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Analysis of the Implementation and Economic Impact of the Jember Digital Village Economy Program (JEDISA) on Household Welfare in Sidomukti Village, Jember Regency

Supriyadi[1], Muh Hamzah[2].

[1.2] Department of Economics, Faculty of Social Sciences and Humanities, Universitas Nurul Jadid, East Java, Indonesia.

Email: xsufri02@gmail.com [1].hamzah.stikesnj@gmail.com [2]

Abstract

This study aims to analyze the implementation of the Jember Digital Village Economy (JEDISA) Program, identify the program's economic impact on household welfare, and examine the supporting and inhibiting factors regarding the JEDISA Program's implementation in Sidomukti Village, Jember Regency. The JEDISA Program is a village digitalization initiative designed to enhance community digital literacy, expand market access for Micro, Small, and Medium Enterprises (MSMEs), and stimulate economic activity through the use of digital technology.

This study employs a qualitative approach with a descriptive research design. Data were collected through observation, interviews, and documentation involving the Sidomukti Village Head, village officials, and MSME operators—specifically those in the tape (fermented cassava) and tailoring sectors—selected using purposive sampling. Data analysis was conducted through data reduction, data display, and conclusion drawing, based on the Miles, Huberman, and Saldana model. Data validity was verified using source triangulation and technique triangulation.

The research findings indicate that the JEDISA Program has positively impacted community digital literacy and encouraged the use of social media and online marketplaces for product marketing. The program has contributed to a growing customer base, expanded market reach, increased sales, and higher incomes, thereby improving household welfare. Furthermore, the program has generated a multiplier effect by boosting local economic activity and creating opportunities for digital-based business

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development. However, the program's implementation has not yet reached its full potential due to persisting obstacles, such as limited post-training support, low digital proficiency among some community members, and uneven adoption of digital technology across all business operators. Therefore, continuous support and community capacity building are essential to ensure that the benefits of the JEDISA Program are realized more widely and sustainably.

Keywords: JEDISA Program, Program Implementation, Economic Impact, Household Welfare, Village Digitalization.

INTRODUCTION

Digital transformation has become one of the primary development agendas adopted by governments worldwide to improve public services, economic productivity, and community welfare. The rapid expansion of information and communication technology has created new opportunities for rural communities to participate more actively in economic activities through digital platforms. Consequently, rural digitalization has increasingly been recognized as an important strategy for reducing economic disparities between urban and rural areas while strengthening local economic resilience.

Indonesia has responded to this global transformation by promoting various digital village initiatives designed to empower rural communities. These initiatives emphasize not only technological infrastructure but also digital literacy, entrepreneurial capacity, and institutional strengthening. Digital villages are expected to facilitate easier access to information, improve public services, increase market accessibility, and support sustainable local economic development.

One of the digital village initiatives implemented in Jember Regency is the Jember Digital Village Economy (JEDISA) Program, introduced by the Department of Community and Village Empowerment (DPMD) in 2022. The program aims to improve villagers' digital competencies through training, technical assistance, and mentoring activities focusing on village youth, village-owned enterprises (BUMDes), and micro, small, and medium enterprises (MSMEs). Through these activities, participants are encouraged to utilize digital technologies for marketing, business promotion, and product commercialization, thereby strengthening local economic competitiveness.

Sidomukti Village possesses considerable economic potential supported by agricultural production, home industries, trade, and various MSMEs. However, many local entrepreneurs continue to experience difficulties in expanding market access because of

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limited digital literacy, inadequate product promotion, and insufficient utilization of online marketing platforms. These conditions have restricted business growth despite the availability of substantial local economic resources.

The implementation of the JEDISA Program is expected to improve household welfare through increasing business productivity, expanding customer networks, reducing marketing costs, and creating new business opportunities. Household welfare, however, cannot merely be evaluated based on income growth but should also consider families' ability to meet educational, health, housing, and other basic needs. Therefore, understanding the broader economic consequences of digital village programs becomes increasingly important for assessing their effectiveness.

Previous studies have generally concluded that digital village programs contribute positively to economic development through improving digital literacy and expanding market access. Nevertheless, most existing studies have employed quantitative approaches emphasizing statistical relationships rather than exploring community experiences regarding how digital transformation influences household welfare. Consequently, qualitative evidence describing beneficiaries' perceptions remains relatively limited.

