



## Socialization and Stengthening Management Organization Community Transformation in the Digital Era

Rikky Rundu Padang<sup>1\*</sup>, Jonris Tampubolon<sup>2</sup>, Gede Teguh Muttiwijaya<sup>3</sup>

Jemmy Regri Regrianto<sup>4</sup>, Made Pramana Putra<sup>5</sup>

<sup>1,3-5</sup>Universitas Pendidikan Ganesha, <sup>2</sup>Universitas Timor

\*Correspondence Email : [rikky.rundu@undiksha.ac.id](mailto:rikky.rundu@undiksha.ac.id)

### Abstract

*Digital transformation has become a necessity in the governance of community organizations in the digital era. The development of information and communication technology requires Community Organizations to carry out strategic adaptations in order to increase effectiveness, efficiency, and wider public participation. This study aims to examine the role of socialization in supporting the strengthening of digital transformation in the management of Community Organizations, as well as identifying challenges and strategies that can be implemented in the process. There were 60 participants involved in this activity who come from different regions in Indonesia. The activity was conducted online through Zoom Conference. The results of the community service show that socialization carried out continuously through various digital platforms can increase digital literacy of members, encourage collaboration between institutions, and strengthen organizational transparency and accountability. In addition, successful digital transformation is supported by visionary leadership, the availability of technological infrastructure, and adaptive regulatory support. However, the main challenges faced include resistance to change, gaps in HR capacity, and budget constraints. Therefore, a strengthening strategy is needed through digital training, increasing multi-sector partnerships, and establishing an inclusive digital ecosystem for Community Organizations. The conclusion of this Community Service is that socialization and strengthening of digital-based management are the keys to success in realizing relevant, responsive, and highly competitive Community Organizations in the digital era.*

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### Abstrak

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Transformasi digital telah menjadi keniscayaan dalam tata kelola organisasi masyarakat (ormas) di era digital. Perkembangan teknologi informasi dan komunikasi menuntut ormas untuk melakukan adaptasi strategis guna meningkatkan efektivitas, efisiensi, serta partisipasi publik secara lebih luas. Kegiatan Pengabdian ini bertujuan untuk mensosialisasikan peran pengelolaan organisasi dalam mendukung penguatan transformasi digital pada pengelolaan ormas, serta mengidentifikasi tantangan dan strategi yang dapat diimplementasikan dalam proses tersebut. Terdapat 60 peserta yang berasal dari berbagai wilayah di Indonesia terlibat dalam kegiatan ini. Kegiatan dilaksanakan secara daring dengan menggunakan konferensi zoom. Hasil dari kegiatan pengabdian ini menunjukkan bahwa sosialisasi yang dilakukan secara berkelanjutan melalui berbagai platform digital mampu meningkatkan literasi digital anggota, mendorong kolaborasi antarlembaga, serta memperkuat transparansi dan akuntabilitas organisasi. Selain itu, transformasi digital yang berhasil ditunjang oleh kepemimpinan yang visioner, ketersediaan infrastruktur teknologi, serta dukungan regulasi yang adaptif. Namun demikian, tantangan utama yang dihadapi meliputi resistensi perubahan, kesenjangan kapasitas SDM, serta keterbatasan anggaran. Oleh karena itu, diperlukan strategi penguatan melalui pelatihan digital, peningkatan kemitraan multisektor, dan pembentukan ekosistem digital inklusif bagi organisasi masyarakat. Kesimpulan Pengabdian Kepada Masyarakat ini yaitu sosialisasi dan penguatan manajemen berbasis digital merupakan kunci sukses dalam mewujudkan organisasi masyarakat yang relevan, responsif, dan berdaya saing tinggi di era digital.

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## 1. INTRODUCTION

The development of information and communication technology in digital transformation in the last two decades has driven significant changes in various aspects of life, including in the management of community organizations. Community Organizations are groups consisting of two or more individuals, interacting and interdependent, who come together to achieve certain goals (Robbins, S. P., & Judge, T. A.; 2019). Community organizations play an important role in social, economic, and cultural development at the local level. They are an extension of the community in voicing aspirations, organizing social activities, and becoming a forum for community empowerment. An organization also plays an important role in enhancing the welfare and professionalism of individuals (Eliyah, et al; 2025). However, the rapid development of digital technology presents new challenges for community organizations, especially in terms of management, communication, and transparency. Most community organizations still use traditional methods in managing activities, recording finances, and disseminating information. This makes them less responsive to digital social dynamics that require speed, accuracy, and openness of information. In addition, low digital literacy is a major obstacle in the process of organizational transformation.

