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NATIONAL DIGITAL LITERACY MOVEMENT: SYNERGY BETWEEN GOVERNMENT, COMMUNITY, AND MEDIA IN FACING THE CHALLENGES OF THE DIGITAL AGE IN BANGKA BELITUNG

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Abstract

The National Digital Literacy Movement (GNLD) is one of Indonesia's strategic initiatives to strengthen citizens' capacity in facing digital era challenges. Digital literacy encompasses not only technical skills but also ethics, safety, digital culture, and critical thinking in managing information. This study aims to analyze GNLD implementation from the perspectives of development communication and multi-stakeholder collaboration, focusing on the Bangka Belitung Islands Province (Bangka Belitung), which ranked second nationally in Indonesia's Digital Society Index (IMDI) 2025 with a score of 52.15. Using a literature review approach, this research examines the roles of government, local communities, media, and educational institutions in promoting inclusive and sustainable digital literacy development. The findings reveal that Bangka Belitung's success is rooted in participatory development communication, strong inter-stakeholder synergy, and effective public policies that enhance citizens' digital awareness and competence. Moreover, multi-stakeholder collaboration has been a key factor in accelerating digital transformation across the archipelago region. This study provides theoretical contributions to development communication discourse and practical insights for digital literacy policy implementation in other regions of Indonesia.

Keywords: *National Digital Literacy Movement, Multi-Stakeholder Collaboration, Bangka Belitung, IMDI 2025*

Abstrak

Gerakan Nasional Literasi Digital (GNLD) merupakan salah satu inisiatif strategis pemerintah Indonesia dalam memperkuat kapasitas masyarakat menghadapi tantangan era digital. Literasi digital tidak hanya menyangkut kemampuan teknis menggunakan teknologi, tetapi juga mencakup aspek etika, keamanan, budaya digital, dan berpikir kritis dalam mengelola informasi. Kajian ini bertujuan untuk menganalisis implementasi GNLD dari perspektif komunikasi pembangunan dan kolaborasi multipihak, dengan fokus studi kasus di Provinsi Kepulauan Bangka Belitung (Bangka Belitung) yang menempati peringkat kedua nasional dalam Indeks Masyarakat Digital Indonesia (IMDI) 2025 dengan skor 52,15. Melalui pendekatan studi literatur, penelitian ini menelaah peran pemerintah, komunitas lokal, media, dan institusi pendidikan dalam mendorong pembangunan literasi digital yang inklusif dan berkelanjutan. Hasil kajian menunjukkan bahwa keberhasilan Bangka Belitung tidak terlepas dari komunikasi pembangunan partisipatif, sinergi antar-stakeholder, serta efektivitas kebijakan publik dalam memperkuat kesadaran dan kompetensi

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digital masyarakat. Selain itu, kolaborasi multipihak terbukti menjadi faktor kunci dalam mempercepat transformasi digital di wilayah kepulauan. Kajian ini diharapkan dapat memberikan kontribusi teoretis terhadap pengembangan studi komunikasi pembangunan dan praktis bagi pelaksanaan kebijakan literasi digital di daerah lain di Indonesia.

Kata Kunci: Gerakan Nasional Literasi Digital, Kolaborasi Multipihak, Bangka Belitung, IMDI 2025

A. Introduction

Digital transformation is an inevitability in the social, economic, and cultural life of Indonesian society. This development did not happen suddenly, but is a consequence of technological advances that continue to drive change in various areas of life. Along with the progress of the Fourth Industrial Revolution and the development of a smart information society, information and communication technology has become an integral part of daily life¹.

This development requires an adaptive and targeted management system, because digital transformation is not only about the use of technology, but also how that technology is regulated and utilized optimally. In general, digital

transformation governance can be organized in various ways, ranging from centralized to decentralized, from public to private services, from a focus on innovation to maintenance, from personal to standard, and from sector-specific to nationwide².

