

The Urgency of Digital versus Conventional Community Services; Indonesia as Development Country (The Mid of Pandemic and Sustainable Development)

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Abstract

This Research was applied to analyse the urgency of digital and conventional community service types which purposefully to service in human resources' development. The researcher was argued that both terms of the community services were tangible as one of role model of knowledge administrated and also the bridge to human civilization that rapidly changed through invention. In addition, the researcher was considered that this kind of tool to develop human capacity either to sustains their life but also develop the acknowledgement to the change of literacy. Meanwhile, to the Indonesia context which constructed in the concrete and futuristic of government policy, this research in accordance to support the development of widespread impact to meet our sustainable development policy, therefore researcher underlined this research through analysis document to the urgency of the digital and conventional community service program. In conclusion, both digital and conventional were radical of the system that meant to the concern of the background needs and also community factual phenomenon to achieve each goal of the various community service programs. Besides that, to the future research and community services program, have to consider underlining to the knowledge of the digital concept which aimed to educated, because digital was defined not only for the term of the [Online] segment but also [Offline] side, so that by defined in structure flow, people will motivate and foster to develop their knowledge in purposes.

Keyword: Community Service Urgency, Conventional, Digital, Indonesia Context, the Mid of Pandemic

1. Introduction

The program defines service-learning as: a method whereby participants learn and develop through active Involving students in their community has long been thought of as both valuable and motivating to students in that it provides opportunities for the application of academic, social, and other skills to real-world issues and problems occurring in their local environment (Palmon et al., 2015).

Community service, a well-known term in community programming, has its definition: “the voluntary action of an individual or group of individuals without pay.” The examples of this type of service are conducting food drives, participating in adopt-a-highway programs, tutoring, teaching younger children, or raking leaves or shovelling snow for elderly neighbours (Ward, 2007).

The other side's pattern of community service is community service learning [CSL] is a relatively new concept in teacher education in western countries, although it is gaining popularity as a valuable pedagogical tool for preservice teacher's professional identity formation (Donninson & Itter, 2010).

In Indonesia context, However, it is important to note that because of the type of infrastructure to be financed under individual [NUSSP] subprojects was decided by the relevant RT (neighbourhood unit comprising several households) or RW (administrative unit comprising several RT), the phasing of [NUSSP] activities differed among the sample villages, and this led to differences in the performance of the [NUSSP] subprojects included in the study were found to be particularly true in Yogyakarta where the objectives of the RT and RW relevant to particular villages differed considerably (Syukri & Mawardi, 2014).

In the mid of (19 century), scientific research became the second main function of a university, yet closely connected to teaching. That was caused by changes in the society – globalization, networking, a closer connection to the community, development of service industry and knowledge-based production (Keerberg et al., 2013).

In order to create success in a complex environment, a leader should set interest priority to make sure that the relationship between the leader and strategic planning is based on the true leadership role and its responsibility to build up the basic strategic acts, as well as employ strategy as a form of plans to work: besides that poor managerial act in resource allocation significantly influences on the implementation of strategic planning as it encompasses a key determining power for decision making in an institution (Siregar et al., 2016).

Volunteering is a deliberative act, requiring careful decision-making, rather than a reactive or spontaneous act as may happen in emergencies. Indeed, definitional criteria may identify the purest form of volunteering, emphasizing free choice as opposed to coercion, with benefits primarily for others rather than for the self (Stukas et al., 2014). To the side of education especially to the human resources part of higher education must be developed. In addition to the main responsibilities, the lecturer also assumes other responsibilities, namely academic and professional development and guidance from participating institutions. (Kusnan, 2018).

The authentic form of the function of schooling recovered is the implementation of the *tri dharma* of higher education sustainable development and efficacy [government regulation number 12 of 2012] concerning Higher Education, the *tri dharma* of purposeful training is the responsibility of universities to conduct the training, research and network service (Permana & A B Joni, 2017). In the [Online Tutoring for After-School Learning], college students involvement to the online-tutoring is the purpose to promote [children's after-school learning] and information literacy in remote areas (Chanlin, 2016).

People awareness were influenced by the value of utilizing online communities of practice [COP] as a model for professional growth of teachers, particularly in a collaborative and inclusive learning atmosphere that allows teachers and educators to focus on their practices. A cycle of social learning is taking place amongst people with a shared interest in the topic or a question that collaborates over periods to communicate and discuss information, which find ideas and develop the skills (Kirschner & Lai, 2007).

