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Sustainable Synergy of Government and Community Internet Development Effort Based Community on Batik Industrial 4.0

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Abstract:
The research is aimed at Policies in Motivation for Sustainable Synergy between Government and Society for Internet Development Based on Community-Based SME Batik Industry 4.0 in Sragen Regency. The Government and Community Synergy Policy regarding telecommunications based on Law Number 36 of 1999 concerning Telecommunications, focuses on villages that are categorized as remote areas, underdeveloped areas, pioneering regions, hinterlands, suburbs, or economically disadvantaged areas. Article 16 paragraph 1 of Law Number 36 Year 1999 states that USO is an obligation for local telecommunications network providers. Village Internet to provide telematics access in rural areas and is a continuation of the village internet. For the government, the availability of one access in one village to meet communal needs at affordable prices is considered adequate. The digital transformation of business processes is seen as an asset based on modernization technology that affects the organizational structure, strategy and business processes of the concept of smart city development in Indonesia must begin with the development of adequate infrastructure. This is because the existence of this infrastructure will become a community need for Sustainable Entrepreneurship efforts. Internet development in rural areas, despite various obstacles and problems that villages do not have internet access, at least there is an effort to provide access to Information and Communication Technology to remote areas to minimize information gaps in all fields and connect the community, government, businessmen, and various parties that can be useful for village development.

Keywords: Community Government Synergy, Sustainable, Industry 4.0

1. Introduction

Village Internet to provide telematics access in rural areas and is a continuation of the village internet. For the government, the availability of one access in one village to meet communal needs at affordableprices is considered adequate. Universal telecommunications services based on Law Number 36 of 1999 concerning Telecommunications; focus on villages that are categorized as remote areas, underdeveloped areas, pioneering regions, hinterlands, suburbs, or economically disadvantaged areas. Article 16 paragraphs 1 of Law Number 36 Year 1999 states that USO is an obligation for local telecommunications network providers.

Digital transformation of business processes is seen as an asset based on modernization technology that affects organizational structure, strategy and business processes (Andriushchenko, Datsii, Aleinikova, 2019). One of the concepts of smart city development in Indonesia must begin with the development of adequate infrastructure. This is because the existence of this infrastructure will be a necessity for the surrounding community. 'Don't be smart only on one side. If we have a smart city, we have to take action to demand infrastructure at a level that can make people ready to follow the smart city.

Proper implementation and management in Organization of processes and systems at virtual level Digitization of existing real processes and systems (Mita, Dupláková, Duplák, Mitalová, Radchenko, 2021; Gajsek, Marolt, Rupnik, Lerher, Sternad, 2019; Herzog, Buchmeister, Beharic, Gajsek, 2018; Vieira, Dias, Santos, Pereira, Oliveira, 2018). The advantages of the Internet of things (IoT) are more effective applications and business model technologies (Asfoura, Gamal, Kassem, 2021). Entering the current era of technological convergence, ICT is considered significant in carrying out the role of

optimal information and communication. Cognitive control functions and is included in the conceptual understanding of the environment as an integral component (Riding, Rayner, 2013).

More about the synergy of the role of government and society in the development of community-based internet as an effort to improve the welfare of community villages (Fardiah, 2019). In an effort to accelerate the development of internet users, there are several aspects that support its success, namely: (1) The role of the government in developing internet services; (2) Coordination of central and local governments in the field of communication and information technology; Internet development program, progress, and obstacles (Mariyati, 2009).Based on the above background, the following problems can be formulated: How is the Motivation for Sustainable Entrepreneurship Synergy between Government and Society Based on Industry 4.0 Batik Business in Sragen Regency? And how are the government's efforts to motivate sustainable entrepreneurship in internet development based on the industrial batik industry 4.0 business community?'

Research objectives policy on sustainable entrepreneurship motivation government and community synergy development of community-based internet SMES batik industrial era 4.0 in sragenregency. The Government and Community Synergy Policy regarding telecommunications based on Law Number 36 of 1999 concerning Telecommunications, focuses on villages that are categorized as remote areas, underdeveloped areas, pioneering regions, hinterlands, suburbs, or economically disadvantaged areas.