The rapid development of information technology requires adaptation in various sectors, ranging from education and government to public participation in the digital public sphere. However, technological advances are not always accompanied by adequate digital literacy skills. The internet and social media present great opportunities to accelerate access to information, expand social networks, and encourage innovation. However, digital disruption

¹ Eun-young Park, "Factors Related to Digital Literacy in People with Disabilities : Focus on Self-Efficacy and Attitude toward Digital Devices and Technology," *International Review of*

Economics and Finance 104 (2025): 104671, <https://doi.org/10.1016/j.iref.2025.104671>.

² *A Global Study on Digital Capabilities* (Washington, DC: World Bank, n.d.).

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also brings serious challenges, such as the spread of hoaxes, hate speech, online radicalism, and the digital divide.

With the emergence of these challenges amid rampant disinformation, cybercrime, and social polarization in cyberspace, digital literacy has become a fundamental requirement to ensure that people can participate intelligently, ethically, and productively in the digital world. Therefore, digital literacy encompasses a range of skills that are all necessary for success in an increasingly digital world³. The importance of monitoring citizens' ICT competencies in an increasingly digital world is becoming increasingly clear, for example from the inclusion of youth and adult information and communication technology (ICT)

skills in the United Nations (UN) sustainable development goal indicators⁴. This is the most basic level of understanding of technology and the digital environment, focusing on the application of digital skills rather than just their ownership⁵. This includes young people's understanding of the personal and social consequences of their interactions with ICT as digital consumers and producers. Digital literacy is the foundation for the application of technology⁶.

In response to these challenges, the Indonesian government, through the Ministry of Communication and Information Technology (Kominfo), launched the Siberkreasi National Digital Literacy Movement (GNLD) in 2017. This

³ Alberto D. Yazon et al., "Digital Literacy, Digital Competence and Research Productivity of Educators," *Universal Journal of Educational Research* 7, no. 8 (2019): 1734–1743.

⁴ Youth, Sport and Culture European Commission: Directorate-General for Education, "International Computer and Information Literacy Study (ICILS) in Europe, 2023 - Publications Office of the EU" (2024), <https://op.europa.eu/en/publication-detail/-/publication/59721dc6-a0aa-11ef-85f0-01aa75ed71a1/language-en>.

⁵ Lesego Makhafola et al., "A Scoping Review of Digital Literacy, Digital Competence, Digital Fluency and Digital Dexterity in Academic Libraries' Context," *Journal of Academic Librarianship* 51, no. 3 (2025): 103053, <https://doi.org/10.1016/j.acalib.2025.103053>.

⁶ Junning Yuan and Xiang Li, "How Digital Literacy and ICT Self-Efficacy Shape Student Perceived Post-Editing Competence," *Acta Psychologica* 259, no. April (2025): 105409, <https://doi.org/10.1016/j.actpsy.2025.105409>.

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program is a collaboration between ministries, institutions, communities, media, and the private sector that aims to increase public awareness and skills in the responsible use of digital technology. GNLD has since grown into one of the largest digital literacy movements in Southeast Asia, reaching millions of people through online training public campaigns, and community programs.

Since 2017, the Indonesian government, through the Ministry of Communication and Information Technology (Kominfo), has rolled out the Siberkreasi National Digital Literacy Movement (GNLD), which aims to improve the public's ability to use digital technology intelligently, safely, and productively. This movement focuses on four main pillars, namely *digital ethics*, *digital culture*, *digital skills*, and *digital security* (Kominfo, 2022). However, the achievements of GNLD cannot be separated from the social and

geographical dynamics of each region. The effectiveness of this program depends on the extent of collaboration involving various parties, ranging from local governments, community groups, to local media. Collaboration between policymakers, educators, researchers, and technology experts is crucial in improving digital literacy⁷.

The Bangka Belitung Islands Province (Bangka Belitung) is an interesting example of GNLD implementation. Based on the 2025 Indonesian Digital Society Index (IMDI), Bangka Belitung ranks second nationally with a score of 52.15, surpassing the national average of 44.53. This achievement confirms the high digital capacity of the people of Bangka Belitung, despite its geographical location as an archipelago. This success demonstrates the strong synergy between the local government, the digital community, and educational institutions in implementing

⁷ Vaclav Moravec et al., "Who Uses It and for What Purpose? The Role of Digital Literacy in ChatGPT Adoption and Utilisation," *Journal of*

Innovation and Knowledge 9, no. 4 (2024): 100602, <https://doi.org/10.1016/j.jik.2024.100602>.