This study addresses this research gap by adopting a qualitative approach to investigate the implementation and economic impacts of the JEDISA Program in Sidomukti Village. Unlike previous studies, this research focuses on understanding the experiences of village government officials and MSME actors in utilizing digital technologies introduced through the program. The findings are expected to enrich the literature concerning rural digital transformation while providing practical recommendations for improving digital empowerment policies in Indonesian villages.

RESEARCH METHODS

This study employed a descriptive qualitative research design to explore the implementation and economic impact of the Jember Digital Village Economy (JEDISA) Program on household welfare in Sidomukti Village, Jember Regency. A qualitative approach was considered appropriate because the study aimed to understand participants' experiences, perceptions, and interpretations regarding the implementation of the program rather than measuring causal relationships statistically.

The research was conducted in Sidomukti Village, Jember Regency, one of the villages participating in the JEDISA Program. Informants were selected using purposive sampling consisting of the village head, village officials responsible for implementing the

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program, and MSME owners actively participating in JEDISA activities. These participants were considered capable of providing comprehensive information concerning program implementation and its economic impacts.

Primary data were collected through in-depth interviews, direct observation, and documentation. Interview activities focused on understanding participants' experiences regarding digital literacy improvement, business development, marketing expansion, income changes, and perceived obstacles throughout program implementation. Documentation included government reports, village administrative documents, photographs, and related supporting materials.

Data analysis followed the interactive analysis model proposed by Miles, Huberman, and Saldaña, involving data reduction, data presentation, and conclusion drawing. Data credibility was strengthened through source triangulation and technique triangulation to ensure consistency among information obtained from different participants and various methods of data collection.

RESULTS AND DISCUSSION

Implementation of the JEDISA Program in Sidomukti Village

The implementation of the Jember Digital Village Economy (JEDISA) Program in Sidomukti Village represents the local government's effort to strengthen rural economic development through digital transformation. The program emphasizes improving digital literacy among village communities while encouraging MSMEs to utilize digital technology as a strategic business tool. Training activities include the use of social media, digital marketing, online product promotion, content creation, and the introduction of digital marketplaces. These activities were expected to improve participants' capabilities in expanding market access and strengthening business competitiveness..

The findings indicate that the implementation process was generally carried out according to the program objectives. Village government officials collaborated with the Department of Community and Village Empowerment (DPMD) to facilitate training activities and encourage community participation. Informants acknowledged that the program successfully introduced new digital knowledge previously unfamiliar to many MSME owners. Participants became more confident in utilizing smartphones, social media platforms, and online communication tools to support business activities.

Although the program implementation demonstrated positive progress, community participation varied considerably. Several MSME actors actively adopted digital marketing strategies immediately after attending training sessions, whereas others remained

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dependent on conventional marketing methods due to limited digital skills and technological confidence. This variation indicates that program effectiveness is influenced not only by the availability of training but also by participants' readiness to adopt technological innovation.

Economic Impact of the JEDISA Program on Household Welfare

One of the principal objectives of the JEDISA Program is improving household economic welfare through digital empowerment. Based on interviews conducted with MSME owners and village officials, the program generated several positive economic impacts.

First, digital marketing significantly expanded customer reach. Before participating in the program, most businesses relied primarily on local consumers through traditional face-to-face transactions. Following the introduction of digital marketing techniques, several MSMEs successfully promoted their products using Facebook, WhatsApp Business, Instagram, and online marketplaces, allowing products to reach customers outside the village.

Second, the expansion of marketing networks contributed to increased sales volume. Business owners reported more frequent customer inquiries and higher product demand after consistently promoting their products through digital platforms. This increase in market accessibility subsequently improved business revenue and household income.

Third, increased household income contributed to improved welfare conditions. Informants explained that additional business revenue enabled families to better fulfill daily necessities, children's educational expenses, healthcare costs, and small business reinvestments. Consequently, the economic benefits generated by digital transformation extended beyond business performance and positively influenced broader household welfare.

Furthermore, the program produced multiplier effects within the local economy. Improved business performance encouraged cooperation among local entrepreneurs, increased demand for supporting services such as packaging and delivery, and strengthened the village's economic ecosystem. These findings demonstrate that digital village initiatives can generate broader economic benefits extending beyond individual business owners.

The findings support the assumption that digital transformation facilitates rural economic development by reducing market barriers, improving access to information, and

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increasing entrepreneurial competitiveness. Digital platforms provide relatively low-cost marketing opportunities while enabling MSMEs to compete in broader markets without substantial financial investment.

