

Building Collaboration, Solidarity, and Empowerment for Enterprise Actors in Yogyakarta City, Indonesia: Towards an Adaptation of Digital Platforms

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Abstract: This article attempts to identify the role of communities in transforming economics in the digital age. A case study approach was selected in Yogyakarta City to understand the changing roles of local people in technological advancements. The findings of this research illustrate that the government initiative program, known as “Gage” (Gandeng-Gendong), has evolved into a new space of mediatization for developing entrepreneurial activities through a digital platform. The stakeholder initiation also contributes to the solidity of community bonding by engaging local businesses in developing the incubator entrepreneur, leading to more effective product adaptation to meet consumer needs. It is important that the involvement of three key stakeholder roles, such as Academicians, Businesses, and Government (ABG), be actively integrated into developing digital platform users. This study has evaluated the conflict between human roles and technological advancements. If our understanding of human beings fails to adapt to digital media and illiteracy persists, it could lead to alienation. However, effectively managing enterprise platforms through e-commerce and collaborative pathways can be viewed as a new asset in fostering community development on a larger scale.

Keywords: Collaboration Stakeholders, Social Solidarity, Enterprise Actor Empowerment, Digital Platforms, Indonesian Local Government

Abstrak: Paper ini berusaha mengidentifikasi peran masyarakat dalam perubahan ekonomi di era digital. Pendekatan study kasus di Yogyakarta digunakan dalam perubahan peran masyarakat di economic digital era. Proses pengumpulan data dilakukan dengan menggabungkan tinjauan literature dan wawancara dengan stakeholder pemerintah Kota Yogyakarta. Hasil penelitian menunjukkan bahwa program inisiatif pemerintah bernama “Gage” (Gandeng-Gendong) telah membuka kesempatan masyarakat dalam mengembangkan usaha melalui platform digital. Inisiatif pemangku kepentingan juga memperkuat ikatan komunitas para pedagang lokal untuk berkolaborasi mengembangkan bisnis incubator yang lebih adaptif dengan kebutuhan konsumen. Aspek penting yang perlu dicatat, keterlibatan peran tripartite stakeholders (Akademisi, Swasta, and Pemerintah – ABG) mampu mengembangkan praktik bisnis di dunia digital, peran lebih luas yang diterapkan dalam mendekati dunia usaha dengan para konsumen melalui platform digital. Riset ini berhasil mengevaluasi kontradiksi peran manusia dan kemajuan teknologi. Ini artinya, apa yang selama ini dipahami bahwa manusia yang kurang adaptif dengan literasi

dan penggunaan media digital akan menuai keterasingan, namun pengelolaan yang baik melalui sarana kolaborasi justru menjadi kekuatan baru dalam pengembangan masyarakat secara luas.

Kata Kunci: Kolaborasi Pemangku Kepentingan, Solidaritas Sosial, Pemberdayaan Pelaku Usaha, Platform Digital, Pemerintah Daerah Indonesia

Introduction

The digital economic transformation rapidly increased business activities that were carried out using online platforms for transaction, distribution, and marketing (Asiati et al., 2018; Resurrection, 2015). This is arguably effectiveness action to promote the products for customers (Cavalcante et al., 2021; Grigore et al., 2021), while it has attracted some scholars to discuss a new action enterprise that contributed to the digital age (Astuti, 2019; Hibbard & Chun Tang, 2004; Susanty et al., 2020). Some support this option: presenting online media can improve wealth with added value in creating a market, wages, and profit sharing. In addition to others declining the digital platform, they reveal that cyberspace is a drawback to some entrepreneurs having capital limitations, making employees marginalized from industrial factories and replacing a human role as an employer (Maksum et al., 2020). Concerning these two opposite views, there have been many responses from scholars because it is a serious problem replacing the human role from the developing industry that uses machine automatic. Various efforts were carried out to reduce the negative effects of transforming the digital industry, but it alienates humans (Bunten, 2008; Conway et al., 2020; Leiter, 1985). Based on these circumstances, this study investigates the benefits of stakeholder collaboration with the private sector by empowering micro, small, and medium enterprises (MSMEs).

