

Introduction and Training of IT Entrepreneurs for the People of Kalidoni RT District. 34 RW.07

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Article Information:

Received July 10, 2024

Revised August 07, 2024

Accepted August 09, 2024

Keywords:

Entrepreneurship;

Science and Technology;

Society; Technology;

Training

Abstract

The aims of this service are (1) to improve the quality, insight and awareness of teenagers about the importance of science and technology skills in competing in the era of globalization and being able to utilize technology in entrepreneurship so that their standard of living changes for the better. (2) to provide understanding for the community related to Entrepreneurship. The methods used are (1) Theoretical basic knowledge of computer practice to support computer training. (2) Evaluation of theory & practice test. The results show that (1) Participants understand the importance of non-formal education guidance services and instill social values in the youth who are the target of the activity. (2) It is the best solution to overcome the problem of a lack of knowledge of science and technology in society. It can be concluded that the low quality of human resources has become a polemic in the community, therefore, with computer training, participants are expected to be able to apply it well in the world of work and education and take advantage of science and technology skills in online entrepreneurship.

A. Introduction

Information technology (IT) has become an important pillar in economic development in this digital era (Mhlanga, 2021). The use of IT in entrepreneurship opens up opportunities for individuals and communities to innovate and increase economic competitiveness (Broughel & Thierer, 2019; Surya et al., 2021; Vu et al., 2020). However, not all levels of society have adequate access or knowledge about how to utilize this technology for productive economic activities (Rojas et al., 2021).

Kalidoni District RT.034 RW.07 which is located in the city of Palembang, South Sumatra, is increasing rapidly. This increasing population is not commensurate with the level of education in Kalidoni District, which in general is still very low. Seeing the conditions above, one of the steps that needs to be taken is to improve the quality of human resources. Improving the quality of human resources starting from an early age can have an impact on the individual's own competitiveness. The steps taken are to provide additional skills to those of productive age. One of the skills that will be given to the community is computer skills (science and technology). By providing computer skills, it is hoped that people will be able to compete to get better jobs (Nugroho, 2016).

Kalidoni District, especially RT. 34 RWs. 07, is an area that is still in the development stage in terms of the use of information technology. Many citizens have great potential for entrepreneurship, but are hampered

by a lack of knowledge and skills in the IT field (Cummings & Janicki, 2020; Kulgemeyer et al., 2020; Paško et al., 2022; Williams & Saunders, 2020). In fact, with proper introduction and training, people can be empowered to utilize technology to create new business opportunities and optimize existing businesses (Fitriani, 2018).

Indonesia's low human resources are due to a lack of mastery of science and technology, mastery of science and technology which can become a reliable subject or actor of development, so in the era of globalization it is also necessary to synergize with mastery of self-competence in the form of mastery of science and technology. So that efforts to advance quality Indonesian human resources can be carried out (Buchari et al., 2024; Hermawan et al., 2023). By mastering science and technology, society will be able to compete in the era of globalization, the ability to master science and technology in general must be possessed by the community, especially residents who live in Kalidoni District, therefore academic circles need to be concerned to participate in helping to improve the quality of human resources (Srinadi, 2015).

Several studies show that mastery of information technology can increase the efficiency and effectiveness of small and medium enterprises (SMEs). The use of information technology by SMEs can increase productivity by up to 30% and expand market reach (Febrianti et al., 2023). This is in line with the results of research from McKinsey (2020), which shows that business digitalization can increase SME income by up to 2.5 times (Dec et al., 2022; Vogelsang et al., 2022).

Apart from that, the Indonesian government through the Ministry of Communication and Information has launched various programs to increase people's digital literacy (Maharsi, 2000; Wijaya, 2016). One of the programs is the National Digital Literacy Movement which aims to provide training and assistance to the community to become more digitally literate and able to utilize information technology for economic prosperity (Pangestu, 2022; Sumetri et al., 2022).

With this background, introduction and training of IT entrepreneurship for the people of Kalidoni RT District. 34 RWs. 07 becomes very relevant and urgent. This program is expected to provide a basic understanding of information technology and practical skills in IT-based entrepreneurship, so that people can be more economically independent and able to compete in an increasingly digital market. Meanwhile, the problem formulation is: How are the people in Kalidoni District RT.034 RW. 07 Palembang, South Sumatra, can you utilize technology in entrepreneurship to change your standard of living for the better?