Supporting Factors of Program Implementation

The successful implementation of the JEDISA Program was influenced by several supporting factors. The first supporting factor was the commitment of the village government. Village officials actively facilitated program implementation, coordinated training schedules, encouraged community participation, and maintained communication with relevant government agencies.

The second factor involved the enthusiasm of MSME actors. Many entrepreneurs demonstrated strong motivation to improve their businesses by learning digital marketing techniques and utilizing available online platforms.

Another important supporting factor was the increasing accessibility of smartphones and internet services. Compared to previous years, the availability of affordable mobile devices and internet connectivity enabled more community members to participate in digital economic activities.

In addition, collaboration between village institutions and local communities created an environment that supported knowledge sharing among participants. Several business owners exchanged experiences regarding online promotion, product photography, and customer communication, thereby strengthening collective learning throughout the program implementation process.

Inhibiting Factors of Program Implementation

Despite the positive outcomes, several obstacles limited the effectiveness of the JEDISA Program. The most frequently reported challenge was the limited digital literacy among some community members. Older entrepreneurs, in particular, experienced difficulties operating smartphones, managing social media accounts, and utilizing online marketplaces effectively.

Another important limitation involved the absence of continuous mentoring after the completion of training sessions. Participants acknowledged that while initial training introduced fundamental digital skills, many required further technical assistance when encountering practical problems during business implementation.

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Infrastructure limitations also affected program sustainability. Although internet connectivity had improved, unstable network quality occasionally disrupted online business activities and reduced the consistency of digital promotion.

Furthermore, differences in educational background, technological confidence, and business readiness contributed to unequal adoption of digital innovation. Some participants rapidly adapted to new technologies, whereas others preferred maintaining conventional business practices due to perceived complexity and uncertainty.

These findings indicate that digital empowerment programs require long-term assistance rather than one-time training activities. Sustainable mentoring, regular evaluation, and continuous capacity development are essential for ensuring that digital transformation produces inclusive economic benefits across all community groups.

DISCUSSION

The findings demonstrate that the JEDISA Program contributes positively to rural economic development by improving digital literacy, expanding market access, increasing business productivity, and strengthening household welfare. These results are consistent with previous studies highlighting the important role of digital transformation in promoting MSME competitiveness and local economic resilience.

From the perspective of rural development, digital empowerment should not merely focus on introducing technology but also prioritize human capacity development. Participants who possessed higher digital competencies were more capable of maximizing technological opportunities and generating greater economic benefits.

The study also reveals that household welfare improvement occurs through multiple pathways. Increased income enables families to improve consumption, education, healthcare, and business investment simultaneously. Therefore, the success of digital village programs should be evaluated using broader welfare indicators rather than relying solely on financial performance.

Nevertheless, sustainable policy support remains necessary. Continuous mentoring, institutional collaboration, and periodic evaluation are critical to ensuring that digital transformation remains inclusive and responsive to community needs. Without long-term assistance, the positive impacts achieved during program implementation may gradually decline.

Overall, the findings suggest that the JEDISA Program represents an effective strategy for supporting rural digital transformation while simultaneously contributing to household welfare improvement in Sidomukti Village. However, maximizing program

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effectiveness requires stronger institutional commitment toward continuous community empowerment and digital capacity building.

CONCLUSION

This study examined the implementation and economic impact of the Jember Digital Village Economy (JEDISA) Program on household welfare in Sidomukti Village, Jember Regency. The findings indicate that the program has been implemented through digital literacy training, business mentoring, and digital marketing assistance targeting village communities, particularly micro, small, and medium enterprises (MSMEs). The implementation has contributed to improving participants' knowledge and skills in utilizing digital technology for business development.

The study further demonstrates that the JEDISA Program generates positive economic impacts by expanding market access, increasing product promotion through digital platforms, attracting new customers, improving sales performance, and increasing household income. These improvements have positively influenced household welfare by enabling families to better fulfill their daily needs, educational expenses, healthcare costs, and business reinvestment.

However, the study also identifies several challenges affecting program effectiveness. Limited digital literacy among some community members, insufficient post-training assistance, unequal technological readiness, and inconsistent utilization of digital platforms remain significant obstacles. These findings suggest that digital empowerment programs require sustainable mentoring rather than one-time training activities.

Overall, the JEDISA Program represents an effective strategy for supporting rural economic development through digital transformation. Continuous capacity building, institutional collaboration, and long-term assistance are essential for ensuring that the economic benefits generated by the program remain sustainable and inclusive

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