



## The Effect of Local Community Empowerment on Digital Transformation in Cultural and Tourism Preservation

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**Abstract:** Digital transformation today is used in everyday life, from communicating, shopping, promoting a product or activity, and transportation. This study aimed to understand the effect of local community empowerment on digital transformation in preserving culture and tourism in Lempongsari Village. This research uses SPSSv.23 to analyze the simple linear regression test and to display percentages based on the Likert Scale (1-5). The simple linear regression test aims to determine whether local community empowerment affects digital transformation. The research method used is quantitative with an ex post facto research design. The results of this study indicate that local community empowerment influences the digital transformation of preserving culture and tourism in Lempongsari Village. These results were obtained after going through several simple linear regression tests: normality, linearity, and heteroscedasticity. In addition, this study also uses the Likert scale test, and the results show that in the community empowerment variable, the highest score is in the high category with a total of 92.6%, and the rest is in the very high category with a total of 7.4%. Meanwhile, in the digital transformation variable, the highest score is the high category, with a total of 97%, and the rest is the medium category, with a total of 7%. This research can be a reference for the village government and the central government to pay more attention to the community regarding the importance of digital technology in everyday life through empowerment.

**Keywords:** digital transformation, community empowerment, cultural preservation

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### INTRODUCTION

The dynamics of technology provide significant feedback in the preservation of culture and tourism. It shows that by utilizing several online communication tools, such as digital platforms and social media, In 2023, according to BPS Sussenas Survey data, the Indonesian population accessing the internet in 2022 was 66.48% and in 2021 was 62.10% (Statistics, 2023). The increase in internet usage every year has increased significantly. The use of technology by children and adults triggers the emergence of marketing using digital concepts. Tourism and cultural marketing usually use a technology called e-tourism. E-tourism can be interpreted as a technological sophistication where information and communication technology are used to increase usability in tourism and culture that can be easily accessed by people who want to know about tourist villages (Warmayana, 2018).



Community empowerment can be interpreted as a development effort carried out by the community to increase knowledge, skills, and abilities (Parida & Emei, 2019) and community independence through their potential (Wardani & Utami, 2020). Community empowerment is a social action carried out by the community and used to organize themselves in making actions and plans to solve social problems or meet social needs according to their own Human Resources (Habib, 2021). Through community empowerment activities, people are free to voice their opinions (Mulyono et al., 2023). Empowerment aims to change the consciousness of individuals from a situation that makes them marginalized or powerless (Edwards et al., 2021).

Empowerment refers to the ability to obtain opportunities and access human resources to improve the quality of life. In this case, non-governmental organizations (NGOs) and the government will act as liaisons (*facilitators*) in assisting and helping to find solutions to problems in improving community welfare (Khiftiyah & Nilamsari, 2022). Local community support can moderate the relationship between tourism and culture in developing tourism and culture (Wardana et al., 2019). The preservation of culture and tourism, which has the support of the local community, will maximize and accelerate economic growth rates and community understanding of digital technology (Otaya & Herson, 2023). Empowerment efforts become a space to increase control in more significant life improvement (Grabe & Dutt, 2020). Various capacity-building strategies can meet the community's needs, ranging from open access to organizational management and community sensitivity to culture (Khalid et al., 2019).

Community empowerment can build independence in the field of digital transformation, which is used to promote cultural preservation and tourism. Digital transformation can be defined as something that refers to changes in the world of digital technology (Widnyani et al., 2021), such as social media that allows its increased use (Kraus et al., 2021) in creating innovative new experiences (Tulungen et al., 2022). Digital transformation is adopting digital technology to develop and modify processes or systems to meet predetermined goals or standards (Lapuz, 2023). The purpose of digital transformation is to improve the quality of communication and service accessibility, improve technical standards, and implement the latest business models with the positive and negative impacts of managing or designing the use of technology at this time.

