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R-TIK Digital Literacy towards Indonesian MSMEs (UMKM) Digital Energy of Asia

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ABSTRACT

In accordance with the commitment of the World Summit on the Information Society, it is stated that Small, Medium and Micro Enterprises (SMMEs) are providers of employment for the community. In Indonesia, SMMEs are known as UMKM (Small, Medium and Micro Enterprises Indonesia). The existence of ICT is considered capable of increasing economic growth as well as providing new employment field during the Covid-19 Pandemic. One way to encourage the rise of UMKM) is through the Indonesian R-TIK (Indonesia ICT Volunteers). The purpose of this research is to determine the involvement of R-TIK in the UMKM Go Online program. Whereas the theories and concepts used are the Information Society, Digital Literacy and Empowerment of UMKM. The research method used is a case study, R-TIK with UMKM in Polewali Mandar, West Sulawesi. The results indicate that digital literacy activities carried out by R-TIK together with the Department of Industry, Trade, Cooperatives, and UMKM encouraged the growth of UMKM in Polewali Mandar. The presence of QRen in the UMKM online program has push the pace of the Indonesian economy in the context of realizing Indonesia as a Digital Energy of Asia.

Keywords: Digital Literacy; R-TIK; UMKM Go Online; QRen.

ABSTRAK

Berdasarkan komitmen World Summit on the Information Society, dinyatakan bahwa Small, Medium and Micro Enterprises (SMMEs) sebagai penyedia lapangan kerja bagi masyarakat. Di Indonesia, SMMEs dikenal dengan sebutan UMKM (Usaha Mikro Kecil Menengah). Keberadaan TIK dinilai mampu meningkatkan pertumbuhan ekonomi sekaligus membuka lapangan pekerjaan baru di masa Pandemi Covid-19. Salah satu cara untuk mendorong bangkitnya UMKM adalah melalui keterlibatan R-TIK Indonesia (Indonesia ICT Volunteers). Tujuan dari penelitian ini adalah untuk mengetahui keterlibatan R-TIK dalam program UMKM Go Online. Sedangkan teori dan konsep yang digunakan adalah Masyarakat Informasi, Literasi Digital dan Pemberdayaan UMKM. Metode penelitian yang digunakan adalah studi kasus, yaitu aktivitas R-TIK yang dilakukan bersama UMKM di Polewali Mandar Sulawesi Barat. Hasil penelitian menunjukkan bahwa kegiatan literasi digital yang dilakukan R-TIK bersama Dinas Perindustrian, Perdagangan, Koperasi dan UMKM mendorong tumbuhnya UMKM di Polewali Mandar. Kehadiran QRen dalam program online UMKM telah mendorong laju perekonomian Indonesia dalam rangka mewujudkan Indonesia sebagai Digital Energy of Asia.

Kata Kunci: Literasi Digital; R-TIK; UMKM Go Online; QRen.

INTRODUCTION

The development of technology enables the exchange and use of information significantly in various fields and is carried out through productive and creative innovation steps to achieve profit. This situation then brought forth the term of Information Society. In various perspectives, Webster said (Sunuantari, Febriani, & Zarkasi, 2020), states that understanding the term information society can be seen in 5 aspects: technological, economic, occupational, spatial, and cultural. The term information society plays a vital role even more broadly than the concept of the information economy (Nath, 2017). Related to that matter, (Becla, 2012) notes that people's skills in filtering information form the basis for forming an information society. The community could use information in various activities, both economic and non-economic. With these skills, people can innovate in sharing information to increase efficiency and productivity while also adding economic value (Irungu, Mbugua, & Muia, 2015). (Sudiwijaya & Ambardi, 2021) and (Amalia & Sudiwijaya, 2020) also noted that the use of digital technology in business operations could significantly increase the chances of success for business players.

According to Porat (Webster, 2006), to increase the pace of the economy, modern organizations will be involved in the exchange of information, both in private organizations and government. In his presentation, the Head of the Research and Development Agency for Human Resources of the Ministry of Communication and Information of the Republic of Indonesia mentioned various data that stated there are many potentials for increasing Indonesia's economic growth through digital technology. The government is also intensively conducting various collaborations between stakeholders to realize the targets that have been announced (Budianto, 2021).