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digital literacy policies. The local government, local media, and digital community in Bangka Belitung have proven capable of working together to create educational spaces that strengthen the culture of literacy at the grassroots level.

However, behind these positive achievements, there are still challenges that need to be addressed. *The World Bank* (2023; 2024) notes that the digital divide in Indonesia is not only caused by infrastructure limitations but also by disparities in digital literacy skills between regions. Despite these challenges, digital literacy skills must be positioned as the prerogative of all citizens, which will ultimately support full participation in the global community⁸. In Bangka Belitung, this gap is evident in the differences between coastal and inland areas, where internet access, training

facilities, and educational media support are not yet evenly distributed. On the other hand, a new challenge has emerged in the form of low information verification skills among social media users, which has the potential to weaken healthy public participation.

Based on this, digital literacy does not stop at improving technical skills, but also includes the development of critical awareness and media ethics. Digital literacy encompasses complex terms regarding various skills, mindsets, and technologies, as well as how we interact and behave in the digital world⁹. Thus, digital literacy is more than just the ability to access the internet and technology through the internet, but also concerns the safe, secure, and productive use of the internet by the community¹⁰. This shows that digital literacy has a broader scope, as it is a construction of three main

⁸ Hiller A. Spires, "Critical Perspectives on Digital Literacies: Creating a Path Forward," *Media and Communication* 7, no. 2 Critical Perspectives (2019): 1-3.

⁹ Pedro Isaias, Paula Miranda, and Sara Pifano, "Digitally Literate: Framework for the

Development of Digital Literacy," *Proceedings of the IADIS International Conference WWW/Internet 2013, ICWI 2013*, no. 1997 (2013): 277-282.

¹⁰ Yose Rizal Damuri et al., "G20 Toolkit for Measuring Digital Skills and Digital Literacy: Framework and Approach" (2022): 1-79.

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components, namely technical, cognitive, and socio-emotional elements. These three components not only emphasize technical proficiency, but also include skills in information management, content development, awareness of digital security and digital ethics, problem-solving skills, and readiness to continue learning and adapting amid dynamic technological changes¹¹.

A fundamental question that arises from this situation is how the synergy between the government, community, and media can form a sustainable collaboration in strengthening digital literacy among the public. Although quantitatively Bangka Belitung shows high digital performance, it is necessary to understand further how development communication plays a role in maintaining a balance between structural policies and social initiatives. Analysis of this collaborative process is crucial, as the success of the GNLD at the national level

ultimately depends on the effectiveness of its implementation in regions with diverse social characteristics.

By understanding the dynamics of this synergy, this study seeks to provide an overview of successful multi-stakeholder collaboration models, while identifying the factors that hinder and support them. This study is relevant not only for Bangka Belitung, but also for other provinces in Indonesia that are facing similar challenges in expanding access to and improving the quality of digital literacy. Academically, this study enriches the discourse on digital development communication in the era of technological transformation, while in practical terms, the results are expected to serve as a reference for local governments and communities in building an inclusive and sustainable digital society.

B. Methodology

¹¹ Daniel D. Prior et al., "Attitude, Digital Literacy and Self Efficacy: Flow-on Effects for Online Learning Behavior," *Internet and Higher*

Education 29 (2016): 91-97, <http://dx.doi.org/10.1016/j.iheduc.2016.01.001>.

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This research uses a descriptive qualitative approach with *library research* and *case study analysis* methods.

This approach was chosen because it is able to explain in depth the socio-communicative phenomena that occur in the implementation of the National Digital Literacy Movement (GNLD) in Indonesia, particularly in the Bangka Belitung Islands Province, as the region with the second highest digital index achievement in Indonesia in 2025. The literature approach was used to examine relevant theories, policies, and previous research results on development communication, multi-stakeholder collaboration, and digital literacy. Meanwhile, case studies were applied to examine the actual implementation of GNLD in Bangka Belitung as an example of *best practice* in government and community collaboration in the context of digital development.

