

Youth Civic Participation in Sustainable Suburban Development: The Role of Digital Technology Among Young People in Manglayang

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Abstract: *The ideas of civic empowerment have transformed the discourse on sustainable suburban development, particularly through the active involvement of young people and the use of digital participatory media. This study, conducted in Manglayang, Bandung, Indonesia, employs an observational method using participatory action research to explore pathways toward the final evolutionary stage of sustainable development, focusing on rural agriculture and social, legal, and welfare citizenship. The study identifies key typologies of youth engagement in sustainable development, including social empowerment, entrepreneurship, and millennial agricultural movements, all facilitated by digital participatory media platforms. It also highlights a redefined notion of youth citizenship, emphasizing membership and participation in both civil and economic spheres through voluntary and profit-oriented activities. The findings reveal that this active, empowered form of citizenship, supported by digital participatory media, is a critical driver of modernization and sustainable economic development in Manglayang.*

1. Background

In Indonesia, the relationship between digital technology and youth civic participation has been researched, revealing that approximately 65% of young Indonesians utilize social media platforms to engage in political discourse and activism, particularly during significant movements such as the #ReformasiDikorupsi and #TolakOmnibusLaw campaigns (Wahyuningroem et al., 2024). However, despite the potential for digital platforms to enhance civic engagement, a study indicates that many

young Indonesians exhibit skepticism towards environmental and political activities, primarily due to social norms and a lack of literacy regarding these issues, which hinders their active participation (Ratriyana, 2023). Furthermore, while digital technologies have empowered youth to mobilize for social change, the challenges of information overload and the complexities of navigating online spaces remain significant barriers to sustained engagement in civic activities (Wilf & Wray-Lake, 2021).

The campaign used digital media to young people deliver messages such as circulating short, testimonial-style recordings and interacting podcasts. Public figures and celebrities contributed to inspiring videos in the campaign to encourage more young people to contribute to the citizenship discourse by inspiring thousands of user-made videos and media attention by producing their videos. Next, there is an explosion of interactive videos to engage youth in positive empowerment for elements of sustainable development. Community centers, nonprofit organizations, and nongovernment organizations encourage youth to create message-oriented videos designed to receive attitudinal and behavioral change for positive concerns for developing their community.

Digital participatory media catalyzes the widespread impression of social empowerment to transform individual lives and the youth interest. YouTube social media can help all familiar with the approach to forge positive influence and provide for self-esteem and actualization. It has been mass self-communication to expose interacting opportunities as model platforms for informal mentorship for youth affinities. Many educators and activists produce and circulate videos on educational and advocacy issues. Young people create and distribute digital videos, which will lead to social and economic improvement in their community by concrete accounts of cultural transformation and social advancement.

Digital natives express themselves most generally through their social media with prominent discourses. Young people can use social media, leading to a healthy social life in their community. It provides critical empowerment with a popular style to gain social progress and developmental transformation. Networked media culture formats concrete accounts of arising social forces and communities that talk to each participant differently. Media culture empowers many mainstream accounts to afford networked content that

considers the differences in race, social group, and other identity attributes and crucial roles.

Young people are critical of media practices regarding how personality changes conceptual life in civic and social situations. Digital natives contrast conventional, prominent discourses expressed most naturally through new media use and empower youth media production to pay greater attention to finding a unique voice, creativity, and influences.

The concern is that sustainable developmental issues and multiple forms of media production put forward a model of youth empowerment that fully addresses opportunities for meaningful engagement with youth groups. The idea of participatory media production inherently has deep roots in digital media studies and youth traditions. It is critical to foreground young creative production with awareness of sustainable development when digital media activities are integrated into pedagogical aspects and the community locus they inhabit. The issues of sustainable development, human rights, and entrepreneurship can help to influence a group or an individual, and digital media pedagogy is naturalized between youth media production and critical issues. It is a relationship of media praxis into the realm of digital media that contributes to what empowerment means in digital video pedagogy.

Digital media studies seek a contribution and the understanding of what empowerment means in digital video pedagogy. At the same time, many studies pertain to youth digital media for critical pedagogy framework primarily on mind setting, skills-building, step by step, training, and access to current technologies. The video project shares the views of viewers who study the forms of educated media to understand more comprehensive learning points beyond education or the formal school system.

Digital technologies are interested in checking youth digital media concerning access to social and economic issues. The core of the discussion is questions about young people's influence on digital technologies and how their socioeconomic matters, a part of sustainable development, may affect the opportunity for empowerment. It critiques promoting digital media as an attempt to describe participation in identity terms in which subjects can execute and which cannot. In doing so, how the digital program can

encourage this kind of digital production is fully implicated as a model of sustainable developmental empowerment from the growing ages of youth. The programs consider pedagogy the connective issue in advocacy, educational methods, cultural landscape, and social structure. It is beneficial to examine digital media production and youth empowerment. These concepts bring critical pedagogy-informed approaches to exploring how digital media has functioned as the antidote to youth problems, seeking to problematize media production as inherently empowering. Studies draw pedagogy critiques of efforts to present authentic youth voices as a method of empowerment.