To boost national economic growth, the Indonesian government has intensively carried out various activities to encourage the development of SMMEs, known as UMKM in Indonesia. The Government of Polewali Mandar Regency, West Sulawesi, continues to make multiple breakthroughs to improve the regional economy through UMKM. Since 2019-2020, the economic growth rate of Polman Regency has experienced a sharp decrease. The percentage of economic growth in 2019 was 6.22%, and in 2020 it decreased to -1.56%. One of the causes for the decrease in economic growth was the Covid-19 pandemic. In order to prepare quality human resources, Polewali Mandar Regency has also implemented a 9-year compulsory education program. The availability of access to information is expected to raise public awareness about the importance of education. Education is one of the criteria for measuring the Human Development Index in efforts to reduce poverty. The poverty rate of Polewali Mandar Regency has decreased since 2016-2020, as shown in the following Table 1 (Polman SATUDATA, 2020a).

Table 1. Poverty Rate

Year	2016	2017	2018	2019	2020
Poor Population (thousand people)	73.04	69.25	69.68	68.86	68.18

To rise economic growth, one of the sectors that have received the most attention from the government is to encourage the growth and development of UMKM (SMMEs) through digital technology. As concluded by (Bhorat, Asmal, Lilenstein, & Zee, 2018), SMMEs are a key component to increasing economic growth. The Indonesian government has announced that in 2020 Indonesia will become the country with the largest digital economy power at the ASEAN level with the vision of "The Digital Energy of Asia". To achieve this vision, the government has targets and programs: National Movement of 1000 Digital Startups (total startup value of IDR 150 T), covering 187 Municipalities, Districts in 3 areas (front, remote, disadvantaged) to Integrated Broadband Villages, UMKM (Go Digital, 1 million Go Digital farmers and fishermen (Directorate General of Public Communication Informatics (Dirjen IKP), (Ministry of Communication and Informatics, 2019). Following up on this matter, the Ministry of Cooperatives and SMEs, the Ministry of Communication and Information, and the Regional Government launched the Go Online UMKM Movement in various regions of Indonesia. This was carried out with the objective of encouraging the national economic strength based on UMKM. UMKM has contributed 60.34% of Gross Domestic Product (GDP), so it is expected that 2 million UMKM will enter the digital market (Setyo, 2020).

To answer this challenge, R-TIK (Indonesia ICT Volunteers) is present as one of the social organizations that continue to initiate digital literacy to improve the community's economic welfare (Sunuantari, Zarkasi, Mandjusri, & Gunawan, 2021). Aulia et al. said that the increasingly rapid

development of the era requires everyone to combine literacy skills and digital technology, especially in digital literacy activities (Aswan, 2020). As one of the government's partners in building digital literacy for the community, the presence of R-TIK is expected to accelerate public awareness about the importance of utilizing digital technology to increase economic growth.

There are several studies related to Digital Literacy in the use of digital technology to improve MSME performance. According to (Fauzi, Antoni, & Suwarni, 2020) digital technology will have an essential role in the future because it will directly impact business development. Meanwhile, (Adriana, n.d.) and (Priyono, Moin, & Putri, 2020) concluded that Digital Technology would make MSMEs adapt quickly in the era of the Covid-19 Pandemic and will significantly improve the region's economy. However, (Widyastuti, Nuswantoro, & Sidhi, 2016) and (Adriana, n.d.) have found that many MSME actors in developing countries lack the ability and expertise in using digital technology. There are only a few studies that explain the process of implementing literacy activities by stakeholders. (Veranita et al., 2021) stated that one form of digital literacy that can be applied is online-based seminars. This present study explains the types of literacy activities that stakeholders can carry out to improve MSME performance, including live assisting, implementation by forming an event, and seminars.