C. Results and Discussion

¹² "Portal Digital Service Hingga Kampanye Cakap Digital Jadi Faktor Dinobatkannya Babel Sebagai Provinsi Kepulauan Dengan IMDI Tertinggi 2025," accessed October 7,

1. Social Context and Digitalization in Bangka Belitung

The Bangka Belitung Islands (Bangka Belitung) is one of the island provinces in Indonesia that has shown significant progress in digital transformation. Based on the *2025 Indonesian Digital Society Index (IMDI)*, Bangka Belitung ranks second nationally with a score of 52.15, surpassing the national average of only 44.53¹². This achievement reflects the level of digital maturity of the people of Bangka Belitung, in terms of access, skills, and digital participation.

Geographical factors as an archipelago initially posed a challenge for equitable digital access. Digital transformation is no longer just about technology; it requires a complete overhaul of the way we work, the way we provide services to customers and the community, and the way public sector

2025, https://babelprov.go.id/siaran_pers/portal-digital-service-hingga-kampanye-cakap-digital-jadi-faktor-dinobatkannya-babel-sebagai.

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departments operate¹³. Data from *the World Bank* shows that regions with high levels of collaborative participation in digital literacy programs tend to experience faster social and economic connectivity than other regions with single government-based interventions¹⁴. This transformation shows that participation-based development communication and digital literacy are important foundations in creating an inclusive digital ecosystem in archipelagic regions.

Based on official reports, Bangka Belitung recorded an IMDI score of 52.15, below DKI Jakarta (53.02), but above the national average (44.53)¹⁵. The main components of Bangka Belitung's IMDI are:

a. Digital connectivity: 92% of households have internet access.

- b. Digital human resources: 68% of the population has basic digital skills.
- c. Digital inclusion: 81% of the population uses digital-based public services.
- d. Digital governance: 75% of regional public institutions use e-government systems.

These figures show that Bangka Belitung has higher digital readiness than other island provinces, such as Maluku and NTT (IMDI 2025). According to the World Bank in its *Digital Development Indicators* report, Indonesia's internet penetration rate has reached 79%, with active social media users growing by 6% per year. However, the biggest challenge still lies in the disparity in digital literacy between regions, especially in island and

¹³ Frank Febiri and Miloslav Hub, "Digitalization of Global Economy: A Qualitative Study Exploring Key Indicators Use to Measure Digital Progress in the Public Sector," *SHS Web of Conferences* 92 (2021): 05006.

¹⁴ World Bank, "Pemanfaatan Teknologi Digital Untuk Inklusi Di Indonesia" (2021): 76, [https://www.worldbank.org/id/news/feature/2021/03/25/bukan-sekedar-unicorn-](https://www.worldbank.org/id/news/feature/2021/03/25/bukan-sekedar-unicorn-pemanfaatan-teknologi-digital-untuk-inklusi-di-indonesia)

[pemanfaatan-teknologi-digital-untuk-inklusi-di-indonesia](https://www.worldbank.org/id/news/feature/2021/03/25/bukan-sekedar-unicorn-pemanfaatan-teknologi-digital-untuk-inklusi-di-indonesia).

¹⁵ "Sejajar DKI Dan Jabar, Bangka Belitung Raih Peringkat 2 Indeks Masyarakat Digital Tertinggi Se-Indonesia 2025," accessed October 7, 2025, https://BangkaBelitungprov.go.id/siaran_pers/sejajar-dki-dan-jabar-Bangka-Belitung-raih-peringkat-2-indeks-masyarakat-digital-tertinggi-se-indonesia-2025.

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rural areas¹⁶. Preparing skilled digital talent to face the era of digital disruption is one of the main drivers of productive digital connectivity utilization as a manifestation of Indonesia's digital transformation agenda¹⁷.

Bangka Belitung is an interesting exception because it has succeeded in simultaneously integrating digital infrastructure and community education. The World Bank highlights the importance of *local digital* champions—local actors who lead community-based change, which in the context of Bangka Belitung is represented by the local Siberkreasi community and local universities.

