu City in the digital era, understanding people's lives in the internet world, contributing according to their technical skills to bring about change and development.
- 2) Village TV provides program each village in Batu City as an economic-productive relationship.

3. CONCLUSION

From the explanation above, the writer draws the following conclusions:

- 1) Facing the industrial era 4.0, the Batu City of Communication and Information Technology (Diskominfo) has made technological innovations, namely broadband transmission in the form of Village TV.
- 2) The challenge of the Batu City of Communication and Information Technology (Diskominfo) with the existence of Village TV is how to mobilize the community through the Community Information Group/*Kelompok Informasi Masyarakat* (KIM) to manifest a healthy society, intelligent people and have productive economic relations.
- 3) The spirit of mutual-cooperation from the people of Batu City as an agent of change provides strength so that they are able to support national development.

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