Amid the dynamics of global digitalization, Community Organizations are faced with demands to carry out technology-based management transformations in order to improve service effectiveness, institutional transparency, and broader community participation through innovation. Their innovation depends on the characteristics of leaders, the characteristics of internal and external organizational structures (Rogers, E. M.; 2003). This development requires organizations to take a holistic view of the organization's performance model, experience, and opportunities for the short and long term (McKinsey & Company; 2020). The dynamic capabilities of the organization have a

significant and positive influence on the digital transformation of the workplace, which in turn improves the organization's work-life balance, resulting in better organizational performance and superior organizational performance (Chatterjee, S., et al; 2023). Digital transformation in the development of information and communication technology has an important role played by digital leadership in the digital transformation of community organizations. Digital leadership is a leader who has the ability to lead and utilize technology. Digital leadership is very crucial in realizing digital transformation and facilitating the decision-making process by organizational leaders (Tulungen, E., et al; 2022).

However, digital transformation is not just about adopting technology, but also involves changes in organizational culture, communication patterns, and work systems. Digital transformation increases collaboration and flexibility within the organization, enabling better cross-departmental communication and responsiveness to change (Fahmi, T; 2024). The application of digital technology in the management of community organizations can increase efficiency, transparency, and member participation (Wibowo H; 2023). One of the key factors that determines the success of this transformation is a structured and sustainable socialization process, in order to increase the understanding and readiness of all elements of the organization for the changes that occur, including the specific behavior of a leader in the influence of his leadership and become the best determinant of the success of his leadership in digital transformation (Oberer, B., & Erkollar, A.; 2018). The knowledge of leaders in digital transformation is able to manage mass organizations well. The role of leadership and digital transformation management must correlate with each other for a more advanced organizational mission (Porfirio, J. A., et al; 2021).

This socialization activity is driven by the urgency of strengthening the institutionalization of mass organizations through an inclusive and participatory digital approach. Strengthening the level of digital transformation carried out must also be relevant to the organization's capabilities (Pangandaheng, F., et al; 2022). The team of community service activity provided information on how the socialization process plays a strategic role in facilitating the transformation, as well as identifying relevant supporting and inhibiting factors in its implementation. By focusing on the empirical experiences of several digital-based mass organizations in Indonesia, this community service activity is expected to provide conceptual and practical contributions to strengthening the governance of community organizations in the digital era.

Therefore, socialization and capacity building are needed for community organizations to be able to transform management towards a digital-based system. This activity aims to provide understanding and basic skills in using technology to support the sustainability and professionalism of community organizations in the digital era. And by conducting this socialization, it is expected to improve the efficiency, accountability, and capability of community organizations in responding to the challenges of the times as well as providing real contributions in technology-based community empowerment and strengthening local institutional capacity.

## 2. METHOD

This community service activity was conducted through online meeting by utilizing Zoom Conference and Google Drive. Zoom was used for socialization and reinforcement of materials, while Google Drive was used to provide planning and training materials so that they can be accessed by training participants as digital literacy training for members of the organization is key to strengthening organizational capacity and the importance of integrating digital technology into the structure of community organizations to face challenges in the era of disruption (Wibowo H; 2023).. The participants are the administrators and members of community organizations such as Community Empowerment Institutions which are considered as active community with social potential but are still limited in terms of access and utilization of information technology. There were 60 participants involved on this community service activity which come from various regions in Indonesia. Three stages of activities were implemented on this community service as described on this following

picture:

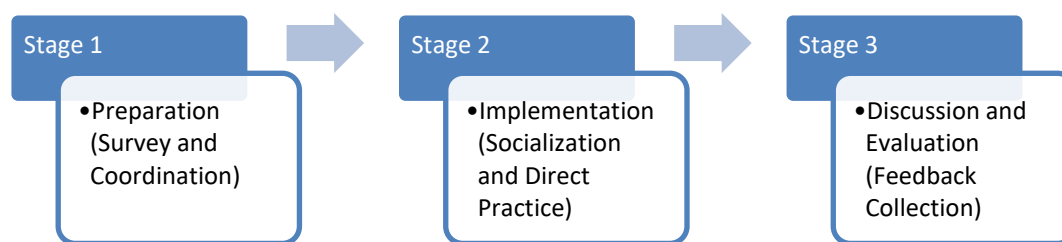


Figure 1. Activity Stages

This community service activity was started with a **preparation** stage. On this stage, survey was done to analyze the needs and challenges of community organizations face in terms of technology management and utilization. After the survey data were collected, the community service team members were coordinating with community leaders to discuss the schedule for socialization session. After the schedule was finalized, the community service team members prepared digital socialization and training materials as well as zoom platform for socialization session. The second stage was **implementation or socialization**. A good socialization provides a deep understanding of the changes and creates a strong commitment to achieve organizational goals planned by organization members (Oktaviani, E., et al; 2023). A socialization helps team transfer ideas to provoke or persuade participants about certain topics (Manik, S., et al; 2021). On this stage, the community service presenter delivered materials on the importance of digital transformation and its benefits in organizational management. The participants were also introduced with digital tools such as Google Drive, Google Form, and simple management platforms. The participants were also facilitated with direct practice of creating digital reports, activity management, and digital documentation. The last stage was **discussion and implementation**. On this stage, the participants were given an opportunity to ask questions and discuss matters such as identification of local challenges and solutions in the digitalization of community organizations as well as giving their feedback towards the activity conducted by community service team.

This community service activity was conducted within 3 days from March 26<sup>th</sup> until March 28<sup>th</sup> 2025 as presented on this following table.

Table 1. Schedule of Community Service Activity

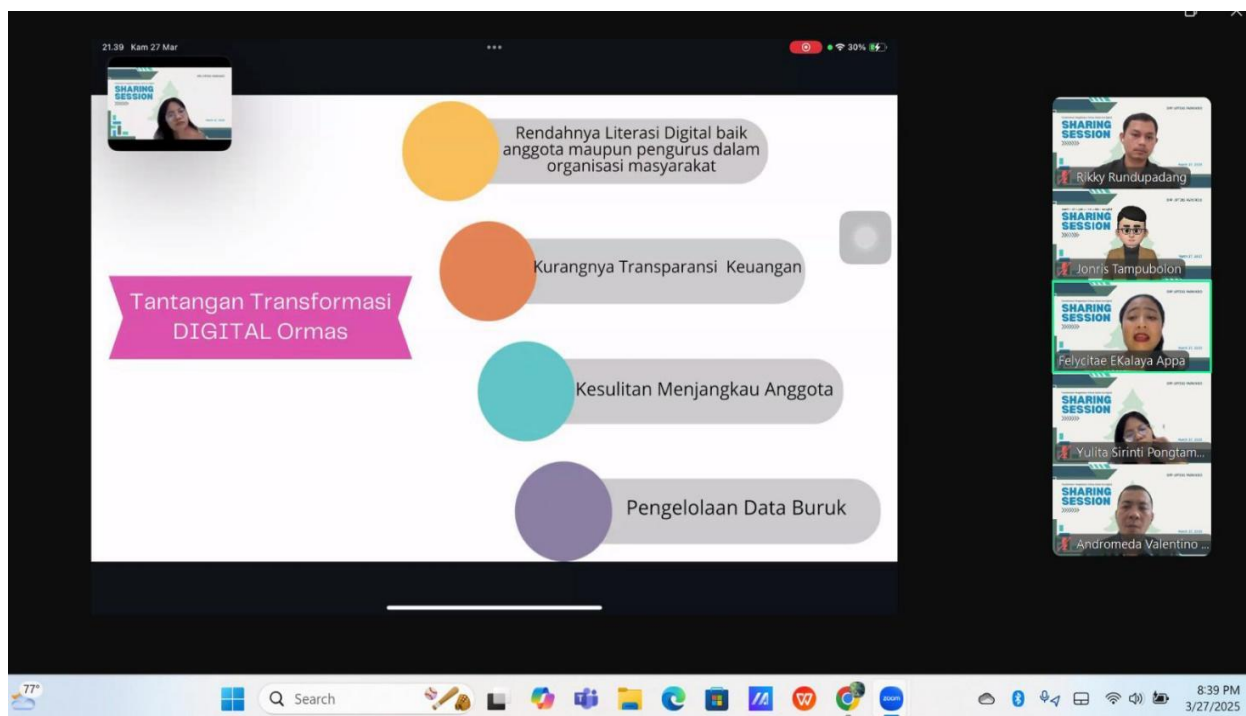
No	Schedule	Activities
1	Day 1 March 26 <sup>th</sup> 2025	Preparation ; Conducting a survey, Discussing the schedule for socialization, and Preparing socialization equipment and training materials.
2	Day 2 March 27 <sup>th</sup> 2025	Implementation and Socialization; Delivering materials and introducing digital tools, discussing some challenges during implementation
3	Day 3 March 28 <sup>th</sup> 2025	Evaluation; Providing feedback