The success of the digital literacy program in Bangka Belitung is also reflected in the 2025 Indonesian Digital Society Index (IMDI) results, where Bangka Belitung ranks second nationally

with a score of 52.15, higher than the national average (44.53). This achievement makes Bangka Belitung the only island province with the highest digital index in Indonesia. The IMDI measurement covers four main pillars, namely infrastructure and ecosystem, digital literacy, empowerment, and employment¹⁸.

This achievement reflects the effectiveness of GNLD synergy, particularly in improving the digital skills of the community, the penetration of public digital services, and the use of technology to support the local economy and social inclusion. Bangka Belitung's achievement in the 2025 IMDI confirms that the synergy between local government, community, and media in the implementation of GNLD has a real impact. With a digital index that exceeds

¹⁶ The World Bank, "Digital Development Strategies: Global Practice," 2024, 62, <https://thedocs.worldbank.org/en/doc/b16e2ba1cb754ab47a2dd1b214dd374e0400062023/original/DigitalDevelopmentBrochure.pdf>.

¹⁷ "RRI.Co.Id - Bangka Belitung Menuju Smart City Melalui Literasi Digital," accessed October 7, 2025, [https://rri.co.id/bangka-](https://rri.co.id/bangka-belitung/daerah/724967/bangka-belitung-menuju-smart-city-melalui-literasi-digital)

[belitung/daerah/724967/bangka-belitung-menuju-smart-city-melalui-literasi-digital](https://rri.co.id/bangka-belitung/daerah/724967/bangka-belitung-menuju-smart-city-melalui-literasi-digital).

¹⁸ "Kementerian Komunikasi Dan Digital," accessed October 7, 2025, <https://www.komdigi.go.id/berita/siaran-pers/detail/imdi-2025-naik-ke-4453-indonesia-makin-cakap-digital>.

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the national average, Bangka Belitung shows that island regions are not necessarily lagging behind in digital transformation. This reinforces the argument that digital literacy is not just a matter of technical skills, but part of an inclusive social development strategy. In line with the theory of *communication for development* (Servaes, 1999). Belitung's success proves that multi-stakeholder collaboration can overcome geographical limitations through the optimization of local resources and the use of technology.

2. Multi-Stakeholder Collaboration: Government, Community, and Media

Multi-party collaboration models (*multi-stakeholder collaboration*)¹⁹ model is an important framework for understanding the dynamics of GNLD in Bangka Belitung. This synergy creates a collaborative communication space that strengthens each other. The government

acts as a policy provider, the community as an implementer based on local needs, and the media as a reinforcer of public literacy narratives. This approach is in line with the concept of *Collaborative Governance*, which emphasizes the importance of interdependence among actors in achieving complex public goals²⁰. Bangka Belitung is a concrete example of how this kind of collaboration can produce new digital social capital based on digital trust and online participation.

3. Challenges and Digital Literacy Gaps

Despite its high digital index score, Bangka Belitung still faces several structural and cultural challenges, including:

- a. Digital skill gaps between generations. Younger generations are more adaptive to technology, while older people tend to be passive toward digital platforms.

¹⁹ Chris Ansell and Alison Gash, "Collaborative Governance in Theory and Practice," *Journal of Public Administration Research and Theory* 18, no. 4 (2008): 543-571.

²⁰ Kirk Emerson, Tina Nabatchi, and Stephen Balogh, "An Integrative Framework for Collaborative Governance," *Journal of Public Administration Research and Theory* 22, no. 1 (2012): 1-29.

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b. Disparities between islands. Belitung

Island is relatively more advanced than the smaller islands in West Bangka and Central Bangka, especially in terms of internet access.

c. Low critical literacy regarding information. The GNLD survey results show that only 47% of the people of Bangka Belitung are able to recognize fake information on social media.

d. Digital Literacy Analysis: Critical, Cultural, and Inclusive Dimensions

Digital literacy is not merely the technical ability to use technological devices or access online information, but rather a set of cognitive, social, and ethical competencies that enable individuals to participate critically in a digital society. Digital literacy encompasses four main pillars²¹: digital skills, digital safety, digital ethics, and digital culture.