2. Literature Review

2.1. Rural Development

The concept of development is no longer limited to the agricultural sector and basic infrastructure but leads to the development of Information and Communication Technology. Rural development is increasingly reducing dependence on the role of government since rural areas. Universal telecommunications services based on Law Number 36 of 1999 concerning Telecommunications, focus on villages that are categorized as remote areas, underdeveloped areas, pioneering regions, hinterlands, suburbs, or economically disadvantaged areas. Article 16 paragraph 1 of Law Number 36 Year 1999 states that USO is an obligation for local telecommunications network providers.

The formative paradigm evaluates the context of needs assessment and identifies objectives and methods of implementation, while the summative paradigm focuses on comparing intended and presented goals across programs (Stufflebeam, Shinkfield, 2007; Birgili, Kırkıç, 2021). Interaction style with the outside world represents the ability to independently choose unique cognitive ways depending on the organization of individual mental experiences and the requirements of a particular situation. Style as a systemic quality of human cognitive tools (Boccia, Boccia, Vecchione, Piccardi, Guariglia, 2017; Volkova, Rusalov, 2016; Kholodnaya, 2004).

The principle of rural development includes: transparent, participatory, the process and results can be enjoyed by the community, accountability, and sustainability (Adisasmita, 2006). Rural development is increasingly reducing dependence on the role of government since rural communities are increasingly empowered and become creative in making and developing innovations (Badri, 2016). Each development offers changes, impacts that can be felt in one area and another because the characteristics of each region are different (Sitompul, 2009).

The implementation of rural development in this digital era requires a converged communication system involving interpersonal communication, mass media, and new media (Internet). The goal is for many parties to synergize the roles of the questions posed in this research: (1) what are the obstacles faced by the government and society, especially Batik SMEs in developing community-based internet? (2) What is the role of the government and the community, especially Batik SMEs in community-based internet development? (3) Why is there a need to build synergy between the government and the community, especially Batik SMEs in developing community-based eras where generations can be involved and participate in accelerating the development of goals.

2.2.Sustainable Entrepreneurial Motivation

Entrepreneurship is the activity of generating and implementing new ideas in a highly competitive, complex and uncertain environment (Neck, Greene, 2011; Farhangmehr, Gonçalves, Sarmento, 2016; Slusarczyk, Haque, 2019; Gódány, Machová, Mura, Zsigmond , 2021). The decision to become an entrepreneur is determined by many factors, e.g. age, education, family background, individual effort and ability, and external environment that influence behavior (Naffziger, Hornsby, Kuratko, 1994; Gódány, et.al, 2021).Before motivating factors to start a business, the phenomenon of entrepreneurship and expression is introduced to the practice of entrepreneurs taking capital risks (Belas, Kmecova, Cepel, 2020). Individual motivation has a determining factor impact on individual behavior (Naffziger, Hornsby, Kuratko, 1994).

The development of marketing in the context of digitalization and technological diffusion of the Fourth Industrial Revolution allowed a number of leading scientists to announce the formation of the Marketing Concept 4.0. (Alexey, Palamarchuk, 2021).Individual performance is influenced by intrinsic properties and is a reaction to internal circumstances. A person's intrinsic nature is influenced by individual perceptions based on individual motivations having a decisive impact on the individual's behavior. It is unlikely to be considered the sole determinant (Gódány, Machová, Mura, Zsigmond, 2021). Developing a business structure that benefits from the dynamism, complexity and uncertainty of the business environment but also employs professionals is critical (Perácek, Vilceková, Strážovská, 2020).

Entrepreneurial activity is a catalyst for economic growth and sustainability, which also contributes to social development. Entrepreneurs must be technically, technologically and financially skilled and prepared for entrepreneurial activities and have a prepared business plan (Vigliarolo, 2020; Jašková, 2019). The promotion of an entrepreneurial

culture provides a solution to combating low productivity, high rates of unemployment and economic stagnation (Gray, 2002). Entrepreneurs focus on this gap by finding economic opportunities to fill them efficiently and become established players in the market. This kind of entrepreneurial attitude requires entrepreneurs to be aware of current and future economic trends, and have ideas to capitalize on them, as well as have knowledge of the legal aspects of entrepreneurship and choose the right ones to enter the market taking into account market gaps and competition. The development of entrepreneurship has a direct relationship with market imperfections and functioning market gaps (Prokopenko, Kornatowski, 2018).