B. Methods

The recruitment process for training participants is carried out by: Socialization and direct surveys at the location that will be the target of this activity, namely in the Kalidoni sub-district RT.034 RW.07 in June 2024, the target community who can understand the training are all the people who attended the training.

Collaborate with the village head, local RW or RT to obtain youth data with agreed terms. After receiving certainty about the activity target data, the socialization team took a direct approach.

The conditions for being a participant in this training are:

1. People still have low knowledge and skills in the computer field.
2. Local Kalidoni sub-district teenager.
3. Maximum training participant capacity is 50 people.

The activity methods used in science and technology training are:

1. Theory in computer training, basic knowledge of computers is required. This activity can take the form of providing teaching materials or training materials to make it easier for participants to understand the learning process.
2. Practice to support computer training requires a direct experience activity for the training participants, namely in the form of practice. With the practical method, training participants are able to carry out simulations and apply what they have learned in theory.

Training evaluation will be held after the series of events are completed, namely in 2 ways:

1. The theory test contains questions related to the theoretical training material that has been taught
2. Practice, namely by assessing the results of participants' practice according to what was taught by assessing the conditions for success including:
 - a. Computer typing training
 - b. Participants can create a blog for Online Entrepreneurship.

- c. Participants can create a personal account in the form of email (Yahoo or Gmail).

C. Result and Discussion

Introduction to Computers

First, we are introduced to what a computer is, the history of computer development, the use of computers and the components in them. KA computer is a tool used to process data using a program, the program itself is a formulated procedure. Then explain about computer devices consisting of hardware, software and brainware and how to use and care for these computer devices. PHardware is a device that is physically visible. Included in this group are monitors, keyboards, mice and printers. Software is instructions given to a computer so that it can carry out tasks according to the user's wishes. One example of the software itself is a rapid typing application that will be used in computing typing simulations. Meanwhile brainware is a professional expert who is directly involved in processing an information system. These expert people include systems analysts and programmers.

After an initial introduction to computers and providing training material, the next activity was to start explaining the importance of computing typing (typing with 10 fingers). Maybe most people think that the ability to type with 10 fingers is trivial, even though the ability to type is the main thing. Especially if daily activities are related to typing, for example theses, making reports, letters or emails, programming and articles.

The disadvantages a person gets if they type without using 10 fingers:

- a. Makes someone tired quickly.

Typing without using 10 fingers will not only take a long time, but will also drain your energy. Because you have to look at the keyboard and monitor screen alternately, looking at the keyboard to enter input or letters to be typed and looking at the monitor to make sure the output is correct. Compare this to typing without having to look at the keyboard and only focusing on the monitor screen, that is, with 10 finger typing skills, it will certainly save energy and time.

- b. Not effective and efficient

Using 11 fingers will make your fingers tired quickly, because not all fingers are used to type on the keyboard and only a few fingers work so that our finger usage becomes inefficient.

- c. Keyboards can be damaged quickly (short-lived)

Typing with 11 fingers will make the keyboard short-lived. This happens because the pressure of typing with 2 fingers (usually called typing with 11 fingers) is stronger than the pressure of typing with 10 fingers. The Enter button is the button that is most often damaged because this button is pressed most often, even with all your strength. If typing with 10 fingers, the Enter button will only be pressed with the right little finger, which has less pressure than the index finger.

Activity participants can directly simulate using a laptop. The software used in computing typing training is rapidtyping as in the picture below:



Figure 1. Rapid Typing Software

This software is very easy to use as all you need to do is follow the instructions provided. In the initial course a typist will be taught letter by letter and which fingers to use to press them. Apart from that, every time you finish training, your typing data will also be displayed, such as speed and accuracy. Apart from that, this software will also show which keys are difficult for a typist and provide review facilities so that a typist can do special exercises on these keys. After completing the main course a typist can run the satellite feature, which will record daily typing and will use the data to modify exercises focused on the data that has been collected. Apart from that, satellites can also be set to remind someone to take a break after typing for a certain time interval.