4. Critical Literacy and Evaluative Skills

The most important dimension of digital literacy in the current socio-political context is the ability to think critically about information. Digital literacy is not only related to technical skills, but also the ability to consciously access, analyze, evaluate, and create media messages²².

A Kominfo survey (2024) in Bangka Belitung shows that only 47% of the public can distinguish fake news from real news on social media. This phenomenon shows that there is still a significant *information gap*, especially among rural communities and older age groups.

However, GNLD Bangka Belitung has taken progressive steps by promoting community-based critical literacy education, such as the *Cakap Digital* workshop in East Belitung, which focuses on *fact-checking* and online news verification. This effort demonstrates the application of *critical digital literacy*

²¹ "4 Pilar Literasi Digital – CABE (Cakap Aman Budaya Etika) – SIBERKREASI," accessed October 7, 2025, <https://gnld.siberkreasi.id/modul/>.

²² Renee Hobbs, *Digital and Media Literacy Connecting Culture and Classroom* (Thousand Oaks, California: Corwin A SAGE Company, 2011).

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theory, which views digital literacy as a tool for liberating citizens from the dominance of misleading information²³.

Through this approach, the community is not only consumers of information but also producers of local digital knowledge, for example, by creating educational content about tourism, culture, and religion on social media platforms.

5. Cultural Literacy: Local Wisdom and Digital Identity

Another important aspect of digital literacy is cultural literacy, which is the ability to understand how cultural values and local identities interact with the digital world. In the context of Bangka Belitung, digital literacy has developed in tandem with the Malay identity of the islands, which is rich in values of politeness, deliberation, and social solidarity. demonstrated through digital

transformation to address the challenges of the archipelago. Infrastructure has been expanded to blank spot areas, electronic-based public services continue to be developed, and are supported by an electronic-based government system (SPBE) that has been rated as excellent²⁴. In line with the development of this digital infrastructure and services, local and global cultures blend to form a new digital identity for the people of Bangka Belitung based on the theory of cultural hybridity²⁵

A local culture-based approach has proven effective in increasing community participation, as the digital narratives used feel close to their social experiences. This shows that digital literacy is not only a cognitive process but also a cultural and communicative process involving the construction of shared meaning within the community.

²³ David Buckingham, "Teaching Media in a 'Post-Truth' Age: Fake News, Media Bias and the Challenge for Media Literacy Education," *Cultura y Educacion* 31, no. 2 (2019): 1-19.

²⁴ "Portal Digital Service Hingga Kampanye Cakap Digital Antar Babel Raih IMDI

Tertinggi," accessed October 7, 2025, <https://timelines.id/2025/10/03/portal-digital-service-hingga-kampanye-cakap-digital-antar-babel-raih-imdi-tertinggi/>.

²⁵ Homi K Bhabha, *The Location of Culture*, vol. 3 (London and New York: Routledge, 1994).

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6. Inclusive Digital Literacy: Overcoming Gender Gaps and Participation

Although Bangka Belitung has a high IMDI score, digital access and participation gaps are still evident in terms of gender and region. Women in Indonesian island regions are 18% less likely to access digital literacy training than men²⁶. In Bangka Belitung, this inequality is being addressed through a collaborative program between Kominfo, *Women Techmakers Indonesia*, and the *Siberkreasi Bangka Belitung* community, which holds *digital entrepreneurship* training for women MSME entrepreneurs.

This inclusive approach reflects Van Dijk's idea of *digital inclusion*, which emphasizes that the equal distribution of digital literacy does not only depend on technology, but also on social justice and economic opportunities²⁷. Through multi-stakeholder collaboration, GNLD in

Bangka Belitung has successfully expanded the space for participation of women and marginalized groups in digital transformation, making digital literacy an inclusive social development movement.