The rapid development of technology provides breadth in understanding the meaning of literacy so that literacy is not understood as the ability to read. In the digital era, digital literacy means the process of producing messages that are received, distributed, and exchanged through digital codification (Lankshear & Knobel, 2008). According to Ozden digital literacy is the ability to receive and information, including access and utilize information to have economic value (Pratolo & Solikhati, 2020). In (Kiratu & Musau, 2018), The pandemic has become a crisis and significantly affects the importance of literacy, numeracy, and expertise in using digital technology. According to (Faidati, Khozin, & Mahendra, 2021), the negative impact of the COVID-19 pandemic has been directly experienced by UMKM players. Gomeza, Tirado, Gomez stated that digital literacy is needed in facing the development of a highly competitive creative industry so it can create a society with inclusive capabilities (Rianto, 2019). So that**,** the ability of the community to take advantage of digital technology is a must. The use of digital technology is very important to take advantage of the 21st-century economy (Majeed & Ayub, 2018).

According to (Diretorat Jenderal Aplikasi Informatika Direktorat Pemberdayaan Informatika Kementerian Komunikasi dan Informasi Republik Indonesia, 2013), R-TIK are individuals or quick reaction units formed voluntarily to collaborate to build the Indonesian information society. R-TIK is a community social organization formed to develop community knowledge and skills (Budhirianto, 2016). One of the goals of the establishment of RTIK is to help the government complete or manage government affairs in meeting the community's needs (Kasiwi, 2017). Their existence is considered very strategic. In addition to helping the government penetrate the internet, RTIK also helps drive the economy of the UMKM sector in reaching the online market. In fact, R-TIK is also one of the nominees for the World Summit on the Information Society Prizes 2021 (Kabar1News.com, 2021).

ICT is the main driver of development at this time, so it must be used as much as possible for the benefit of the community. ICT provides wider opportunities for everyone to gain new knowledge. Various information, communication, education, and knowledge can be accessed openly by the public. Therefore, community participation will greatly affect the progress of society itself (Stückelberger & Duggal, 2018). The existence of UMKM is expected to help the rate of economic growth in Indonesia. Based on the results of the Session in WSIS, it was stated that ICT provides energy encouragment in increasing the productivity growth of UMKM (International Telecommunication Union (ITU), 2005). Especially the enhancement of human capacity in utilizing digital technology according to local values to create a Global Information Society. The utilization of ICT can also significantly increase sales turnover for UMKM players (Zahro, 2020). According to Fuchs, ICT is a tool that people use to create, disseminate, and consume information. The development of ICT is directed as one of the strategies in poverty eradication in various sectors, particularly in education, health, and the community economy (Fuchs, 2017).

ICT Volunteers (R-TIK), according to the Ministry of Communication and Information of the Republic of Indonesia (2011), are individuals or rapid reaction units formed through an educational process that carry out activities to build an Indonesian information society that works in a collaborative and voluntary form. Some of the things that R-TIK can do are:

1. Proactively seek information for users, such as local employees, housewives, or business actors (UMKM). In addition, they also produce content in various formats that are multi-media.
2. Develop R-TIK human resources to improve their technical expertise to get a competitive advantage with these skills.
3. Collaborate with various stakeholders so that utilizing technology can involve marginalized communities.

Thus, the presence of R-TIK can help the ICT-blind community to become ICT literate, even able to make the ICT-savvy community. For UMKM, R-TIK will be their partner in carrying out their business activities based on digital technology. As found by (Kurniawati & Baroroh, 2016), the level of individual digital literacy expertise is determined by the surrounding community, so holding literacy activities for UMKM can also help increase the literacy of the surrounding community in the regional area. So that UMKM actors will be actively involved in developing a people's economy based on digital technology.

In today's competitive business environment, utilization of information and communication technology (ICT) is now become indispensable, one form of which is e-transaction (Jati, Rosary, H.J.Fanggidae, & Makatita, 2021). Selecting the right use of information and communication technology will be an effective way for business actors to develop their businesses. (Sui & Geng, 2021). It is an obligation for UMKM players to understand and know the benefits of using digital e-transaction technology which is currently popular, namely QRIS to facilitate existing transaction processes (Sihaloho, Ramadani, & Rahmayanti, 2020).

Based on Law of the Republic of Indonesia Number 20 of 2008 Article 3, it is stated that UMKM aim to grow and develop their businesses in the context of develop a national economy based on equitable economic democracy. Economic empowerment is meant as an effort made in synergy between the central government, regional governments, the business world, and the community (Niekerk & Bunding-Venter, 2017). In the end, this synergy effort is encouraging the growth and development of UMKM businesses, thus making UMKM firm and independent. Community empowerment is a necessity without the support of other parties as community partners in building awareness of the importance of digital-based ICT. According to Ife and Tesoriero, a good empowerment strategy can provide comfort and motivation for the community so that people feel confident in their abilities (Ife & Tesoriero, 2006).