Turning to previous studies, the collaboration stakeholders in developing MSME's are discussed, which is considered a great attention on various scholars' works, and existing research is still being conducted. They have studied increasing wages, changing regulations, and a centered program for entrepreneur actors. With little literature, the researchers divided this debate into four main topics. First, it studied the relational analysis among various stakeholders in developing business tourism activities (Drew, 2003; Pertiwi & Darumurti, 2021; Salaka et al., 2021). This literature places stakeholders' role in advancement programs as a part of sustainable development. Secondly, it inquired about the strategic innovations with the sharia fintech sources (Abidin, 2021; Irjayanti & Azis, 2012; Larasati et al., 2022; Mwobobia, 2012; Pramono & Wahyuni, 2021; Syarifuddin et al., 2021; Tayibnapis et al., 2021). Most of these studies recommend that financial services be open to the public so entrepreneurs can have a basic budget to accelerate the value of wealth and be given loan assistance reflecting a digital transformation. Thirdly, it reviewed developing MSME programs to center discourses on changing the role of stakeholders within the involvement of academicians to fostering business actors (Katya & Saraswati, 2021; Pertiwi & Darumurti, 2021; Tresna et al., 2019; van Leeuwen, 2018). These studies analyzed the strategic campaign to face various

challenges during the global crisis by fulfilling competitive accommodation for businesses. Fourthly, it shows the best practical investigations to curtail the MSME's advancement through waste bank management in tourist destinations (Nur et al., 2022; Purwaningsih & Muslikh, 2022). Based on previous literature studies, the researchers seek to understand the changing role of tripartite actors—stakeholders' collaboration, social solidarity, and MSMEs' empowerment—as a new landscape for the community development process in transforming digital platforms (Sparrow et al., 2020). Thus, this study gives a basic reason to gain insight into the developing model of small, micro, and medium enterprise empowerment in Indonesian local cases.

This study presents to re-examine an empowerment model concerning the involvement of tripartite actors as an essential element to economic growth within transforming businesses in the digital age. Instead, the research will apply why and how economic activities can be transformed in the digital era. The researchers divided the main problem into three categories to support these topics: firstly, how the collaboration stakeholders can change a new model along with the involvement of businesses in developing economic wealth as a response to the digitalized meaning; secondly, how the social solidarity mechanism can support the local government to achieve the goal to create the new job opportunities for everyone. Thirdly, how the new formula promotes the micro, small, and medium enterprises within the digital advancement that is adaptable; the three objectives of this research can be seen as the case study analysis that closed to contextualisation into locality area, which is becoming a feature program by the Yogyakarta officials. This is an important issue because it is the Yogyakarta government's best location to modernize MSMEs into a digital contemporary—Gandeng Gendong or Gage empowerment.

The Gage program is an innovative policy to increase the local wealth and focused on reducing poor people in Yogyakarta City. The Mayor of Yogyakarta City pioneered this program to implement the Javanese philosophy "*Segoro Amarto*," known as "the spirit for cooperation among people to increase local development." It also becomes a basic value to operate a "Smart Society" under local regulation named *Peraturan Daerah* (Perda) no. 23, 2018, about the Gage program (Iza & Nurhaeni, 2021). Indeed, this study assumed that the poverty services focused on vulnerable groups caused them into segmented care. At the same time, the presence of the Gage program can be advantageous for society potentially, which can be applied to social development, particularly for local communities of Yogyakarta (Alam et al., 2011; Nurwaesari et al., 2022; Purwaningsih & Muslikh, 2022). Thus, the researchers will try to re-examine the role of stakeholder collaboration, social solidarity, and MSME empowerment.

