

Building A Community Mindset for The Advancement of The Local Wisdom Economy by Utilizing Technology

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ABSTRACT. *Building a community mindset is very important, especially to improve the economy. It is known that poverty is the biggest challenge for society, and this problem needs to be resolved. This can happen because the community's mindset is behind technology development, where people only use technology for things that could be more useful. Therefore, it is necessary to change people's views on the use of technology, especially since technological advances are currently inseparable from people's lives. This technological advancement has caused enormous changes in the life of humanity with all its civilizations and cultures. This change also greatly impacts the economy as long as it can utilize it properly. However, many people still need to learn how to utilize technological developments to improve the economy of individuals and even regions. Therefore, it is necessary to guide the community to be wiser in using technology, which will be very beneficial for the community's survival and even the economic progress of the community, especially since the community can introduce local wisdom to the world.*

Keywords: *Economy, Local Wisdom, Society, Technology.*

INTRODUCTION

Society is a structure that experiences organizational and developmental tensions due to conflicts between economically divided groups (Irwansyah, 2020). This problem is very common in an area because everyone's knowledge is different. Society uses its ways to manage nature and the environment. These habits are then formed with what is called local wisdom. *Local wisdom* is activities that protect and preserve nature and the environment (Azizah, 2017).

It is said that the higher the income and education level of the

community, the higher the welfare of the village. People need help finding work, characterized by high unemployment, even in rural areas. Perseverance and the ability to find entrepreneurship-related opportunities should be nurtured early (Zumaeroh et al., 2022). In the future era of globalization, the younger generation must have an entrepreneurial spirit to help reduce rural poverty (Purnomo et al., 2021).

The dynamics of community life will continue to experience rapid development. Including cultural acculturation with a touch of information technology, this phenomenon can encourage changes in the community. However, not many people know that even many people are still blind to using technology as a source of income (Utama, 2016)

Indonesia is a country of thousands of islands and many villages. Indonesia is a region built on and dependent on villages. *Villages* are areas that have much natural potential. Moreover, its natural resources can be used as food and raw materials. These natural resources owned by villages can boost the national economy. This is because Indonesia embraces a people's economic system that has proven to sustain the national economy even in times of crisis. However, in reality, many villages in Indonesia are still left behind (Andini et al., 2014)

According to Alvin Toffler, the theory of human civilization is divided into three waves: agricultural, industrial, and information/communication (Ulfa, 2016). The paradigm shift to develop a stable economy must be balanced with global-scale changes. These changes are characterized by a shift in economic development from the agricultural, industrial and information sectors to the creative economy sector (Hasan, 2018)

The development of a region's economic sector will increase and impact social life if managed properly. Therefore, the rise of the new economy requires people to be innovative and creative in managing local wisdom so that people can become technology-based economic actors. This condition can also be attributed to the community's ability to manage potential and a developing mindset (Roji'in, 2022)

The quality of human resources in exploring creativity as innovation is the main drive for the community (Iskandar, 2022). People must be able to develop the economy. Therefore, the community must have the nature of innovation and creativity, and then the acceleration of economic development will be better. Based on this, the coaching aims to change the community's mindset about the economy and technology because this can potentially market and introduce local wisdom to the world.

Local wisdom is a broad phenomenon. The scope of local wisdom is numerous and diverse, making it difficult to be limited by space. Traditional

wisdom is now different from local wisdom. Local wisdom emphasizes more on the place and locality of an area, so it does not have to be from local wisdom that has been passed down from generation to generation (Njatrijani, 2018).

However, there is an assumption that globalization can threaten and damage the life order of local cultural heterogeneity, for example, by ignoring diversity and local wisdom that only leads to universality. These two understandings are a dichotomous and dilemmatic situation and attraction. If homogenization has a stronger appeal, local culture will be dragged into the flow of globalization, so this problem threatens the continuity of existence and loss of identity. In contrast, for local culture, if local wisdom is not developed, then the opportunity for the ethnic culture of the archipelago will be exploited by interested outsiders in the form of "theft" and then modified to suit the interests of the global capitalist economy (Budi Setyaningrum, 2018).

In the era of global business, the influence of advances in technology and information is inevitable, such as the use of telephones, facsimiles, computers, and satellites in various activities to communicate (Maharsi, 2000). Therefore, people's views must be changed to keep up with the development of technology/information. This can support a good economic income, especially now that technology is the door to the world.

Technology is a symbol of progress. Anyone who can access technology will experience more or less progress in a positive or even negative direction, depending on understanding (Nur, 2021). Technology has influenced lifestyles, and even technology has become a lifestyle itself (Ngafifi, 2014)

Technology has a broad impact on life at a practical and theoretical level, and technology affects thinking patterns, which in turn will impact actions (Maritsa et al., 2021) Changes brought by technology not only affect life in urban centres but also enter the countryside (Dian, 2018). *Village potential* is the power, strength, ability and ability a village possesses that can be developed to improve community welfare (Soleh, 2017).