Economic empowerment of the community through UMKM is an alternative to improve the welfare of the community. Through UMKM, it is hoped that the literacy activities carried out by R-TIK can build a network for small and medium-sized business actors, thus providing an opportunity for MSME actors to be involved in building the nation's economy. To make it easier to manage UMKM, the Indonesian government stipulates regulations in the classification of UMKM. This regulation provides an opportunity for all parties to build the nation's economy by offering possibilities and challenges for business actors to continue to improve their business.

The form of UMKM business can be individuals, partnerships, or companies such as firms and CVs. Meanwhile, the criteria for businesses that are classified as Micro, Small and Medium Enterprises (UMKM) have been regulated in Indonesian Law Number 20 of 2008 (Sudaryanto, Ragimun, & Wijayanti, 2013) as shown in the following Table 2 (Sudaryanto et al., 2013).

Table 2. Criteria for UMKM Enterprises

Number	Enterprises	Criteria	
		Assets	Turnover
1	Micro Enterprises	Max. 50 million Rupiah	Max. 300 million Rupiah
2	Small Enterprises	>50-500 million Rupiah	>0,3-2,5 billion Rupiah
3	Medium Enterprises	>50-500 million Rupiah	>2,5-50 billion Rupiah

UMKM are considered to have a very significant role in increasing the economy level in Indonesia because UMKM can become a place to absorb labor on a large scale, alleviate poverty, and significantly contribute to Indonesia's GDP (Suhaili & Sugiharsono, 2019). This rapid development

will also increase the existing business competition. According to Hartono and Dwi Hartomo (Maulidasari & Setiyana, 2020), most UMKM players are engaged in the conventional economic sector. This can make workers who are not absorbed into the formal economic sector shift to the conventional economic sector. Although the use of digital technology such as e-transaction provides great benefits in supporting UMKM players to process transactions and develop their businesses, according to Sledzi (in Cant & Wiid, 2016), many UMKM consider using digital technology a highly complex matter. Therefore, there are only 9% of the total UMKM in Indonesia have utilized digital technology to the fullest. The remaining 91% consists of UMKM that have not or only used digital technology in a simple way (Erlanitasari, Rahmanto, & Wijaya, 2019).

The ability of business actors to understand various information in digital media will be a means to increase their understanding of the importance of digital literacy. The skills of business actors in the digital era will change the perspective of UMKM on the presence of digital media today. Thus the ability to manage UMKM becomes faster and more adaptive in responding to any changes that occur. The goal to be achieved through these digital literacy activities carried out by R-TIK is to prepare UMKM players, especially in Polewali Mandar district, to take advantage of the development of digital technology so that the level of the economy in their area increases and later actualize Indonesia as a "Digital Energy of Asia" in 2020.

METHODS

This study uses a qualitative method of case study research, focusing on observing the situation and condition of UMKM located in Polewali Mandar (Polman) Regency, West Sulawesi. This research involves activities carried out by R-TIK in digital literacy for UMKM actors in Polman so that UMKM actors can be digitally literate in running their business. The techniques used in this research are archive studies and in-depth interviews with UMKM actors, the Polman R-TIK community, and the Central R-TIK Management. Researchers made observations online on various activities carried out by UMKM with R-TIK. The Covid-19 Pandemic made it impossible to observe participants in a slender manner. As informants in this study were UMKM business actors in Polman, Head of Department (Kadis) of the Ministry of Trade and Industry, Polman R-TIK and R-TIK Center located in Jakarta, and policymakers related to the use of the Qren platform.

The data analysis technique used in this study refers to the opinion of Miles & Huberman (Denzin & Lincoln, 2009), namely data reduction, data presentation, and concluding a form of data verification. According to Yardley (Yin, 2016), triangulation uses three ways to confirm or validate a particular event, explanation, or fact in research so that it can be used as a solution to strengthen the validity of the study. The data validity technique in this study uses source triangulation, namely by conducting interviews with several informants involved in R-TIK digital literacy in Polman, especially in encouraging regional economic growth through UMKM.