Methods

This research determined the objective study of a Gage program held by the Yogyakarta City government. This program was designed to reduce the number of poor people amid digital source

availability. Poverty is common in developing countries, including Indonesia, even though human resources have great potential to promote economic development. In contrast, there are contradictory boundless human resources while this prospective to new wealth of nations cannot be placed into creating a sustainable livelihood source. Regarding the lack of such resources potentially, the research objects were chosen to take important field notes managing resource availability that influenced social innovations as a new formula for social services. Hence, the research object was the determination of data concerning the fieldwork of the study context. This study determined a stakeholder collaboration to understand digital transformation in economic growth. By studying this subject, the researchers used a case study approach to explore the individual experiences in developing business projects under the Gage program. These regulations are transferable to many failures of social phenomena, meaning, as the positivist often expressed the qualitative method considering to fail justification the social realities and ethical norms. It also dismissed considerable attention on a qualitative approach, which assumed this method was less essential in exploring new social norms (Tucker et al., 2017). Therefore, the researchers try to apply a case study from various practical approaches to ethical research while contributing significantly to understanding the social constructions by analyzing, describing, and exploring the digital transformation into practical businesses as a tool for increasing production.

Collecting data was conducted through two steps: desk-reviews and interviews. First, the researcher collects reference sources related to the study being studied. Researchers collect the latest references addressing empowering micro, small, and medium enterprises and stakeholder collaboration for 2015 – 2022. Researchers are also looking for sources of policy briefs to support evidence in presenting a new narrative in the development of the digital economy. The examples the researchers present in this paper are journals published from 2015 to 2022, which have collected approximately 20 journals, and the Yogyakarta City government policy in MSME development from 2017 to 2020: approximately four new regulations have been collected. All data collected by researchers is selected according to the needs of research data analysis. Researchers then carry out this process by clustering each problem category according to research objectives—in qualitative terms; it is often referred to as a chimney panel (Denzin & Lincoln, 2015). From this process, the researcher determined the topic of study specifically related to digital economic transformation and empowering MSMEs in the City of Yogyakarta.

Second, the researcher interviewed four stakeholders: the Yogyakarta City government, recipients of the Collaborative Program assistance, academics, and traders on the Collaborative Program platform. These four informants were interviewed openly to provide complete information according to the data requirements in this study. The interview process was conducted from July to September 2022. Each informant spent between 30 minutes and 1.5 hours. The interviews used an unstructured interview technic so that researchers were not rigid in conducting interviews with informants. All interview results were transcribed into Microsoft Word to simplify the data analysis. Before transcription, the researcher recorded all interview processes using an Android audio recording tool. The researcher anonymized the names of the informants

because they had not previously asked for permission, so this was done to protect the confidentiality of the informant's data. For this reason, the results of the interviews become a reference for researchers in reducing any data generated from the field.

Data analysis starts from the beginning of the research which makes this study different from quantitative analysis, and at least analysis has been collected as a whole last step. However, this study analyzes data through display, reduction, and conclusion. The display process is carried out by collecting and selecting field data through the availability of existing data in the results of desk reviews and interviews. The researcher supplies all the data after strictly selecting according to the research objectives. The researcher also carried out data reduction by interpreting the data according to the needs of the study data. This process requires the researcher to sort all data relevant to the studied context and phenomenon. Furthermore, the researcher tries to conclude a process of selecting, sorting, and drawing conclusions from research data so that data is interpreted as a whole. To compare and cross-check the data, the researcher used the triangulation technic by visiting the informants again when confusing data was found and comprehensively testing the validity of the data. For this reason, testing the validity of the data is carried out continuously so that one point of saturation arises.