### 3. RESULTS AND DISCUSSIONS

This community service activity was successfully implemented with the active participation of 60 participants consisting of administrators and members of various community organizations from some regions in Indonesia. The enthusiasm of the participants was quite high, as seen from their full attendance during the the series of the activity and their active involvement in the discussion and practice sessions. The socialization was welcomed by friendly and well-cooperated community organization members and administrators. Meanwhile, during this socialization, it started with the presentation of materials by researchers and other resource experts, then discussions with the management of mass organizations and participants, strengthening material development through case studies, sharing sessions, and implementation of mass organization systems in the digital era. An effective socialization process through a digital platform increases members' digital literacy, strengthens transparency, and encourages active participation in organizational decision-making. Visionary leadership and adequate technological infrastructure support are determining factors for the success of digital transformation.

Some of the important achievements of this activity include:

1. Increased Digital Literacy: Based on the survey and feedback form, there was an increase in participants' understanding of the use of basic digital devices.
2. Use of Digital Applications: Most participants successfully used Google Form to create activity questionnaires, as well as Google Drive to store organizational documents.
3. Implementation Commitment: Three organizations expressed their commitment to start documenting activities digitally and using online platforms for internal coordination.



**Figure 2. Socialization Session**

The results of the activity show that the interactive socialization and training approach is very effective in building awareness and basic digital skills among community organizations. The material presented in simple language and applicable examples helps participants understand the direct benefits of digitalization. However, there are several obstacles in the implementation:

1. Limited devices: Some participants do not have laptops or cellphones that support digital applications.

2. Limited internet network: The activity location has limited internet access, which hinders the smooth running of the online simulation.
3. Different levels of digital literacy: Some participants take longer to understand the functions and navigation of the application.

To overcome these obstacles, further strategies are needed such as small group-based training (coaching clinic), provision of visual materials (video tutorials), and collaboration with local agencies for device and connectivity support.

#### 4. CONCLUSIONS AND SUGGESTIONS

This community service activity concluded that the success of digital transformation in the management of community organizations is largely determined by the effectiveness of the socialization process. Continuous socialization and strengthening can shape the organization's readiness to accept technology-based changes. Thus, support from leadership, adaptive human resources, and strategic cross-sector partnerships are needed. This activity emphasizes the importance of the LIPTEKS PARKINDO community organization to prepare a measurable digitalization roadmap, cooperation patterns with the government and stakeholders are expected to provide facilities in the form of digital training and infrastructure support, and further activity on community service can trace the social impact of digital transformation on relations between community organizations and the community. Overallm this socialization and strengthening activities of community organization management transformation in the digital era have had a positive impact on improving participants' understanding and basic digital skills. The application of simple technology in organizational management opens up opportunities for community organizations to become more efficient, transparent, and adaptive to the times. Digital transformation is not just about using tools, but changing the mindset and work culture of the organization. With the right approach, community organizations at the local level can also transform towards more modern management.

Continuous training needs to be carried out so that participants not only understand theoretically, but are able to apply it consistently. Beside that, village governments or related institutions are expected to support digital infrastructure and device access to support community organization activities. And to fully support this activity, development of thematic modules and video tutorials can be a means of independent learning that helps the continuity of the transformation process. The importance of cross-sector collaboration (academics, practitioners, and government) to create a digital ecosystem that is friendly to community organizations in the regions.

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