Current technological design opens up various opportunities for a business (Schwertner, 2017). The various alternative tourism models available are called Community-Based Tourism (CBT). Community-based Tourism is a form of tourism that provides and supplies local services to communicate culture and environment to the community (Asmoro et al., 2021). The development of CBT is significant in achieving a sustainable development goal in overcoming the surrounding community's economy (Luan et al., 2023).

The development of a village into a tourist village goes through various stages, including obstacles and challenges at the planning stage, construction of facilities, and development of human resources (Nirmala & Lavianto, 2019). Digital transformation in culture requires a careful process to empower the community to carry out its functions. Tourism activities have dominated economies worldwide, ranging from various sectors of transportation, accommodation, industry, food or beverage, entertainment, and many more sectors that support fulfilling societal needs (Gutierrez, 2023). The tourism sector is challenged; the tourism industry is also influential in technology (Marx et al., 2021). Technological developments have spread in the world of the cultural and tourism industry lately. The marketing of culture and tourism that spreads in the world of technology is becoming increasingly rapid. It will trigger a lack of understanding of how to market culture and tourism to create useful value in society (Cuomo et al., 2021).

Lempongsari Village is one of the villages in Semarang City. It has a cultural and tourism center that not many people know about. The culture in question can be said to be preservation. It is used to introduce a tradition usually done to honor the ancestors. The event was in front of a spring called "*Sendang Mbeliksari*." This spring is used for the daily needs of

the surrounding community. The Lemponsari village government held an event called "Malam Kamis Legi-an," hoping to introduce culture from generation to generation. The theme of the event is "Pasar Sendang Kelurahan Lemponsari." Lemponsari Village was used for research because it has a cultural and tourism center that few people know about. Various other reasons are that people living in Lemponsari Village can less optimize digitalization in their daily lives. Digitalization significantly influences culture and tourism, making them known to the broader community. Various empowerment models have been carried out, starting from socialization about digitalization and training in using social media for the people of Lemponsari Village.

Digital transformation occurs due to technological changes that encourage technological developments in the environment or other social organizations (Widnyani *et al.*, 2021). The Industrial Revolution 4.0 is an era where all components collaborate by utilizing Information Technology (IT) in the form of the Internet of Things (IoT). The Internet of Things (IoT) is an internet that is useful for generating innovations and technologies for human progress. (Ayu *et al.*, 2022). The stigma of society considers that digital transformation is very high and is used to avoid the positive and negative impacts that exist in society (Sarie *et al.*, 2022). Digital transformation is the technology that brings breakthroughs in all areas of life in society, from culture to tourism (Baihaqy & Subriadi, 2023).

The descriptive research model has been widely used in quantitative research on the effect of community empowerment on digital transformation. This research has been commonly used in previous studies, especially in researching digital transformation in cultural preservation and tourism. The research entitled "The Role of Local Community Empowerment in the Digital Transformation of Rural Tourism Development in the Philippines" the results in this study state that the effect of empowerment on digital transformation is very influential on the preservation of culture and tourism. It proves that people who were previously powerless after research and socialization of the surrounding community are more technically empowered (Lapuz, 2023). Relevant research shows that community empowerment is crucial to the community's understanding of digital technology (Ikfinasulkha *et al.*, 2021). In line with research conducted by (Cuomo *et al.*, 2021) (Rosyada & Tamamudin, 2020), preserving culture and tourism is very important in all life processes and in accordance with the role of a more empowered society.