RESULT AND DISCUSSION

Overview of Polewali Mandar Regency

Polewali Mandar (Polman) Regency is located in West Sulawesi, with an area of 2,022.30 km2. Polman Regency is one of the agricultural barns in the West Sulawesi region. Polewali Mandar is part of West Sulawesi, which was originally the result of the division of South Sulawesi Province. The struggle for the formation of West Sulawesi Province began in 1960. The Mandar people, with the assistance of the government, continued to struggle until 2004. Precisely in October 2004, this province was officially established as enacted in the Law No 26 of 2004. This province was formed from a spirit called "Allamungan Batu" in Luyo which tied Polewali Mandar in the union of Pitu Babana Binanga (seven kingdoms on the coast) and Pitu Ulunna Salu (seven kingdoms in the upper river) in a mutkamar which gave birth to Sipamandar (mutually strengthen) (Purwanto, 2021).

Based on data from Polman Regency's BPS, the economy of West Sulawesi in 2020 reached 45.91 trillion rupiahs viewed from the Gross Regional Domestic Product (GRDP). Meanwhile, in 2012, the constant price reached 32.08 trillion rupiahs (BPS Kabupaten Polewali Mandar, 2020). This shows an increase in economic income. However, since the Covid-19 pandemic started in 2020, there has been a decline in the pace of economic growth. The economic growth rate of Polman Regency is shown in the following Figure 1(Polman SATUDATA, 2020b):

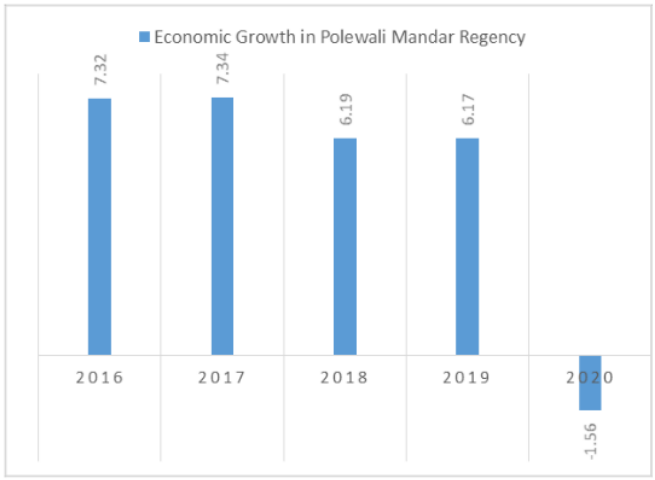

Figure 1. Economic Growth Percentage

To increase the community's economic growth, the Regional Government of Polman Regency, through the Department of Industry and Trade Cooperatives-SME, encourages community-based economic activities in the UMKM forum. One of the activities carried out is by collaborating with R-TIK (ICT Volunteers) in digital literacy activities for UMKM entrepreneurs. Through the Go Online UMKM Program, the Polman Regional Government provides two platforms for UMKM players, namely QRen and DOITA. QRen is the result of collaboration between R-TIK (ICT Volunteers) and PT Telkom Indonesia in an effort to enlarge QRIS through the QRen platform. Meanwhile, DOITA is a platform created by Polman residents, but the application is not yet optimal. Therefore, the trade transactions used in Polman are QRen.

UMKM Go Online Based on QRIS

In the context of accelerating the economic pace of UMKM, the Polewali Mandar Regional Government, in collaboration with the Disperindagkop promotes digital technology as a payment method for trade transactions Polewali Mandar. This is done so that UMKM players can conduct business transactions at national and international levels. Various types of businesses produced by UMKM can compete globally to promote their products and services and promote the potentials that Polewali Mandar Regency has in various fields. Together with R-TIK, the Polewali Mandar Regional Government encourages QRen as a payment method based on QRIS for sellers and buyers. In Kenya, ICTs can provide mobile banking and timely payments using M-Pesa and M-Shawari, enabling buyers to manage transactions (Milenkova & Lendzhova, 2021).