Many contemporary educators, scholars, and government agree that new media technologies are critical components of positive vibes for young people's identity formation. Regular access to information and communication media technologies has historicized the shifting of social inclusion and the voice in the global surroundings. Media content creation is a critical literacy component crucial to the democratic agenda. Everyday media producers position as learning treatment, social connection, and civic and social empowerment for critical insides. The complexity of empowerment functions in youth digital media production to understand the structural demands and consider the pedagogical approaches of youth media programs.

A chain of negotiations leads youth media programs to community organizations in the context of broader media campaigns. Another function of the program is to run continuities between the broadcast genre and self-produced video, showing the entanglements of sustainable developmental issues. Extending the knowledge of sustainable development as digital technologies to the realm of user-generated content can help to understand how factors such as message and publicity relate to action and encouragement in young people. How do the ethos of young people, the voice, and streaming visibility interact with vocational improvement and the emergence of creativity?

Archetypal narratives critique the homogenizing forces of modernization that allow youth to leverage a sustainable development target in the community. The sustainable developmental issues collude with an imagined vision of community that

promotes the notion of self-actualization and self-discovery that have pervaded new thinking and social life-autonomous self, freed from the situation of the past. Young people pivot to be achieved and sustained through their thoughts and actions that ascribe teleological self-oriented narratives in the positivist discourse.

2. Method and Research Questions

The paper explores the perception that young people in Manglayang, Bandung, are enabled and empowered through digital video, their circumstances, and their ideas of self. The study employs deep interviews with key actors in discourses investigating the connection between digital media and the empowerment of sustainable development.

The research is based on the following questions:

1. How does social media transfer and perpetuate social and economic community issues among young people in Manglayang, Bandung?
2. How do media technologies facilitate empowerment discourse around sustainable development with young people? The study identifies opportunities for young people to engage with and address sustainable developmental issues in Manglayang, Bandung, by critiquing the self-actualization, self-acceptance, and self-perception model.

3. Discussion

In our discussion, we include our two other engagements in Salawu (Naufalina, Rendra, & Almaududi, 2023) and Singaparna as our two previous community services before our engagement in Manglayang, because they are in line with our research concerning the role of digital technology in civic participation.

3.1. Civic Engagement with Empowering Community in Salawu - Regency of Tasikmalaya

While the number of farmers declined, this expansion slowed; community conditions became increasingly uneasy for agricultural businesses (Naufalina, Rendra, & Almaududi, 2023). The economic situation is a challenging period of changing commercial and technical pressure for many small firms to compete with more significant businesses.

Nonetheless, competitive pressure from larger businesses changes the direction. For example, palm sugar's SMEs have led to a rise and fall in the economic community. The millennial farmers come at the turning point for a period of entrepreneurship with new methods and digital marketing with a profound renew-balancing after the fall in the significant role of the socioeconomic community. The millennial farmers begin to leverage the market of scale more as their account proprietors. Cooperatives intensify and lead to more considerable self-benefit drawn upon to extend the market (Rendra & Estananto, 2024).

Table 1. Program, interventions, and digital media

Program	Interventions	Digital Media
Palm sugar marketing	Digital media skill upgrading	e-commerce
Freshwater fishery entrepreneurship	Microbubble generator (Batubara, Mawarni, Indarto, & Deendarlianto, 2022)	Technology contended media
Digital network student	Website application	baitulfalsafah.wordpress.com

Table 1 lists programs, interventions, and digital media for some related projects. With digital marketing and awareness of digital media, the Salawu economy has been dominated by small micro-enterprises, while small businesses could widen significant markets at a local level. Digital media influences entrepreneurs to operate in a laissez-faire, free-market system. The position of small businesses competes against more prominent competitors in terms of modern enterprises needing help. The flexibility of small entrepreneurs reshapes the economic approach to industrial stages.

The digital world is an excellent opportunity for the magnitude of business with no restricted supply-demand; significant profit exists for some companies, including the self-employed. The increasing influence of the digital world within the changing economy also gives a potential force to access the market. It is regarded as an effective competition, with many small businesses relying on the intensification of young people. The shaping of new business institutions is also shifting the nature of industrial relations with skilled

self-employed workers and developing digital training through apprenticeship in media technologies. Small firms increasingly compete through work intensification with new media technology.