2.3. Internet Development Based on Industrial Batik Business Community 4.0

One of the concepts of smart city development in Indonesia must begin with the development of adequate infrastructure. This is because the existence of this infrastructure will be a necessity for the surrounding community. 'Don't be smart only on one side. If we have a smart city, we have to take action to demand infrastructure at a level that can make people ready to take part in a smart city.
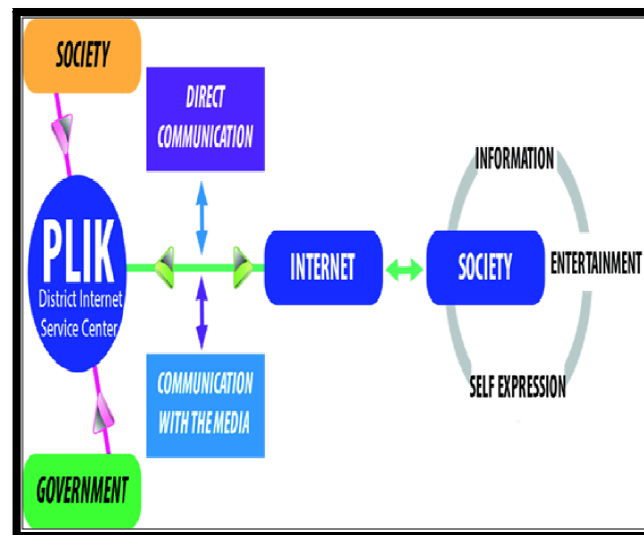

Figure 1: Communication Strategy Model for Community

Entering the current era of technological convergence, ICT is considered significant in carrying out the role of optimal information and communication. Cognitive control functions and is included in the conceptual understanding of the environment as an integral component (Riding, Rayner, 2013). The advantages of the Internet of things (IoT) are more effective applications and business model technologies (Asfoura, Gamal, Kassem, 2021). Therefore, that with the development of technology, the role of public communication will be increasingly dominant in efforts to educate and empower the community, especially for people in disadvantaged areas in the field of information technology, informing public opinion, and in carrying out democracy The international network or internet is a global network that connects one computer network with other computers in the world.

The development of the internet is not only on computers that can be connected but also on mobile devices. This means that the internet can now be everywhere, the internet that can be operated globally has penetrated the boundaries of space and time so that this convenience allows people to reach other users anywhere. Internet is not only a technology but also functions as an engine of social change, especially in creating hopes and dreams. In an effort to accelerate the development of internet users, there are several aspects that support its success, namely: (1) The role of the government in developing internet services; (2) Coordination of central and local governments in the field of communication and information technology; Internet development program, progress, and obstacles (Mariyati, 2009). More about the synergy of the role of government and society in the development of community-based internet as an effort to improve the welfare of community villages (Fardiah, 2019).

3. Research Methodology

The method used in this research is a single case study (Yin, 2003). In this qualitative research method, the data were collected by several qualitative data collection techniques (Agusta, 2014; A.R. Djaelani, 2013; Aunu Rofiq Djaelani, Sunyono, & Lestari, 2013; Sugiyono, 2018), namely:1) Observation. Observation is a technique where researchers conduct field research by observing directly the object of research to gain direct information about the problem under study. This observation technique allows self-observation, notes, and observations of ongoing activities, in which the researcher observes in a non-participant way; 2) Interview. Researchers conducted a combination of two interview techniques, namely in-depth interviews and guided interviews. In-depth interviews were conducted to explore the information in depth by becoming directly involved with the informants' lives and asking questions independently without pre-prepared guide questions. While the guided interview is technique of researchers preparing questions that have been prepared in advance to informants. Interviews were conducted with parties relevant to the research, especially village managers in the

research area. 3) Documentation. Techniques for tracking secondary data, such as documents relevant to the village program. 4) Focus Group Discussions (FGD).

This is a focused discussion to discuss research material in an informal and relaxed atmosphere. This technique is used to reveal the meaning of the group based on the results of the discussion focused on the research problem. The research design was developed using qualitative research methods. The study preparation stage consisted of investigating information about the Government's Sustainable Entrepreneurial Synergy and Community Internet Development Efforts Based on the Batik Industry 4.0 in Sragen Regency. The information gathered in the literature review is carefully reviewed to develop topics to be covered in research comprising focus groups.