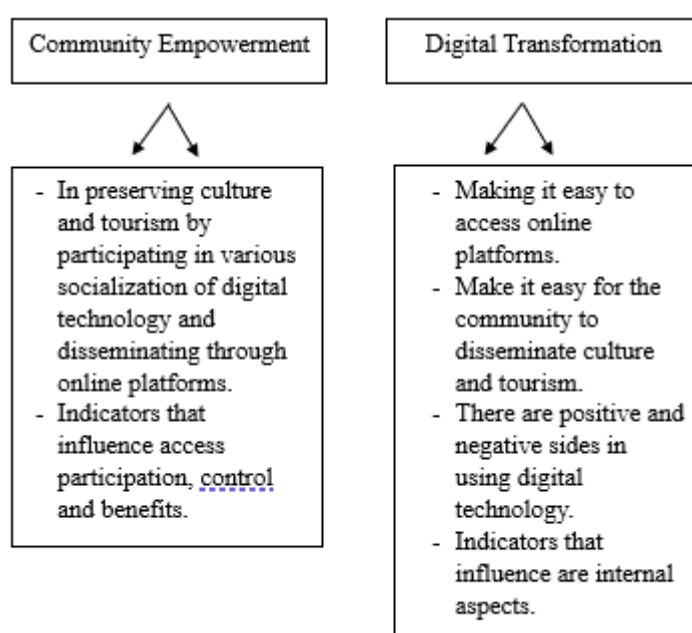


Figure 1. Research Framework

Figure 1, the hypothesis is a temporary answer to the research problem. The hypothesis carried out in this study is H<sub>1</sub>: Community empowerment affects digital transformation in preserving culture and tourism in Lemponsari Village.

## **METHOD**

This research uses a quantitative research approach. This type of research uses ex post facto research to determine whether there is a causal relationship. Ex post facto is a type of research chosen to examine the cause-and-effect relationship based on theoretical studies. One variable causes another variable (Sugiyono, 2020). The location of this research is in Lemponsari Village with the address Jalan Lemponsari Raya, Lemponsari Village, Gajahmungkur District, Semarang City. The reasons why researchers chose this research location are (1) Lemponsari Village is one of the villages in the middle of Semarang City, which has one of the centers of culture and tourism which is held once a month, namely on Thursday night legi, (2) The community's potential is high regarding empowerment but the community is clueless about technology so that the author wants to provide and invite the community to use technology following the times (3) The Lemponsari Village Government allowed the author to research the effect of local community empowerment on digital transformation. The population in this study consisted of people who participated in the socialization of digitalization, with a total of 175 people from various community organizations in Lemponsari Village. The sample in this study consisted of 36 members of *Pemberdayaan dan Kesejahteraan Keluarga* (PKK) /Family Welfare Programme, 52 participants of Lemponsari MSMEs, 47 youth organizations, 30 cooperative administrators, and 10 people from LPMK Kelurahan Lemponsari. The sampling technique used is the Multistage random sampling/ multilevel random sampling technique (Maulida Rasul et al., 2023). The number of samples was measured using the Solvin formula, and 121 people were obtained randomly from the total population. The data source in this study was obtained from the answers of the people sampled in the questionnaire offline through the distribution of questionnaire paper. Data collection techniques include questionnaires, observation and documentation, and the Likert scale measurement method. This study's data validity test used a validity and reliability test with 30 respondents. The data analysis technique in this study uses inferential data analysis techniques and inferential statistical tests using simple linear regression tests.

## **RESULTS AND DISCUSSION**

### **RESULTS**

#### **Classical Assumption Test**

The requirement that is carried out before conducting a simple linear regression analysis is the classical assumption test, which is carried out to determine that the regression equation is consistent.

#### **Normality Test**

The normality test in this study aims to determine whether the community empowerment and digital transformation variables in the regression model have contributed or not contributed. Normality testing uses simple linear regression analysis in the form of the Kolmogorov-Smirnov (K-S) table. The following are the results of the normality test table using the Kolmogorov-Smirnov (K-S) non-parametric statistical test.

Table 3. Normality Test Results  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		121
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	5.15196706
Most Extreme Differences	Absolute	.058
	Positive	.058
	Negative	-.037
Test Statistic		.058
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on Table 3. which is the result of the normality test using standardized residuals above, the Kolmogorov Smirnov (K-S) statistical test obtained a significant value of 0.200. This figure shows a value greater than 0.05 ( $\text{sig} > 0.05$ ), so it can be said that the residual data of the community empowerment variable (X) on the digital transformation variable (Y) is normally distributed.