7. Digital Literacy and New Social Capital

The results of the study show that digital literacy in Bangka Belitung also creates new social capital (digital social capital), namely networks of trust, solidarity, and collaboration built through digital spaces. Through various online platforms, such as forum Bangka Belitung Digital Forum atau grup Cakap Digital Bangka Belitung, the Bangka Belitung Digital Forum or the Cakap Digital Bangka Belitung group, the community shares information, strengthens business networks, and expands digital learning spaces.

In the digital context, trust between users and active participation in online spaces become new forms of social capital that

²⁶ World Bank, *Indonesia Economic Prospects, Unleashing Indonesia's Business Potential, Indonesia Economic Prospects, June 2024: Unleashing Indonesia's Business Potential* (Washington, DC, 2024).

²⁷ Jan A.G.M. van Dijk, "Digital Divide Research, Achievements and Shortcomings," *Poetics* 34, no. 4-5 (2006): 221-235.

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strengthen community cohesion. Thus, digital literacy in Bangka Belitung not only creates a technologically literate society but also a cohesive, reflective, and socially empowered society.

8. Map of Actors and Multi-Stakeholder Synergy

The concept of multi-stakeholder collaboration is rooted in the theory of collaborative governance developed by Ansell and Gash (2007). This model explains that the success of a public policy is highly dependent on the ability of different actors government, private sector, civil society, and educational institutions to work together deliberatively in achieving common goals. There are four key elements of effective collaboration²⁸:

- a. Face-to-face dialogue that builds trust.
- b. A shared commitment to public goals.
- c. Inclusive participation of all stakeholders.
- d. Facilitative leadership that maintains the direction of collaboration.

In the context of GNLD, this model is evident through the active role of Kominfo as the initiator, the Siberkreasi community as the coordinator, and educational institutions and local media as implementing partners. This cross-sector collaboration strengthens and ensures that digital literacy does not stop at the level of discourse, but becomes a sustainable social practice.

UNESCO (2018) in *the Digital Literacy Global Framework* defines digital literacy as the ability of individuals to access, manage, understand, evaluate, and communicate using digital technology effectively, ethically, and creatively. Digital literacy also includes awareness of media bias, the ability to think critically about information, and social responsibility in the digital space²⁹.

Based on this framework, digital literacy has four main domains:

- a. *Technical skills*: the ability to use digital devices.

²⁸ Ansell and Gash, "Collaborative Governance in Theory and Practice."

²⁹ W James Potter, *Media Literacy* (Thousand Oaks, California: SAGE Publication Inc, 2013).

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- b. *Cognitive skills*: the ability to evaluate and process information.
- c. *Social-emotional skills*: the ability to interact and participate ethically in the digital space.
- d. *Critical understanding*: the ability to understand the social and ideological impact of digital media.

In GNLD, these four domains form the foundation of training and public education programs that are adapted to the local context. This explains why the digital literacy approach in Bangka Belitung has succeeded in improving the quality of community participation in a healthy digital ecosystem.

D. Conclusion

The National Digital Literacy Movement is a strategic step by the Indonesian government in facing the challenges of the digital era. The case study in Bangka Belitung shows that the synergy between the government, community, and media plays an important role in increasing the digital capacity of the community, encouraging MSMEs,

strengthening public communication, and fostering critical awareness among the younger generation. For sustainability, GNLD needs to expand its reach to small islands, strengthen internet infrastructure, and develop literacy materials that are adaptive to the local context. Thus, digital literacy can truly become a pillar of inclusive social development in Indonesia. The results of the study show that the Bangka Belitung Islands Province is a concrete example of the successful implementation of GNLD at the regional level. Bangka Belitung's achievement of second place nationally in the 2025 Indonesian Digital Society Index (IMDI) with a score of 52.15 demonstrates the effectiveness of the synergy between the local government, the digital community, universities, and local media. Through active community participation, the Bangka Belitung GNLD has strengthened the foundations of digital literacy-based social development with sustainable impacts on education, the creative economy, and public services. Conceptually, the success of the Bangka

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Belitung GNLD confirms that digital development does not solely depend on technological infrastructure but also on cross-sector communication capabilities and critical literacy among the community. In other words, digital literacy is the heart of development communication in the digital age.

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