The process of gathering information begins with the selection of a sample. The samples were selected from the community of small and medium-sized batik entrepreneurs in the Sragen district. interviewing those with little competence or experience. The research design was developed using qualitative research methods. Qualitative Research It is hoped that this case study phase will lead to richer explanations and illustrative examples that lead to insights. Therefore, this study uses in-depth interviews as a research instrument. This involves asking open-ended questions, listening and recording answers, and then following up with relevant questions. The study followed a general interview guide approach. This guide consists of a list of questions and issues adapted from the Literature Review. This helps keep interactions focused and encourages systematic data collection.

4. Discussion Results

Based on the data from the Focus Group Discussion and interviews conducted in the 20 sub-districts, they were then analyzed. The steps of data collection carried out in this study refer to the stages (1) data reduction; (2) Displaying data; (3) Draw conclusions and verify data. The subjects in this study were village managers in 20 sub-districts of the targeted Sragen district which were assumed to be in line with the target of rural areas which were relatively remote which were difficult to reach from urban areas. Sragen Regency consists of 20 sub-districts, 12 sub-districts, and 196 villages. In 2021, the population will reach 981,416 people with an area of 941.54 km^2 and a population distribution of 1,042 people/km^2.

Realizing the vision and mission of the Sragen Regency Government, and the future benefit is to improve the quality of efficient bureaucratic institutions and their apparatus to be more professional, have high integrity, and be able to become good servants for the community. District government guidance and supervision is regulated in Government Regulation Number 72 of 2005 Article 101 concerning Villages (PP, 005) Efforts to accelerate rural development. guidance and supervision is carried out on various matters regulated in Government Regulation Number 72 of 2005 article 102 concerning Villages as follows: 1) Facilitating the preparation of village regulations and village head regulations; 2) Facilitating village government administration; 3) Assisting the village in the management and utilization of village financial assets; 4) Facilitating the implementation of autonomous district/city regional affairs which are handed over to the village; 5) Facilitating the application and enforcement of laws and regulations; 6) Facilitate the implementation of the duties of the village head and village officials; 7) Facilitating efforts to bring out peace and public order; 8) Facilitating the implementation of duties, functions, and 8) Obligations of social institutions; 9) Facilitating participatory development planning; 10) Facilitation of inter-village cooperation and village cooperation with the three Parties. 11). Facilitating the implementation of village community empowerment; 12) Facilitating collaboration between community institutions and cooperation between community institutions and third parties; 13) Facilitating technical assistance and assistance to community institutions; and 14) Facilitating the coordination of the work of government units in developing community institutions.

Bureaucratic profile will be reflected in the growth of a culture of performance, culture of integrity and culture of service. In addition, the bureaucracy is expected to be able to play a role in building and encouraging the operation of government systems and management and development based on the principles of good governance. With the availability of Internet cafe data that is integrated with IT, it will make it easier to carry out work in accordance with the duties and functions of the Sragen Regency Communication Service, namely carrying out monitoring and controlling rural internet.

Infrastructure Constraints in the Development of Community-Based Internet The provision of telecommunications access in rural areas has become the government's concern. To encourage telecommunications operators to provide telecommunications access in villages, the government has developed a program known as the Universal Service Obligation (USO). Universal telecommunications services based on Law Number 36 of 1999 concerning Telecommunications, focuses on villages that are categorized as remote areas, underdeveloped areas, pioneering areas, remote areas, suburban areas, or economically disadvantaged areas. Article 16 paragraph 1 of Law Number 36 of 1999 states that USO is an obligation for local telecommunications network operators.