### Linearity Test

The following research result is the linearity test calculation in the form of an ANOVA table. The linearity test determines whether two variables have a significant linear relationship. The following is a table of the linearity test results for this study.

Table 4. Linearity Test Results

			ANOVA Table				
			Sum of Squares	df	Mean Square	F	Sig.
DIGITAL TRANSFORMATION *	Between Groups	(Combined) Linearity Deviation from Linearity	519.469	12	43.289	1.646	.089
COMMUNITY EMPOWERMENT	Within Groups		174.472	1	174.472	6.635	.011
			344.998	11	31.363	1.193	.301
	Total		2840.134	108	26.298		
			3359.603	120			

Based on Table 4, the linearity test results of Sig. value showed that Deviation from Linearity Sig. is 0.301 greater than 0.05 ( $0.301 > 0.05$ ), it can be concluded that there is a linear

and significant relationship between the community empowerment variable (X) and the digital transformation variable (Y). Based on the F value from the table above, the F count is  $1.193 < F$  table  $3.080$ . because the F count is smaller than the F table, it can be concluded that there is a significant linear relationship between community empowerment (X) and digital transformation (Y).

### Heteroscedasticity Test

The following research result is calculating the heteroscedasticity test using the Coefficients<sup>a</sup> table. The heteroscedasticity test is intended to determine whether there is an inequality of residual variants of observations in the regression model to other observations. The following is a table of the heteroscedasticity test results for this study.

Table 5, Heteroscedasticity Test Results

		<b>Coefficients<sup>a</sup></b>				
		Unstandardized		Standardize		
		Coefficients		d		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-4.220	5.655		-.746	.457
	COMMUNITY EMPOWERMENT	.189	.124	.139	1.532	.128

a. Dependent Variable: ABS\_Res

Based on Table 5, the results of the heteroscedasticity test using the glacier test obtained a significant value of the community empowerment variable of  $0.128$ . This figure shows a value greater than  $0.05$  ( $>0.05$ ), so it can be said that the regression model in this study does not occur heteroscedasticity. Aside from being presented as a Coefficients<sup>a</sup> table, it can also be presented in a Scatterplot graph to identify the presence of heteroscedasticity. The following are the results of the heteroscedasticity test in this study.

### Simple Linear Regression Test

The following research result is a simple linear regression equation in the form of a Coefficients table. It can be seen that the simple linear regression equation table presents data on the t value and significance value, which is used to display the value of the regression coefficient and constant in the simple linear regression equation using the formula  $Y = a + Bx$ . The following is a display of the Coefficients table.

Table 6. Simple Linear Regression Test Results

		<b>ANOVA<sup>a</sup></b>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	174.472	1	174.472	6.518	.012 <sup>b</sup>
	Residuals	3185.132	119	26.766		
	Total	3359.603	120			

a. Dependent Variable: DIGITAL TRANSFORMATION

b. Predictors: (Constant), COMMUNITY DEVELOPMENT

Based on Table 6 of the simple linear regression test results, the basis for determining the decision-making analysis is the calculated F value, which should be greater than the F table, and the significance value, which must be smaller than 0.05. So, it can be said that the independent variable can simultaneously affect the dependent variable. Visually, it can be seen that the significance value is  $0.012 < 0.05$ , and the calculated F value is  $6.518 > F \text{ table } 3.080$ . So, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. In this case, the Community Empowerment variable (X) stimulant positively affects Digital Transformation (Y).

### Simple Linear Regression Equation

The following research result is a simple linear regression equation in the form of a Coefficients table. It can be seen that the simple linear regression equation table presents data on the t value and significance value, which is used to display the value of the regression coefficient and constant in the simple linear regression equation using the formula  $Y = a + Bx$ . The following is a display of the Coefficients table.

Table 7. Simple Linear Regression Equation Results  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	85.580	9.143		9.360	.000
	COMMUNITY EMPOWERMENT	.510	.200	.228	2.553	.012

a. Dependent Variable: DIGITAL TRANSFORMATION

In Table 7, the simple linear regression equation results in a simple linear regression analysis, which shows a simple linear regression equation as follows.