3.2. Entrepreneurs with empowering freshwater fishery SMEs in Singaparna (2023) - District of Tasikmalaya

By adopting new digital technology or deciding to expand the market, young entrepreneurs in Singaparna, Tasikmalaya, create businesses with potential surroundings. Young entrepreneurs play a vital role in developing the Singaparna economy and industry. Many incentives were introduced during the Reformation era through extensive production, labor, trade, and interest rate regulations. With a great deal of this regulation, young entrepreneurs can significantly shift towards digital *laissez-faire* and belief in free trade, digital competition, and the connection to e-commerce as the modernization process continues to balance the tension between competition and state intervention.



Figure 1. The first author with the young entrepreneurs in Singaparna, Tasikmalaya

Young entrepreneurs are noted for their engagement with digital technologies and knowledgeable media innovation. Food production efficiency increasingly promotes advanced technologies (Rotz, et. al., 2019). However, young entrepreneurs must still be convinced to invest in new equipment and technology, improving the business model

using digital media. Business owners' motivations develop the business with low risk from digital media. Practices with digital technologies of various ranges and some degrees of complexity (Tsatsou, 2016). It notes that innovations depend less on practical knowledge and more slowly on scientific and technical skills for early industrial progress. There is a lack of advanced skills to renew and invent alternative processes and machinery and how innovations could increase improvement—implementation efforts worldwide regarding the potential benefit, technical exposure, and effectiveness of trade-offs (Grekousis & Liu, 2021).

In the process, young entrepreneurs can improve and dominate small businesses amidst highly competitive markets. So long as they run viable businesses and develop other pursuits beyond business, especially freshwater fisheries. Agricultural digitalization raises critical social questions (Rotz, et. al., 2019). Many innovations from digital media increase the added value to improve the business. Firms with additional digital investment benefited from the positive effect (Gathmann, Kagerl, Pohlen, & Roth, 2024). Micro bubble generator is an example of how digital media influences and inspires creativity in taking on the challenges of exporting, even if the elevated business can benefit the international standing of the market. It assesses the complexity and multiplicity of digital resources (Tsatsou, 2016).

3.3 Social workers with empowering citizenship in Manglayang (2024) - Regency of Bandung

Social workers fully understand and engage with the local context in which they operate with local politics. They can exert significant influence on local politics through the enfranchisement of Universitas Islam Negeri (UIN) students, giving them political insides and human rights, and in some constituencies, the action of voters awareness. Figure 2 shows the activity.



Figure 2. Social workers in Manglayang (the first author is in the middle)

With this shift, social workers are involved in the rhetoric and dealings representing the public value in justification for extending municipal domains such as water, electricity, and prices of primary commodities. Modern tools will have a widening digital effectiveness (Harrison, Kostic, Toton, & Zurek, 2010). The exponential growth is gradually updated by adopting new innovative methods (Tsipianitis & Groumpos, 2018).

They become more flexible with more student engagement and more targeted communication (Collis, 1998). Organizational forms effectively harness and mobilize collective intelligence (Florida, 1991). The increasing influence of organized students within the changing politics also gives a powerful new socio-political force amid concern that the lower class is labeling itself as socialist. They learn a consensus formed around social democracy, broadly Keynesian, interventionist policies, and the welfare state. The ideas come from digital media and produce the self-video into a critique of scholars and mainstream philosophy ideas. It represents a general sense of national and human decline. The social workers oppose criticizing the agenda of democracy, humankind, and the economy.

Digital technology has grown the number of social discourses to source material for enrichment in general in political and social discourses. A transfer agent facilitates the social process of technology transfer (Goldhor, Richard, & Lund, 1983). Component social design is often derived from innovative technology (Allen & Sriram, 2000). Also, digital technology can be a matter of publication criticizing the leading cases for national advancement. The

discussion can shape the thinking about sustainable development amidst a challenging economic environment perceived as making a good life.

4. Conclusion

As demonstrated through digital media, witnesses, speeches, and press cuttings, sustainable development has been critically examined, revealing broader debates and highlighting positive perspectives on entrepreneurship, civic engagement, and social work. Digital technology has emerged as a transformative force, enabling small communities to reposition themselves in business, democracy, and entrepreneurship.

Through dynamic, interactive, and forward-thinking interventions, these communities are becoming stronger, more active, and more resilient. Digital tools and platforms have amplified the potential for collaboration, innovation, and participation, fostering a sense of shared purpose and progress.

Three key factors—social work, entrepreneurship, and business landscapes—have been identified as significant seedbeds of future prosperity and dynamism. By leveraging digital technology, small communities can unlock new opportunities, enhance civic participation, and drive sustainable development in an increasingly interconnected world.

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