Internet Village is a program to provide telematics access in rural areas and is a continuation of the village circle program. For the government, the availability of one access in one village to meet communal needs at affordable prices is considered adequate. Investment in telecommunications infrastructure development in rural areas is very high. The allocation of available costs for the development of telecommunications infrastructure through programs that have been launched by the government so far, for example, has not been able to fully meet all the needs for deployment, operation and maintenance services. Therefore, the condition of infrastructure in the field still faces many obstacles in accessing the internet in rural areas.
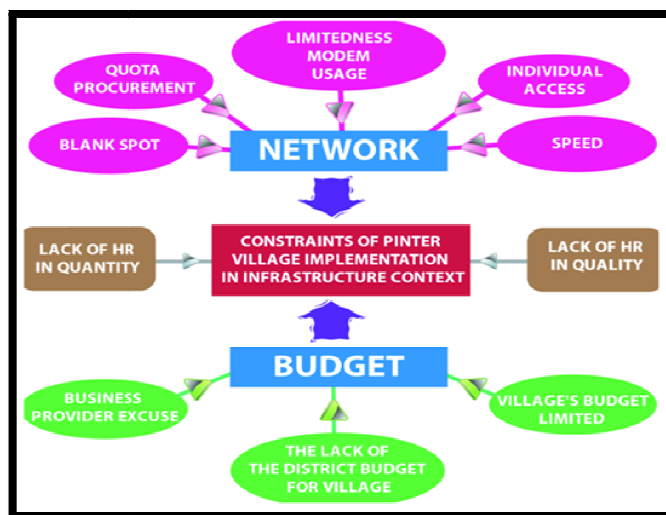
Figure 2. Infrastructure Constraints: Network and Budget

The results of the study illustrate that the government is still experiencing various obstacles in the field in developing the internet in the village. Sragen Regency has a large area with geographical conditions that present its own challenges in providing internet infrastructure facilities. Based on the research results, village infrastructure constraints are grouped into two major issues, namely network problems and budget problems. Networks are often the main problem in providing internet facilities in rural areas, especially the problem of blank spots. There are still many areas that are difficult to reach via the internet. This is similar to research conducted on internet programs that show network quality performance is not optimal (Ginano, Sengkey & Karouw, 2015).

The efforts of various parties to maximize the use of the internet are also limited by the accessibility of individuals from the community which can lead to indifference to public facilities. This of course has an impact on the speed of internet access in rural areas. In addition, provider policies that set minimum tower limits add to the problem of encouraging the availability of adequate internet facilities in rural areas. Such topography definitely and significantly affects network operations which will have an impact on internet accessibility. The Role of the Community in the Community.Internet-Based Development Today, computers have become an inseparable part of human life. The development of computer technology is increasingly widespread when the internet becomes an important part of computer equipment. Media convergence is a necessity. The government has issued a policy to eliminate the digital divide, namely the gap. Internet development in rural areas, despite various obstacles and problems that villages do not have internet access, at least there is an effort to provide access to Information and Communication Technology to remote areas

However, in some research areas of the village internet, some villagers are less responsive to the existence of the village internet. generally they still do not know the benefits of using the internet. They only know the internet for entertainment, such as using social media or watching youtube. That is why they consider the internet to be meaningless in influencing rural livelihoods. Apart from these two categories, from the results of the study there are still rural communities who are less concerned with the village internet. They consider village life to be sufficient to meet their daily needs, so they do not need to be involved or use the village internet.

The participation of villagers in every stage of the development process is an ideal feature that distinguishes it from other developments.
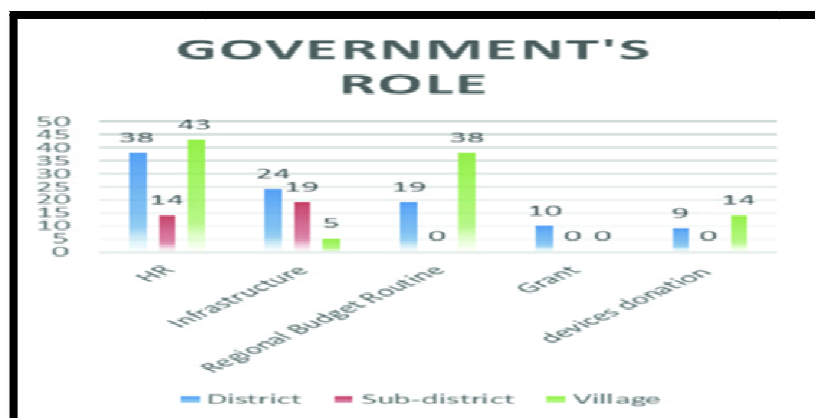

Figure 3: Communication Constraints Effectiveness

4.1. Government Synergy with Batik SMEs, Internet User Communities in Rural Areas.

The willingness of the village community to participate in village development is grown through the application of democracy in development. In turn, he will be able to get certainty that his views will be considered by decision makers (Sulistyowati, 2013). The involvement of rural communities received mixed responses. Some are very responsive, some are less responsive, and some don't care about the internet in the village. Although not all regions can be connected to the internet, the ongoing procurement process will still meet its target so that it can reach the internet in remote locations. Based on the results of the study, there are already several Batik SME communities in the village who use the internet for business. Construction priorities and areas of multi-diversification of the national economy, which ensure the development of small and medium-sized enterprises (Kalinichenko and R. Sidorova, 2017).