Formula 1. Simple Linear Regression Equation

$$Y = a + bX$$

$$Y = 85,580 + 0,510$$

Based on the above formula equation, it can be concluded as follows:

1. Constant (a) = 85.580  
 If the community empowerment variable (X) is considered equal to 0, the digital transformation variable (Y) has a value of 85,580.
2. Coefficient X = 0.510  
 If the community empowerment variable (X) increases by 1 point or 1%, it will cause an increase in digital transformation (Y) of 0.510.

### Research Hypothesis Test

#### Partial Test (T-Test)

A partial test (t-test) shows how far the influence of an independent variable (independent) individually explains the variation of the dependent variable (dependent). The following are the results of this study's partial test (t-test).

Table 8. Partial Test Results (T-Test)  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	85.580	9.143		9.360	.000
COMMUNITY EMPOWERMENT	.510	.200	.228	2.553	.012

a. Dependent Variable: DIGITAL TRANSFORMATION

Based on Table 8, the partial test results (t-test) on the community empowerment variable obtained t count  $2.553 > 1.657$  with a significant  $0.012 < 0.05$ , so  $H_0$  is rejected, and  $H_a$  states that there is an influence between Community Empowerment on Digital Transformation is accepted. In determining the t table using the calculation of t table =  $(\alpha / 2: n - k \text{ (independent variables)} - 1)$  after the results appear, look for using the t table.

### Simultaneous Test (F Test)

The simultaneous test (F test) is used to determine the effect of the independent variable (Community Empowerment) on the dependent variable (Digital Transformation). In this study, simultaneous testing was calculated using the help of SPSS (Statistical Program for Social Science) v. 23 for Windows software by looking at significance. If the importance or sig.  $< 0.05$  or F count  $> F$  table, the alternative hypothesis ( $H_a$ ) is accepted, whereas if sig.  $> 0.05$  or F count  $< F$  table, the alternative hypothesis ( $H_a$ ) is rejected. The simultaneous test results can be seen in the following table.

Table 9. Simultaneous Test Results (F Test)  
**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	174.472	1	174.472	6.518	.012 <sup>b</sup>
	Residuals	3185.132	119	26.766		
	Total	3359.603	120			

a. Dependent Variable: DIGITAL TRANSFORMATION

b. Predictors: (Constant), COMMUNITY DEVELOPMENT

Based on Table 9, the results of the simultaneous test (F test) obtained the calculated F value of  $6.518 > 3.080$  with a significance of  $0.012 < 0.05$  so that the alternative hypothesis ( $H_a$ ), which states that community empowerment has a positive and significant effect on digital transformation can be accepted. This means local



community empowerment can increase digital transformation in cultural preservation and tourism in Lemponsari Village.

### Determinant Coefficient (R Square)

The following research result is the calculation of the coefficient of determination (R Square) in the form of a Model Summary table. R Square is a coefficient of determination that aims to measure the large percentage of influence of the variables studied in a regression model. The following are the results of the R Square test in this study.

Table 10. Results of the Determinant Coefficient (R Square)

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.228 <sup>a</sup>	.052	.044	5.17357

a. Predictors: (Constant), COMMUNITY DEVELOPMENT  
b. Dependent Variable: DIGITAL TRANSFORMATION

In Table 10, the coefficient of determination (R Square) results show that the coefficient of determination in this study is 0.052 or equal to 5.2%. This figure shows that the community empowerment variable (X) as an independent variable affects the digital transformation variable (Y) as the dependent variable, and the remaining 5.2% and the remaining 94.8% are influenced by other variables not examined in this study.