Results and Discussion

Collaboration Scheme of Stakeholders

The stakeholder collaboration to develop small, medium, and micro enterprises in Yogyakarta has been created using a tripartite market, corporate, and civil society model. This model developed into five stakeholders' involvement from the neo-corporate to local government within a collaborated government, business, university, community, and village. First, the role of local government has room for negotiation through power, legitimacy, and urgency. As a role of power, the government regulates the development of micro, small, and medium enterprises. The rules for compiling such development refer to Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises. The Yogyakarta City government translated the law as a basis for compiling an anti-poverty program. Based on this regulation, the Yogyakarta City government issued Perda No. 23 of 2018 concerning the Collaborative Carrying Program. This program embodies the meaning of "*Segoro Amarto*" [the spirit of cooperation to advance the City of Yogyakarta]. The officials also stated that,

"... The meaning of Gandeng is an attempt to join hands in helping others and progressing simultaneously. While the term Gendong means that all elements must work hand in hand in helping people unable to walk alone..."

Second, the local government has cooperated with various stakeholders, especially the private sector. This is made each company support their funds via corporate social responsibility (CSR) for developing local product business. In other words, the companies are boosted to supervise, donate, and facilitate capacity building to increase add-value

products and promote social welfare through empowering economic societies (see Table 1). All corporations have involvement in these cooperations to push local products that consumers can accept, which cooperated around 41 local companies to direct services in reducing a poverty line in particular Yogyakarta populations.

Third, stakeholder collaboration has included an academicians or higher education to contribute to economic development and increasing prosperous people. All higher education involved in this project, around 135 formal education. This is an attachment the higher education to promote the Gage program on community engagement or services with students' participation. Every group of community services has a central role in increasing local awareness, which cooperated within the Gage program of approximately 296 local enterprise groups. The main focus of tertiary institutions is to provide stimulant programs for each community working group, such as packing, entrepreneurship, marketing training, and capacity building for MSME actors. They synergize with the Corporate Environmental Responsibility forum (*Tanggung Jawab Lingkungan Perusahaan*—TSLP), which the Yogyakarta City government has formed. A collaborative model formed through a one-stop mechanism with the Regional Apparatus Organization (*Organisasi Perangkat Daerah*—OPD) to carry out TSLP. The following is a synergy model the Yogyakarta City government formed to illustrate the stakeholder collaboration model.

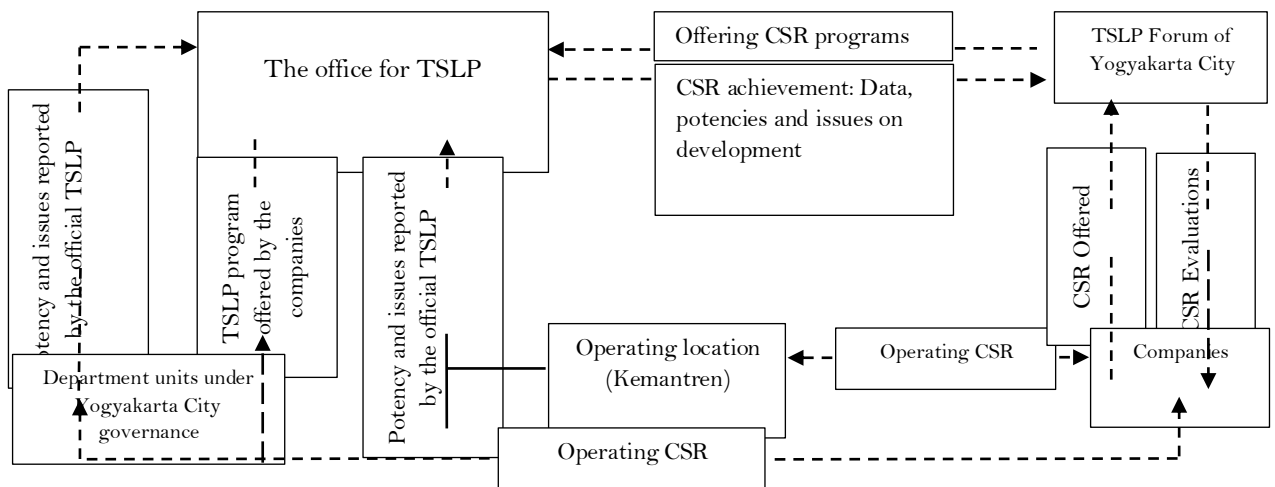


Figure 1. Collaboration model among stakeholders

Source: Authors' elaboration, 2023

The figure 1 illustrates the role of local government that has elaborated into several companies and local societies. This kind of model was the managerial activities to regulate the corporate social responsibility under the enterprise's companies. To continue, the management of this program is giving a beneficial program against the group of micro, small, and medium enterprises to contribute to managing and developing the types of their business activities. Nevertheless, the TSLP unit manager was carried out the CSR