The other perspective of community service is the traditional approach which in common acquired to education and also other fields. Community participation studies (across a spectrum of settings) have shown the various channels through which communities in part of involvement in the learning environment, for example, school governance (community education committees (CECs), school contributions (in-kind and financial), school construction (Brannelly & Owomoyela, 2009).

Box 2 Different degrees of community participation	
Passive	involvement through the mere use of a service (such as enrolling children in school or using a primary health care facility)
	involvement through the contribution (or extraction) of money, materials, and labour
	involvement through 'attendance' (for example at parents' meetings at school), implying passive acceptance of decisions made by others
	involvement through consultation on a particular issue
Active	participation in the delivery of a service, often as a partner with other actors
	participation as implementers of delegated powers
	participation in 'real decision-making at every stage', including identification of problems, the study of feasibility, planning, implementation and evaluation

Figure
Different Degrees of Community Participation

In the focus of this article, the researcher was analysed to the narrow scope of digital and conventional community service urgency were proceed in the mid of pandemic to the sustainable development [as the development country]; what are the value of both community service pattern to Indonesia context. Besides, did both sides of community services pattern convey the potential barriers in the situation of pandemic and also if the potential barriers come up-what is the current significant barriers.

2. Research Method

This article was conducted an analysis document that used of varies research journal and article to the context of Indonesia community services and for the secondary data were community service report papers. So that researcher determined that research writing through random sampling.

In data collection and analysis, the researcher examined those research writing through analysed the part of the research findings and also the conclusion to meet the research purpose. Common research journal, article and studies report were considered to at least five years backward of [2020], in which researcher believes that the five years were interconnected to the period of the current president of Indonesia and his government assemble goals that directly encouraged and established to the Indonesia human development. Thus, the following of data analysis of this research can be seen such as:

Table 1
Digital & Conventional Community Service

Digital Community Service	
1. Pemanfaatan Digital Marketing dan Pengelolaan Keuangan Pada Toko Bahan Kue	Vol. 3, No. 1, Juli 2020, pp. 6-12
2. LITERASI MEDIA: CERDAS MENGGUNAKAN MEDIA SOSIAL DALAM MENANGGULANGI BERITA PALSU (HOAX) OLEH SISWA SMA	Vol. 1, No. 1, Februari 2017: 35 - 40
3. Pelatihan dan Bimbingan dalam Pemanfaatan Internet yang Baik dan Aman bagi Pelajar SMK Anak Bangsa Desa Bandar Siantar Kabupaten Simalungun	9(2) Agust 2018
4. Kegiatan E-Marketing sebagai bentuk Kewirausahaan Dini Bagi Pelajar	Vol 1, No, 1, April 2019,
6. Pelatihan Sukses Berbisnis Online Memajukan Perekonomian Masyarakat Melalui Pemasaran Online Putat Jaya Surabaya	Februari 2018 Vol 01 No 1

Table 2

7.SOSIALISASI DAN PEMANFAATAN VIDEO INTERAKTIF PADA SITUS YOUTUBE DALAM PROSES PEMBELAJARAN ANAK-ANAK	Vol.03 No.01 (2020)
8.SOSIALISASI DAN PENDAMPINGAN DALAM UPAYA PENINGKATAN EKSISTENSI OLAHRAGA PETANQUE DI KOTA YOGYAKARTA PADA MASA COVID-19	Vol. 1 No. 3, July 2020
9.PEMBEKALAN KOMPETENSI GURU BIOLOGI MELALUI KEGIATAN PELATIHAN PEMBELAJARAN BIOLOGI ABAD-21	Vol. 1 No. 3, July 2020
10.PELATIHAN MEMBUAT MEDIA PEMBELAJARAN BERBASIS ANDROID DAN WEB-BLOG; LAPORAN PENGABDIAN KEPADA MASYARAKAT	2016/Jurusan Pend. Ekonomi/Univ. N. Yogyakarta