QRen transaction is a QR-based payment code platform (Quick Response) from PT Telkom, which refers to the QR standard from Bank Indonesia made by R-TIK. The implementation of the use of digital technology in the QRen UMKM players has two categories, namely:

1. A static QR is a QR code with fixed characteristics displayed in the form of a sticker or other type of printout that is issued only once, based on the seller's identity, without a nominal payment. This method is used for every transaction, where the buyer can input the price.
2. Dynamic QR is a QR code created in real-time and can only be used in one transaction so that the QR Code will be different in each transaction. The seller inputs a nominal amount, paid by scanning through the buyer's e-money application.

The benefits of using
QRIS for UMKM players include:

1. More concise because payment is non-cash based on QR code.
2. Reducing the risk of cash transactions, such as counterfeit money, loss, availability of change, and money directly stored in a depository account.

3. With QRIS, transactions will automatically be recorded and sellers can find out the transaction history from time to the total number of transactions each day via the merchant dashboard.
4. The transaction process can be carried out by implementing the COVID-19 prevention Health protocol because there is no money exchange whose cleanliness cannot be measured.
5. Sales will increase with potential income not only from cash but also from electronic money applications. In commemoration of the 3rd anniversary of the Alun-Alun Traders Association (ASPAL), the majority of this generation has many who take advantage of non-cash transactions, so they no longer carry cash with them. If the seller still has not used a non-cash transaction, the potential buyer may not make the transaction.

In collaboration with PT Telkom, R-TIK strives to encourage UMKM to adopt digital technology as its business generator. In running their business, UMKM are directed to use the Regular Package, which functions as a QR-based payment platform. As a first step, prospective traders activate and register via https://s.id/QRenID. Provision of an API (Application Programming Interface) that is integrated using additional tools provided by the Partners. The form of cooperation between PT Telkom and Partners was discussed at the beginning of the collaboration, according to the agreement of both parties. The API Module is a system that utilizes the QRen platform thematically, such as QRen Parking, QRen Billing, and QRen Media. In addition, in certain areas, special QRen Ticket Packages are provided as a solution for crossing from Bangsal, North Lombok.

For the Polewali Mandar Regional Government, the use of QRIS will support the Government of Indonesia's program in creating Indonesia as a Digital Energy of Asia. Some of the benefits obtained by the Regional Government include:

1. Increase Regional Original Income (PAD) because all sales transaction funds in Polewali Mandar will enter and be recorded at the Regional Development Bank (BPD)
2. Increase the number of BPD customers because every merchant is directed to become a BPD customer as an account to accommodate merchant funds
3. Local governments can monitor the development of the digital economy community, so that transaction data evaluation can be carried out in the use of the Big Data platform

The online-based economic movement will allow UMKM to increase sales because production is widely known by the public. This is to strengthen local brands to enter the national market and even the international market. At least local products can be known throughout Indonesia. The use of the QRen platform is a form of support from the Polewali Mandar Regional Government in realizing the Cashless Society Program promoted by the Indonesian Government nationally. The QRIS-based digital economy not only increases the competitiveness and productivity of UMKM but can also realize Indonesia as a Digital Energy of Asia.

Forty UMKM players in Polewali Mandar Regency have used the QRen application effectively. UMKM players are spread across various businesses, from restaurants, ornamental plant shops, photo studios, advertising, and mobile shops. One of the positive impacts is the ease of making transactions without preparing money for change. This digital literacy activity aims to provide understanding for UMKM players to prioritize. Customer service and a sense of community considering that these two factors will determine success in competing globally. The ability to compete for business people, especially UMKM players, relies heavily on their ability to adapt to globalization. With the concept of digital marketing, the form of promotional communication is no longer one-way, but the communication process is two-way. This two-way communication provides companies with several benefits, such as creating brand awareness, building customer loyalty, and creating customer retention. Optimizing the use of the QRIS application, a form of digital marketing through digital literacy for UMKM players is a must because of the many benefits they can get to develop their businesses.