## DISCUSSION

### The Effect of Local Community Empowerment on Digital Transformation in Cultural and Tourism Preservation in Lemponsari Village

Based on the research above from the answers of respondents who have been collected as many as 121 respondent samples, the community empowerment variable has a t value obtained  $t_{count} 2.553 > 1.657$  with a significant  $0.012 < 0.05$  which can be stated that community empowerment has a significant positive effect on digital transformation variables. It means that  $H_a$  has been accepted into this study. Based on the simple linear regression analysis results, the results obtained with the equation  $Y = 85.580 + 0.510$  indicate that the local community empowerment variable significantly influences digital transformation in cultural preservation and tourism in Lemponsari Village. From this equation, the constant value is 85.580, which means that if community empowerment has a value of 0, then the result of digital transformation has a value of 85.580.

In theory, community empowerment affects digital transformation by improving knowledge and skills and can impact marketing through digitalization. (Fatimah et al., 2022). The results of descriptive analysis of community empowerment variables show that the acquisition of the most values in the high frequency is 92.6% and is in the interval category 67-81. This is evidence that community empowerment is in the high category, so it can be concluded that it is highly valued for digital transformation in preserving culture and tourism in Lemponsari Village. Most are in

the high category, and a small part is in the very high category with a percentage score of 7.4%, a frequency of 9 people, and falls into the interval 82-100. Other studies also emphasize in their journals that the effect of community empowerment on digital transformation has a very high value in preserving culture and tourism (Zaifuddin, 2022). Research (Nizar et al., 2023) also states that community empowerment positively affects digital transformation. According to (Annisa et al., 2023), community service journal research said community empowerment positively influences digital transformation.

### **The Magnitude of the Effect of Local Community Empowerment on Digital Transformation in Preserving Culture and Tourism in Lemponsari Village**

The magnitude of the influence of local community empowerment on digital transformation can be seen from the Adjusted R Square result, which is 0.052, which means 5.2%. This figure shows that the community empowerment variable (X) as an independent variable affects the digital transformation variable (Y) as the dependent variable by 5.2%, and the remaining 94.8% is influenced by other variables not examined in this study. Community empowerment has a t value of 2.553 > t table 1.657 with a significance of 0.012 < 0.05, so it can be stated that local community empowerment positively influences digital transformation variables in cultural preservation and tourism in Lemponsari Village.

The magnitude of the influence of local community empowerment on digital transformation can be seen from the Adjusted R Square result, which is 0.052, which means 5.2%. This figure shows that the community empowerment variable (X) as an independent variable affects the digital transformation variable (Y) as the dependent variable by 5.2%, and the remaining 94.8% is influenced by other variables not examined in this study. Community empowerment has a t value of 2.553 > t table 1.657 with a significance of 0.012 < 0.05, so it can be stated that local community empowerment positively influences digital transformation variables in cultural preservation and tourism in Lemponsari Village. The theory of community empowerment, according to (Fatimah et al., 2022), said that the influence of digital transformation community empowerment can have a positive influence and be able to increase community knowledge in using digital technology. According to (Sujai et al., 2021), one of the other community empowerment theories said that this study's results have a positive value and as an independent variable that affects the digital transformation variable. Other research, in addition to the two studies above, also states that the magnitude of the increase in the influence of community empowerment on digital transformation can have an interrelated positive influence (Woro Titi Haryanti, 2019).

### **CONCLUSION**

Based on the results of the analysis and discussion in this study, the researcher has carried out with the title "The Effect of Local Community Empowerment on Digital Transformation in Preserving Culture and Tourism in Lemponsari Village," obtaining the following results: Community empowerment has a calculated F value of 6.518 > F table 3.080 with a significance of 0.012 < 0.05, which means that there is an influence of local community empowerment on digital transformation in cultural and tourism preservation in Lemponsari Village, in other words, the higher the empowerment of

local communities, the higher the digital transformation in cultural and tourism preservation. The percentage of the influence of local community empowerment on digital transformation is 5.2%. The conclusion from the implementation of this research is that if the community empowerment process is carried out by tutors to the people who participate in organizations in Lemponsari Village, the knowledge of digital transformation will also increase among the people of Lemponsari Village.

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