Table 3

1. Dampak Positif Kegiatan Program Pengembangan Kewirausahaan sebagai Upaya Meningkatkan Daya Minat Kewirausahaan bagi Mahasiswa	11(2) Mey 2020
2.Implementasi Official Website Sekolah untuk Peningkatan Mutu Layanan pada SMA Hidayatul Mustafidin Dawe Kudus	11(2) 22 Mey 2020
3. Pelatihan Desain Grafis Untuk Meningkatkan Kreatifitas Siswa	Vol. 4 , No. 2, Juni 2020
4. Pelatihan Akuntansi Pemerintahan dan Pengelolaan Dana Desa Pada MGMP Kabupaten Madiun	Vol. 4, No. 2 Juni 2020
5. Aplikasi Pewarnaan Bahan Alam Mangrove Pada Kain Batik Sebagai Diversifikasi Usaha Masyarakat	Vol. 4, No. 2 Juni 2020
6. Diversifikasi Olahan Cumi Kering "Cumkring O500" di Desa Olimoo'o Kecamatan Batudaa Pantai Kabupaten Gorontalo	27 Juni 2020 Volume 4, Issue 3
7. PPPUD Diversifikasi Produk Kerajinan Tenun Corak Insang di Kampung Wisata Tenun Khatulistiwa	7 Juli 2020 Volume 4, Issue 3
8. Introduksi Indukan dan Alih Teknologi Pembenihan Lobster Air Tawar (<i>Cerax quadricarinatus</i>) pada Kelompok Masyarakat di Kecamatan Ladongi Kabupaten Konawe Timur	23 Juni 2020 Volume 4, Issue 3
9. Bimbingan Teknis Pada Guru PJOK Dalam Peningkatan Kompetensi Guru Melalui Pencak Silat Di Kabupaten Tanah Datar	Vol. 2, No.1, Mei, 2020
10. Pemberdayaan Kelompok Koperasi Wanita Putri Jati Emas Melalui Pembuatan Houseware dari Limbah Vinil	25 Juni 2020 Volume 4, Issue 3

3. Result and Discussion

This chapter embodied the document analysis, which implicated of education, and general community service program that structured into digital based and conventional based program of community services.

3.1 Digital Community Service Program

In rivalry in the bakery and baking industry becomes moderately influence, characterized by the emergence of a certain company and the increased wide variety of bread and cakes produced. On the model-based of community service activities, a number of conclusions can be drawn, such as: firstly the activities that have been implemented include the socialization of activities, the use of digital marketing and technology for marketing product, financial management training and monitoring evaluation. Secondly, numerous goals and outcomes from this exercise have been achieved, such as the knowledge improvement of the [UKM] company management system in the use of digital marketing for marketing products such as Facebook, the establishment of partner revenue by [50%] and partner knowledge development in financial management by value number of [100%].

As highlighted the whole world is experienced the same issue to the false information flood. The nature of the internet is growing as the social system which developed in a modern public space, offers the opportunity for individuals to determine accurate information from that of hoax. Therefore, it is important to transfer the knowledge on hoaxes, thorough discussion, so that to avoid the omitted of behave to false information and also promoted the adaptive capacity to filter for such destruction discourse.

Beside that the appropriate purposes is the aim of internet used; college students were able to radical of understanding and records thru references to academic websites that the writer has provided to enhance the capabilities and insights of the scholars concerned. Students were develop their analysis capacity to determine the records sourced from the internet, through searched the fact of the information in different websites that provide the equal information earlier than being disbursed to the public, to avoid false information.

In other field of reinforcement approach to the learner knowledge and competency development of private sector in case of E-commerce; this target was the purpose to encourage students, particularly in the village of *Sanrobone*, to use Internet technology in the field of online purchasing and sale. Clients in this joint - venture realize [how and where]] to sell products on the Internet. The findings of this analysis were the obstacles of determination, as restricted by the constraints of the network or internet signal at the location and even awareness of the digital applications trends, in the context of e-commerce.

In line to economics sector [the online business success training advancing community economy] through *Putat Jaya* online marketing; the various accessibilities and functions of using digital media, encourage the community or entrepreneurs, to take advantage of this digital media in every activity. To achieve these goals, this activity was conducted through the inner workshop method form of material delivery, discussion and practice of using digital marketing. Moreover in this conclusion, in moderate level of all the participants were lack of digital literacy; besides that participant literacy were incapacity of private sector management development so that influence to expansive the business to the large sector; but the other side this program were in mutual to reinforce their work interest through promoting by digital marketing in the future.