Creating a Blog

Blog is an abbreviation of Weblog, a term first used by Jorn Barger in December 1997. Jorn Barger (www.robotwisdom.com) uses the term Weblog to refer to a group of personal websites that are always updated continuously and contain links to other websites that they find it interesting accompanied by their own comments. Meanwhile, a website here can be interpreted as a collection of pages used to publish information in the form of text, images, and other multimedia programs in the form of animation (motion pictures, motion writing), sound, and/or a combination of all of these, both static and dynamic, which form a series of interrelated buildings between one page and another which is often referred to as a hyperlink.

There are also functions of blogs including:

- a. As a means of publication

Blogs can be a means to express your writing creativity freely. Whether it's a life story, opinion, or other work. If someone has a business, a blog can also be a means for press releases for activities. If customers visit the business website, they can also see that the business still exists. Do the math, this step can save expensive publication costs in online media.

- b. As an online portfolio

Portfolio is one of the important things for a professional. Because clients or companies can more easily find out the skills and experience you have. So, with this blog, someone can create an online portfolio containing written work, photos and projects they have worked on.

- c. Branding tool

Blogs can also be quite a powerful branding tool. For professionals, writing articles on certain topics on blogs will make them known as experts. So, clients or potential consumers do not hesitate to use existing services. Likewise for business. With a blog, someone can build company branding while providing useful information to consumers

d. Promote goods or services

By utilizing a blog, someone can write articles about the benefits and tutorials of the products that will be offered.

Then enter the stages of creating a blog with WordPress, namely:

- 1) Create an account on WordPress by opening the site id.wordpress.com
- 2) Give a name to the Blog/Website
- 3) Choose a template
- 4) Start posting news or articles
- 5) Beautify the appearance of the web.

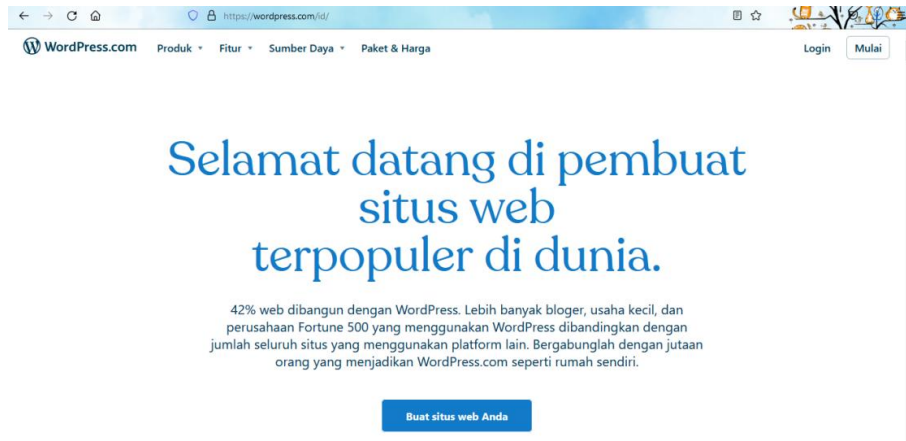


Figure 2. WordPress Main Page

Before creating an account on WordPress, participants must have an email first. In creating a blog with WordPress, participants need E-Mail to create a blog account on WordPress. Here you will be taught how to create e-mail from service providers such as Google, Yahoo and Microsoft Hotmail.

Emails

Email is one of the facilities available on the internet for correspondence purposes. Just like correspondence activities via postal services, email is able to handle news and document delivery services in the form of electronic data (files), including e-card services (electronic greeting cards). Electronic mail, often called e-mail or e-mail, is a Store and Forward method of writing, sending, receiving and storing letters through an electronic communication system.

The concept of email is like sending a letter by regular post, so the sender sends the letter to the post office with the recipient's address added. From the Post Office it will be delivered to the Post Office closest to the intended address so that it finally reaches the address of the letter. In the end, the recipient of the letter only opened the post box in front of the house.

Apart from its function in sending letters online, using email certainly has its own advantages, including the benefits of email, namely:

1) Fast Mail Delivery Media

One medium that can be used to send letters correctly to send them quickly is by using email. Sending a letter via email only takes zero point a few seconds with the help of an internet connection. Long distance will not affect email delivery. Different from

Using email as a medium for sending letters is the right way to send letters quickly. With a good internet connection, sending a letter using email only takes zero point a few seconds. To send letters over long distances, it will not take long to send an email. If you use regular mail, the delivery time will be different, e-mail never takes into account distance in delivery. Both at home and abroad, the time required for sending emails is the same.