The community was formed by the village government to encourage the Batik SME community to develop and use the internet to disseminate information on the potential of villages outside the world. So that the perceived impact is that more and more people understand the function of the internet, not in the position of consumers who only receive information but become more active and responsive. This is certainly influenced by these factors, the existing Village Internet has adequate facilities and infrastructure with internet network facilities in the village, and this cannot be separated from the government's role in issuing equitable distribution policies in the digital era. This allows people to use the internet in their village to search for information online. While these factors prevent people from participating, ignorance of new media technologies and lack of public awareness of something is not their area.

Therefore, the government is doing it again and is expected to be present to provide literacy on the development of this internet technology by providing competent human resources, the standard of living of the community through an approach to meeting the basic needs of the community. villagers. A set of telecommunications equipment in some villages is an asset in the village environment. This assistance is expected to support community and village government activities to communicate, promote, and connect according to their interests. This is certainly part of the implementation of the policy of developing telecommunications infrastructure in Indonesia to date. The involvement of the village community is mostly at the level of informative participation where they begin to use and receive information provided by the village, but only a few people are directly involved in its management. The management and involvement of the community in the management of the Village Internet is only carried out by a handful of people and of course the community.
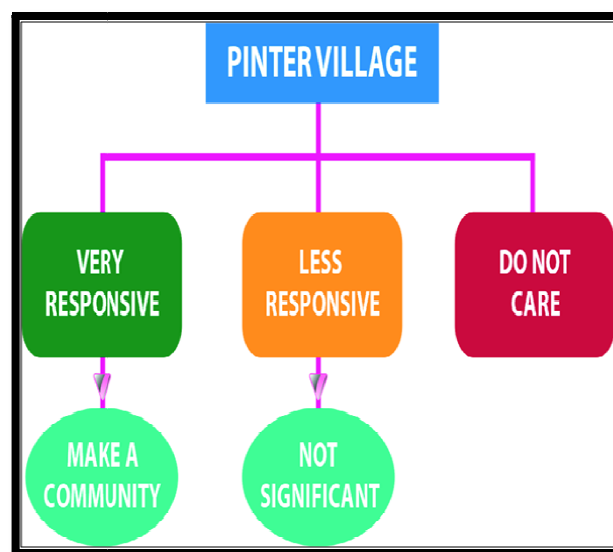

Figure 4: Government's Internet Development

The results of this study indicate that there are several factors that encourage and hinder the community to participate in the management of the Village Internet. The factor that encourages people to participate in the Village Internet is the availability of adequate facilities and infrastructure with internet network facilities that already exist in the village, and this cannot be separated from the government's role in issuing digital media equity policies. era. This allows people to use the internet in their village to search for information online. While these factors prevent people from participating, ignorance of new media technologies and lack of public awareness of something is not their area. Therefore, the government is doing it again and is expected to be present to provide literacy on the development of internet technology by providing competent human resources.

5. Conclusion

The comprehensive research as a follow-up to the previous research that has been done shows that the motivation for sustainable entrepreneurship is the synergy between the government and the community based on community-based development. The villages in Sragen Regency conclude: Constraints on synergy between the government and the community in internet development based on the context of community infrastructure, covering network and budget constraints. Limitations in the context of communication including Human Resources Skills and program effectiveness. The role of the government in developing community-based internet for the development of the

Village Internet in Sragen Regency is based on the role of the district and village governments which play a very important role while the sub-districts have less role.Communities in developing internet-based communities for the development of Village Internet in Sragen Regency are grouped into two categories, namely responsive and unresponsive to the community.

Research Implication. This research should be seen as an initial effort to present a new direction regarding the Government's Sustainable Entrepreneurship Synergy and Community Internet Development Efforts Based on the Batik Industry 4.0 in Sragen Regency. Especially in the small and medium business community of batik, the findings of this study offer several contributions in the sense that it can build some new understanding in the field of information technology for small and medium-sized businesses in developing online marketing through the internet.

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