On the implementation of YouTube as the interactive video at the level of children education; the socialization practice have been implemented of the [share and practice] method to the target community; although [89.5 % of participants have used the YouTube application before, 84.2 % of participants have never used the YouTube Kids application in teaching children. After the activity took place, as many as 95% of the participants] were interested in the used of YouTube and YouTube Kids applications to provide education of their children.

The socialization and assistance in environmental efforts [Petanque sport] existence in Yogyakarta city in the period of COVID-19 was conducted based on the passiveness of that sport and also managements system; the pathway of sustainable impact of [Petanque sport] to the

athletes' and also management board; this organization were intended to ongoing process in the mid of pandemic. So that from WhatsApp application this community service was conducted online meeting and concluded that this program was impact to rebuilt dedication and motivation to the mutual and sustainable development; to enforce the drawback of motivation during the pandemic among organization member; encouraged the unified among sports member and affair.

The usage of communication techniques, activities and experiences related to [21st century] biology instruction the competence improvement of the abilities in technical literacy and science publications. Based on the findings of the aforementioned study, only [38 per cent] of the participants were able to perform and address of HOTS queries, and also the significant involvement of participant. The participants were [97] which various professions such as students, teachers, lecturers and education practitioners in Indonesia. For this reason, the next training was proposed to blend learning so that participants can be facilitated in consultation term, besides increased the duration of training and work assignments.

In line of program of implementation [web-blog smartphone base as an alternative media] to the vocational school teachers, they found numerous classical drama that has been fossilized and slept in accordance to Indonesia educator, the barrier dramas such as limited-time consume to develop the sufficient teaching-learning media; irritated to adopt-adapted media literacy; and the other dark tenor side was the financial barriers to develop and construct such digital media. This program concluded that: service activity can be categorized as targeted service which meets the participant needs and goal by the reflection of their responses to the service activities in term of the style of speakers delivered materials and also the content of the modules; therefore the participants have enriched their teaching approaches and literacy that valuable to construct the purposeful teaching and learning media.

In addition one of the effort to foster entrepreneurial spirit for higher education students through the development program for entrepreneurship (Program Pengembangan Kewirausahaan). In this case is to improve young entrepreneurs, especially students who have the experience and ability to extend the new business through science and technology bases and also initiated in a business network, especially for the inexperienced individual and small-medium entrepreneurs [SME]. In order to strengthen this program, by the use of the start-up business model, which the main purpose to the automotive-robotic-and informatics sector, concluded that the aim of the education process in higher education not only equips students to the science or technology but also provides knowledge related to entrepreneurship. Education and curriculum policy to the present time needs to consider entrepreneur curriculum integration that modelled in the form of course credit for students who initiated and achieves the business development, especially those in accordance with the discipline.

Likewise to the quality insurance it is one of Educational services system that in mutual to develop the quality of all sides. So that through the implementation of official school website, the school insurance services are meet to education purposes. The result were drawn such as firstly the targeted school which [SMA Hidayatul Mustafidin] had been familiar and develop for such digital media and also for the positive point; the purpose of community service program was accordance to the current issue and empowered synergies to continual improvement of insurance service which positive impact to all school member and public information access.

The development of technological advances in the present requires schools system to literate, and also there are positive and negative problems that perceived, for example, the negative impacts of technology that influenced in case of using social media have been increasing the destruction among pupils who instead of the user. By that case, the program of community service was tangible to educate the leaner skill to improve and responsive to technologies issues thorough implemented graphic design. The result described that majority of that students were able to comprehend and applied the literacy of graphic design which impromptu to design some models used graphic design application.

3.2 Conventional Community Service Program

Government accounting training and suburban reserve management has achieved the goal, showed by participant's involvement. Participants are also able to differentiate between domains and authorities in the public sector accounting process. In other program empowered students ability in writing skill through writing classroom bulletin board; the series of activities started from the pre-test, provided materials related to the development of writing skills [ability to create stories based on pictures, explained the requirements for narratives text], and also used [how to make short stories] by the lecture method. The majority of the students were stand at the level of literate which able to analyse-develop-and construct the idea to story line.