2) Can be used for sending documents

Apart from being used to send letters, email can also be used to send documents. With the file attachment service, what is sent via email is not just a letter, but can also be a bundle of documents. Documents sent

via email must be in soft file form. So if there are some files that cannot be retyped, the files must be scanned first to become document files.

3) *Sharing Images With Good Quality*

Email can also be used as a medium for sharing images or photos. The quality of sharing images using email is the same as the original file, such as using Bluetooth to share images. Email does not reduce the number of pixels during the process of sending images or photos. Different from other media such as WA, Facebook, BBM and other social media. Using some of these media to send images or photos will reduce the number of pixels, so that the quality of the image received by the recipient can be damaged or will break when zoomed. While sending using email will not reduce the number of pixels, the image quality is maintained, so it will not break when zooming.

4) *More Effective and Efficient*

Sending letters via email is an effective and efficient way of sending letters. Sending letters using email does not require coming to the post office. If you don't have an internet connection at home, you can send documents freely at an internet cafe which is usually open 24 hours. Unlike the post office which opens at 8 o'clock and closes at 4 pm. So the time used for sending documents is more flexible

5) *Can be used for communication media*

Communication can not only be done using the telephone, but email can also be used as a written communication medium. Email can also be used as a discussion group, so several email addresses can communicate in one forum. That way, communication can be carried out faster. Apart from discussion groups, email can also be used for personal communication and the security of discussions carried out can be well maintained as long as no one else can access the same account.

6) *Can be Used as Promotional Media*

Recently, there have been many online shops, or online shops, which have become very popular in various circles of society. The reason is, just by sitting at home someone can receive the desired item without having to go to the intended shop. By using email, online business owners can promote their online shop products to their customers using the customer email list. Promotion using email is also felt to be more effective and cheaper than having to distribute brochures to the general public.

7) *Can be used as an access tool to the world of work*

Having an email account can make it easier to apply for jobs. Job applicants do not need to carry applications from one office to another. By having email, job applicants can send one file to various companies to make job applications. And in this era of technological development, many companies or offices receive job applications via email, no longer by document file as before.

8) *As a Basic Account for Creating a Social Network*

Having social networks is very popular nowadays. Not only people have interests, even small children already have smartphones or gadgets. Many applications installed on smartphones use email to activate them. Without using email, someone will not be able to create another account. Registration for the creation of a social network is not carried out without using e-mail. So it can be said that email is the basic medium for creating other social media accounts.

9) *Access To Multiple Internet Sites*

The internet is also nothing new. Opening the internet is often done to complete work or to search for information. There are several internet sites that can be opened directly. However, there are also those where access to log in requires email permission first. Like some accounts for downloading music and movies, you need to use your email to log in and download the site.

For creating blogs and websites, email is an important and basic component in order to create blogs and websites.

10) *Information Media*

Having an email will make it easier to get the information you want. By following several channels, these channels will automatically provide updated information regarding the information held by that channel. Following a channel in an email can not only access one channel, but can also be used to access several channels, so that a lot of information can be obtained via email.

With the rapid development of technology, many conveniences are offered. Including the convenience of having online mail delivery media using email. As technology develops, the function of email also continues to develop, not only can it be used to send messages, but email can also be used for various internet-based activities.

Some frequently used free e-mail service providers include:

1. Google (.com / .co. id)
2. Yahoo (.com / co. id)
3. PNS mail (eMail service intended for all Indonesian Civil Servants in accordance with the Circular Letter of the Minister of State for Administrative Reform and Bureaucratic Reform Number 06 of 2013, and is a requirement for applying for a village domain. id)

The process for creating an email via Gmail is to open the gmail.com page and it will appear as in Figure 3. After that, register by filling in your existing biodata.