The positive impact of technology utilization is when people can create new business models and economic opportunities by marketing what is produced in a village or personally by utilizing social media-based technology (Hakim, 2022). We have realized together that the positive impact of technological advances to date is facilitative (facilitating) in everything. Technology offers a variety of increasingly diverse leisure and tranquillity (Lestari, 2018)

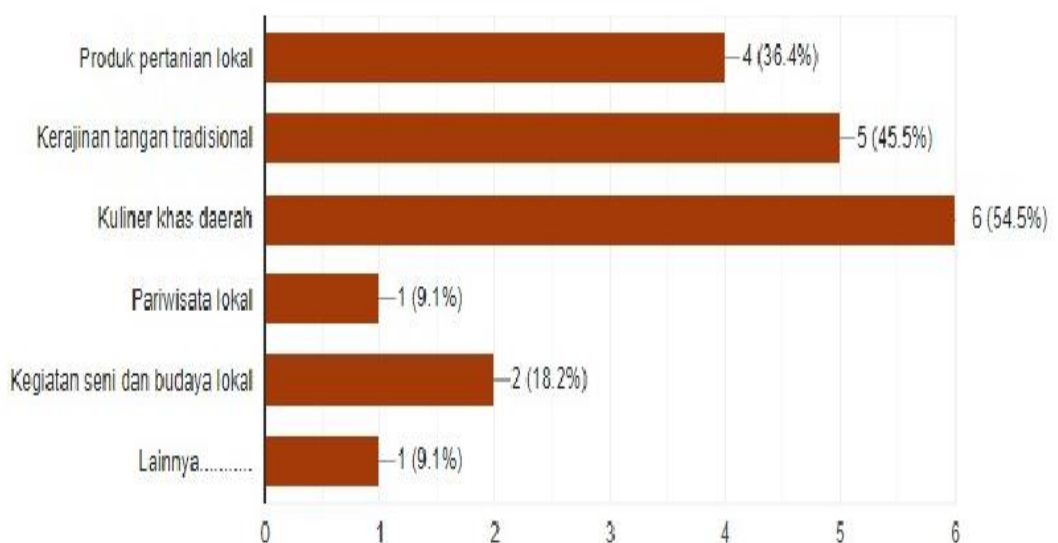
METHODS

This type of research is intervention research. This research will use an experimental research design, namely a study in which the researcher conducts a real treatment activity on the research subject to determine the effect that arises. This research was conducted to discover the differences and increase community knowledge about technology by holding seminars in Paya Mabar Village, Serdang Bedagai. The activity lasts for one day, but guidance is carried out for one month, and those involved in this activity are Kuliah Kerja Nyata 16 UINSU tem and the surrounding community. This activity will also guide the community to utilize existing technology better to improve the economy of individuals, groups, and even villages. Then, this intervention is carried out by providing education or direction and evidence of villages that have successfully utilized technology to improve the economy. In addition, researchers also provide a video tutorial on how to improve the economy through local wisdom. That way, the mindset of the local community will be more open about the positives of technology so that it can improve the village economy with their local wisdom.

RESULT AND DISCUSSION

After conducting the seminar, the researchers investigated what things can generate the economy of a village. Moreover, the graph below states that the greater potential to improve the economy is from regional culinary specialties and traditional handicrafts.

Figure 1. Types of Local Wisdom Potential



The figure above explains that the local wisdom potential of local agricultural products is only 36.4%, traditional handicrafts 45.5%, regional culinary specialities 54.5%, local tourism 9.1%, and local arts and cultural activities 18.2%.

The findings of this research indicate that the community significantly influences the creative attitudes of MSME actors because the community also has knowledge about entrepreneurship that supports and complements each other to produce creative attitudes.

The result of the intervention is that the community's knowledge is also increasing about technology, which is getting better, especially since the community believes that now is the time to change the economy by utilizing existing and developing social media.

Moreover, the community is starting to create traditional handicrafts that will be promoted in web-based social media, shoppe, and other media. I am following the attachments - attachment of activity pictures.

Figure 2. Group photo with village device



Figure 3. Group photo with the village head and village officials



Figure 4. Photos During Seminar Activities



Figure 5. Photo with the Committee Team



CONCLUSION AND SUGGESTIONS

The results of this study indicate that this seminar significantly influences the creative attitude of MSME players. Therefore, this activity is expected to contribute to improving the community's economy through this knowledge, and it is also hoped that a creative attitude can be formed to realize regional, group, or individual business success.

Suggestions from researchers to the community are to continue learning and finding out about changing times, especially changes in technology. Moreover, the community should participate more actively in village economic development efforts. In addition, the village government, as a key development actor, must be able to facilitate the community in the process of economic change for the better. In addition, there must be synergy between the central, district and sub-district governments.

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