



Innovation in Building Digital Literacy: Stakeholder Challenges in Growing Suburban Communities

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ABSTRACT

Objective: This study examines (a) the role of stakeholders in realizing innovation in building digital literacy programs in Gresik Regency, (b) stakeholder efforts in fostering digital literacy awareness, and (c) stakeholder challenges to realizing innovation in building digital literacy programs for suburban communities. **Method:** The research uses a qualitative approach with grounded theoretical research. The research was conducted in five villages in Gresik Regency, and the research subjects amounted to 40 informants. Data collection uses in-depth interviews, participant observations, and document studies. The analysis of lapangan data uses two methods: (a) an interactive data analysis model and (b) an analysis of the coding process and conclusion. **Results:** 1) The role of stakeholders in realizing innovation in building digital literacy programs in Gresik Regency starts from village elements and community leaders to become initiators and active participants to villagers in carrying out digital literacy program implementation activities; 2) Stakeholder participation is quite diverse, which is influenced by care, funds, and responsible persons, while the implementation of E-commerce platforms in the local community is very effective and the competition is open; 3) Facing several challenges, especially in terms of digital literacy, limited facilities and concern of the local community. **Novelty:** This research combines strategies to generate innovations in various aspects of digital literacy awareness. The critical role of an effective leader is to promote and implement digital education, as well as stakeholders to strengthen literacy education in the current digital era.

INTRODUCTION

The economic development of Gresik Regency as an industrial city offers diverse job opportunities. However, the high unemployment rate is an ongoing central issue. Data from the Central Statistics Agency of Gresik Regency noted that the working-age population (15 years and above) is grouped into three employment groups, namely: (a) the primary sector (agricultural sector and mining sector) reached 13.93%; (b) the secondary/manufacturing sector (industrial, gas, electricity, water, and construction sectors) reached 35.55%; and (c) tertiary/service sectors (trade, food and beverage, transportation providers, finance, transportation services, and government) reached 50.53% (BPS Gresik Regency 2022, 2023).

Various employment sectors in Gresik Regency gives the idea that the jobs that occupy the most positions are in the tertiary/service sector, followed by the secondary/manufacturing sector, and those that occupy the least position in the employment group in the primary sector. This condition has an impact on people's economic activities that look more at the tertiary/service sector. The participation of stakeholders in growing the local economy is a diverse challenge.

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