R-TIK Digital Literacy towards Indonesian Digital Energy of Asia

Since the establishment of R-TIK in 2011 to 2015, R-TIK has continued to coordinate with various Ministries and Services spread throughout Indonesia. R-TIK provides technical assistance and guidance to the community regarding the use of digital technology. The existence of R-TIK in the community can encourage people to use ICT intelligently, productively, and creatively. So it is hoped that technology can provide added value economically for the community. R-TIK as a partner in community empowerment programs to optimize ICT for the progress of the Indonesian nation. R-TIK

continues to make internal improvements by mastering ICT skills for its members, one of which is encouraging R-TIK to have a certificate of professional competence in the field of ICT that is applicable nationally. Even in order to enter the global world, R-TIK encourages the skills of its members to have English language skills so that they can be involved in international activities. Continuous coordination is carried out by Central and Regional R-TIK, Central and Regional Government Institutions and opens opportunities to partner with various other industries.

R-TIK activities in Polman are divided into 3 clusters, namely: Education, UMKM, Online Villages. Of the three clusters, UMKM is the main target to increase Polman's economy, especially during the current Covid 19 Pandemic. To foster the stretching of UMKM actors, the first thing to do is to change the community's mindset about ICT. Changes in digital culture will motivate UMKM to be more motivated in developing their businesses. Therefore, simultaneously it will provide added value economically for the welfare of the community. The activities involve the local government, the Department of Industry, Trade, Cooperatives, and SMMEs.

This digital literacy activity is aimed at UMKM entrepreneurs in the Polewali Mandar area, West Sulawesi. The establishment of the UMKM target aims to convey insight and understanding to business actors regarding the benefits obtained in maximizing the use of digital technology for digital marketing so that their business can continue to grow. (Omiunu, 2019) notes that the government or other stakeholders must carry out digital literacy activities in training and workshops to improve the performance of MSMEs in developing countries. UMKM in Indonesia have been regulated in Law No. 20 of 2008, which explains that each business is given a certain amount so that there are certain categories in determining whether the business is classified as a micro, or medium-sized business. Microbusinesses based on this law are productive businesses owned by individuals or individual business entities. By participating in this digital literacy, it is hoped that UMKM players will be able to:

1. Utilizing information technology optimally so that it can develop business and be able to compete with other business actors globally.
2. Utilizing digital marketing using e-commerce so that it can reach the market and reach a wider range of consumers.

Together with the Department of Industry, Trade, Cooperatives and SMMEs, R-TIK started UMKM Go Online by doing digital literacy to the community, especially UMKM players. The form of digital literacy that is carried out is continuous education on the use of ICT to UMKM players, with the hope that UMKM players can adopt digital-based ICT faster. R-TIK activities include:

1. Build awareness of UMKM players about the importance of ICT in current economic activities. UMKM players change their perspective on digital-based ICT, especially by seeing the opportunities that can be exploited economically from smartphone features.
2. Helping the public to download the software applications that can provide added value economically, namely by downloading the QRen application as a payment application that applies to UMKM
3. Assistance to UMKM from the start of using the application until the users are considered skillful using QRen independently.

Efforts to educate users in interacting with the media are carried out by giving them media literacy skills or access, analyze, evaluate, and communicate information in various formats through media, especially the internet (Darwadi MS, 2017). R-TIK assistance is needed because this activity will continuously impact the implementation of digital technology to improve the people's economy. Along the way, R-TIK and The Department of Industry, Trade, Cooperatives and SMMEs continue to provide training to UMKM players until they understand and can use technology appropriately. The digital-based UMKM program is focused on two aspects, namely:

1. Conduct digital-based UMKM data collection.
2. Application of Quick Response Indonesian Standard (QRIS) as a transaction tool, while the application uses Qren.

To build awareness of UMKM players, R-TIK and Disperindagkop routinely conduct socialization both individually and in groups. For example, with business actors from housewives, both informal and formal meetings were conducted. Activities are more often carried out at night after the housewives have completed their tasks at home. The encouragement of motivation is carried out continuously so that UMKM players are familiar with the use of smartphones as a medium to support their businesses. So that the use of digital technology is not only limited to finding information but can also be used to increase networks or increase business opportunities. During the pandemic,

UMKM cannot move freely, so they must maximize digital technology in driving the economy. Building awareness of UMKM players in digital technology is not easy because the basic abilities and knowledge possessed by UMKM players are very diverse. So it takes patience and perseverance R-TIK in providing understanding. The following (Figure 2) are some of the digital literacy activities carried out by R-TIK Polman with UMKM.