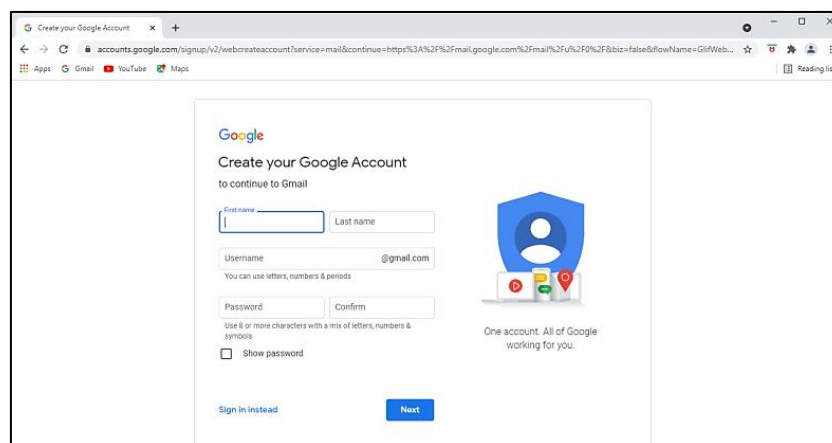


Figure 3. Gmail Account Registration Page

Of course, this training activity really requires internet network access to create and use blogs and email.

Internet

The Internet or International networking is defined as two or more computers that have connectivity to form a computer network that includes millions of computers in the world globally (internationally), which interact with each other and exchange information. Everyone in the world can share information and communicate with an internet connection. Currently the internet plays an important role in various fields. The benefits of the internet include:

- a. For connectivity and communication facilities

The internet can connect almost the whole world. People with similar interests can connect, or ask questions to experts in their fields. The internet allows us to communicate right away or in a short time even though we are far apart. We can send emails, make voice or video calls, to anyone in the world with the internet. In fact, in ancient times, it took days or even months to send a letter or package.

- b. For access to information, knowledge and education

The internet contains an endless variety of knowledge and information. The internet allows us to study any topic. Internet is useful and very helpful in the field of education. Because material about various sciences can be found on the internet. With the internet, we can improve our abilities, master various subjects that may not be obtained from formal education, and be adept at doing any task. For example, by using a search engine like Google, we can ask any question, finding a web page that will provide the answer along with related information.

- c. Address and mapping

The internet can help users to get addresses or find out locations in any place in the world. Through maps with the help of GPS technology or search engines such as Google. We can even find the fastest route to the destination location. Ease of business.

d. Ease of business

The internet makes it easier for the business world to carry out buying and selling and transactions. The internet can be a place to advertise and sell goods or services at any time to everyone in the world. The internet also makes it easier to access bank accounts, make transactions and send money. Many services make it possible to find out and pay bills electronically. The internet also makes it possible to shop online. We can find the products we are interested in without having to go to the shop directly.

e. Entertainment facility

The internet provides wider access to the world of entertainment such as watching videos, watching movies, listening to music, and even playing online games.

After the activities providing theory and direct simulation training in the form of practice were carried out, the participants were seen to be very enthusiastic about this activity. This is proven by the number of training participants who were successful in the following activity, namely in the form of an evaluation test which was an indicator of the success of this activity.



Figure 4. Delivering Material to the Kalidoni Sub-District Community

Based on the implementation of Community Service results related to the IT entrepreneurship introduction and training program for the people of Kalidoni RT District. 34 RWs. 07 is a strategic step to empower local communities in facing the digital era. By providing a basic understanding of information technology and practical skills in entrepreneurship, people are expected to be more economically independent and able to compete in an increasingly digital market.

This training aims to open people's insight into the importance of information technology in business development, provide practical skills that can be directly applied, and improve their ability to utilize

technology to support entrepreneurial activities. Thus, the people of Kalidoni District RT. 34 RWs. 07 can take advantage of existing opportunities to improve local welfare and economy.

Through proper evaluation and follow-up, this program will not only provide short-term benefits but also contribute to sustainable economic development. It is hoped that this program can become a model for other regions in utilizing information technology for community economic empowerment.

D. Conclusion

Overall, the introduction and training of IT entrepreneurs is an important investment for the future of the people of Kalidoni RT District. 34 RWs. 07, helping them to develop in the digital world, as well as creating more innovative and productive communities. In the future, more in-depth training is needed to increase students' active role in overcoming problems that arise in everyday community life. Through this community service, it is hoped that significant changes will be created in the mindset and skills of the people of Kalidoni RT District. 34 RWs. 07, so that they can utilize information technology for local economic progress and increased welfare.

E. Acknowledgments

The Organizing Team would like to thank the University of South Sumatra and STIA Bala Putra Dewa who provided full financial assistance, to the Research and Community Service Institute of the University of South Sumatra who provided full support and also to the Chair of RT 034 RW.07, Kalidoni District, Palembang, Sumatra South, along with the local community who have helped this service activity run very well.

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