On the community service program to the community business development, the application of natural mangrove colouring on *Batik* cloth as a community business diversification, was implemented to the grassroots of *Tarakan* city coastal area, this activity can also improve the standard of economic to the local community. The people of *Gunung Lingkas* Village, East *Tarakan* District, was developed significant improvement to explore the potential of natural resources in the coastal area of *Tarakan* City. The application of colouring mangrove natural materials on batik cloth was achievable implemented.

The uniqueness of community service program was reflected from Jayapura sub-district case, which used recycle item of plastic bottle to educate people of *Waena Distrik Heram* that the positive side of recycle item can be implemented to the improvement of economic side and also protected the environment from the destruction impact. Through this service activity, training has been conducted to produce handicraft items used of plastic beverage bottle waste. The activity of handicrafts production was the purpose to decrease the quantity of waste on one side, particularly plastic waste from of drink bottles at the location of this community service activity. The used of shapes and colours plastic drink bottles, has attempted to reduce the volume of waste around this area.

As the community empowerment learning; real work lecture program, in the implementation of dry squid diversification to the coastal area in *Gorontalo*. They focused on female empowerment to the targeted issue, that program was described that the participants were acknowledged to the literacy of dry squid diversification, in which the achievement to develop and produced that product in the public. Whereas the other fact, the participants were illiterate to the concept of online marketing, but in fact, all of that product can be produce and provide to the market. The development of motivation to organize diversification product impact to the positive side of education, *Gorontalo* State University flourished to promote and endorse the cooperation link among that institution and *Gorontalo* society.

In relevant community service program which aimed to the Product Diversification of *Corak Insang* Weaving at *Kampung Wisata Tenun Khatulistiwa*. Fifteen participant participants participated in a program of community service; five participants gained skills in creating half-moon bags; eight met their skills in producing a fabric [*Corac insang*] which represented of the ornament pattern of squatting clutches; ten people developed skills in basic pattern breakouts production and clothing; moreover, this service was achieved significant goal was implemented in moderate level of participation.

The *Broodstock* Implementation and Technology Transfer of Crayfish [*Cerax quadricarinatus*] Hatchery in the Community Groups in *Ladongi* Sub-district, East *Konawe* Regency was imply to Crayfish is an invasive species that has the ability to expand. However, the availability of seeds hinders the development. The goal of this program was to move crayfish hatchery technology to both of community groups in the *Ladongi* Sub-district, East *Konawe* Regency. These activities have been conduct from [2017 to 2018]. The modes of operation involved the extension-training of hatcheries, the creation of crayfish *broodstocks*, the development of breeding ponds and hatcheries also the evaluation of expertise, abilities, provision of processing facilities and then the potential of the collaborators to grow crayfish seeds. The findings revealed that the participants' awareness on metrics was [55-91] per-cent.

In technical guidance of *Pencak Silat* in term of sport field, *Pencak Silat* is one of the most obscure sports fields to the general issues of schools which integrated in teaching process. In other words, *Pencak Silat* has long story, which excluded from the core curriculum. In addition, the aim

of community service was to promote the construction and development of *Pencak Silat* literacy in schools. So that through *Pencak Silat* technical guidance of sport-teacher competence, this program concluded that teachers increased in the development of knowledge, skills and mental-coaching through learning *Pencak Silat*.

Vinyl waste becomes a synthetic waste as being hazardous for the environment. This program became important in order to strengthen the skills of women in the growth of family income. Moreover, the passion and constructive involvement in the voluntary sector has to engage in the scheme. The efficacy of this program has strengthened [80%] of participants' capabilities.

4. Conclusion

Researcher concluded that both digital and conventional approach of the community service were based on the needs and community fact which to achieve the common and mutual understanding of the issue that practice in services process. Moreover, to the sides of human resources development, it will construct in continual process and progress, in other hand for natural resources, when human resources were foster to fulfil their knowledge, directly people through knowledge system will manage all of the system in earth include of the nature, to meet the balances among human beings and nature.

Additionally in the mid of pandemic, researcher analyse that the use of digital approaches in conducting community service was depend on the background of community itself, so that all of the stakeholder are needs to reevaluate, teach, and practice the term of digital approach. It means that digital was the approach not only to online segment but also to offline segment for example conducted a training course for using computer base, and or the implementation of android base to prevent the blank point understanding of the term [Digital].

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