(a) (b) (c)

Figure 2. (a) Installing the QRen app. (b) R-TIK Activities with the Square Merchant Association ASPAL in Polman. (c) Partnership between R-TIK and UMKM stakeholder

The use of applications with this platform that can be installed via Google Play Store provides benefits for UMKM to develop their businesses. The website https://qren.id will give the spirit of UMKM businesses to encourage the economic growth of UMKM players in bulk. The seller is no longer burdened with change from the buyer, which is sometimes difficult to return according to the amount of money. Assistance is carried out to help UMKM who are considered new to running a digital technology-based business. UMKM that developed during the pandemic were mostly done by women because their husbands were dismissed from work. In addition, the type of business that is run has also changed; most of them are turning to the culinary business.

In commemoration of the 3rd anniversary of the Alun-Alun Traders Association (ASPAL), Polewali Mandar Regency held a QRen launching event in the Plaza (*Alun-Alun*) area where the culinary tourism center in Polman City is located, on 19thDecember 2020. This commemoration also marks the implementation of the QR Code, namely QRIS application standards in non-cash payment transactions in trading business activities. In collaboration with PT Telkom Indonesia and several banks that use this technology-based application, so that the digital economy becomes an inevitable reality today. This QRen application is very helpful for UMKM players in every purchase of products sold. Thus, it will encourage a populist economy, namely empowering UMKM to continue to grow and develop. In order to actualize Indonesia as a Digital Energy of Asia, R-TIK involves the government and other partners, as shown in the following Figure 3.

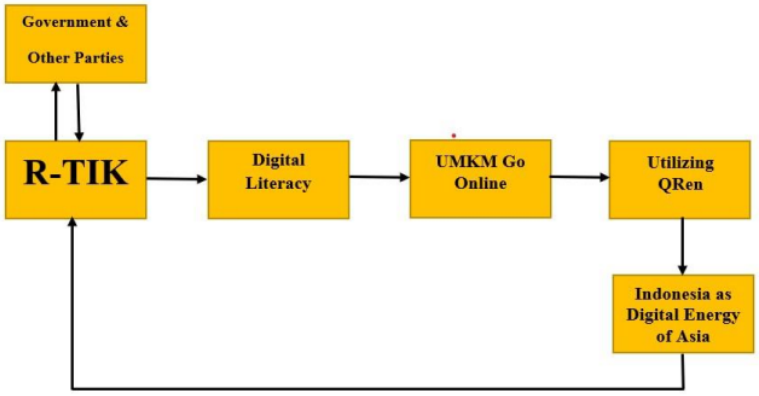

Figure 3. R-TIK Digital Literacy Activity

CONCLUSION

Based on the results of the study, it can be concluded that digital literacy carried out by R-TIK (Indonesia ICT Volunteers) in collaboration with The Department of Industry, Trade, Cooperatives and SMMEs Polewali Mandar Regency, West Sulawesi, has been able to encourage the awareness of UMKM players in the use of digital technology in trade transactions. Go Online digital literacy activities have been able to change the cultural mindset of the Polman people to enter the global economy. New application fields provide opportunities for everyone to continue making economic innovations. Increasing awareness of the digital-based ICT community will be an enabler of the rate of regional economic growth. Polman's economic growth will motivate other regions to be creative in creating new jobs. So that the massive UMKM Go Online movement can make Indonesia a "Digital Energy of Asia".

The success of the Go Online UMKM Movement in Polman Regency involves various stakeholders, namely R-TIK, business actors, society, government, and other non-governmental organizations. The development cooperation is not only at the digital socialization stage but also assistance in trade transactions. The local government policy to implement the QRen application in trade transactions is felt by UMKM actors, especially during the Covid Pandemic. UMKM players also realize the importance of creativity and innovation in today's global economy. Through UMKM Go Online, they are encouraged to take part in global trade by utilizing ICT to find, process and transfer information to support the economic behavior of UMKM. Even though it is running slowly, community empowerment has grown and developed to maintain local wisdom. QRen as an application and digital content is considered to answer the Polman community's needs in building a global information society. The collaboration between R-TIK and The Department of Industry, Trade, Cooperatives, and SMMEs can create digital opportunities to provide socio-economic benefits of sustainable development.

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