services to regulate the assistance of empowering platform regarding item approval upon the environmental offices of Yogyakarta City.

Social solidarity amidst enterprise actors

Supporting activities on the Gage program, every enterprise actor has synergized with all communities in this region. This form of collaboration is revealed by strengthening the social safety net to build relationships among groups and is getting stronger to fulfill basic needs. Each business group formed cooperation in each kampong called Arisan, strengthened the craftspeople's organization, and managed cooperatives. Such activities support trust and honesty, as they will form all social safety nets. Group members will always cooperate as a form of this network, especially regarding debt arrears with third parties such as banks. This was disclosed by P5 that "finality and cooperation in social groups are a valuable ethic when business loan capital is bad, so each member will help to search alternative solutions to solved-problems they face".

Other empirical data is also recorded that community actions to increase social solidarity in practical business are carried out through programs to reinforcement human resources. This is applied because awareness is one of the key factors in supporting digitalization programs in business. As stated by P8, "We realize the importance of knowledge and skills in managing business, especially adaptation to the digital world." They also believe that business activities can be conducted optimally through cross-sectoral cooperation with each other, particularly academicians from higher education and big companies. Pentahelix, as a reference concept is a supporting in welcoming the digital-based economic growth. This condition is illustrated by P4, "Every job in the industrial digital platform is impossible to carry out individually, concerning collaborative local government pushing campuses—often known as the ABG triple helix collaboration (*Academy, Business, Government*)." For this reason, three stakeholders who collaborate with local communities interact with each other to form a network of new social solidarity in facing the digital economy era.

Boostering social safety net within local people has been shaped a new social capital. This is discovered by norms and commitments altogether among stakeholders. Empirical cases to social norms made people realize the importance of things in adapting to the digital era, that several reasons conventional businesses have always been failure programs due to the conflict of interest are raised. Besides, income disparity can be seen as a prediction to build less appreciation, especially among enterprise actors. For instance, if businesses increase prices without notification to authorities, they will indirectly be subject to social sanctions as they do not participate in the digital marketplace program. In addition, the commitment of enterprise actors can also be seen in cross-sectoral cooperation. As illustrated by P3, "vegetable traders who need business supplies to sell to consumers will involve farmers with the Gage platform as initial information, then they contact a produsen directly to supply their needs."

Social solidarity in supporting Gage empowerment also strengthens community ties in several forms of participation within social activities, network kinship, and expanding cooperation. The local communities realized that participating in group action, such as attending meetings at the Rukun Tetangga (RT) and Rukun Warga (RW) units, creates a sense of security and comfort in managing their business. In other aspects, the communities also boosted kinship bonding through sharing ideas in developing businesses via social security and food programs, such as Lorong Sayur held by the Yogyakarta City government. Meanwhile, this program is applied based on a partnership pattern that can adapt to the cyberspace era so that it can expand the kinship network. All stakeholders are involved, and local governments provide space for convenience in transactions and business development through available digital platforms.

All apparatus of the state, such as Satpol PP (Praja Civil Service Police Unit), work to protect all business activities that are assisted by the Gage program. Satpol PP functions as security for business actions to oversee the security and order of the city. This was also conveyed by P6 that “the role of this apparatus is quite helpful for us in regulating economic activities, especially supervision in areas that are prone to crime so that consumers feel comfortable”. For this reason, social solidarity built between officials and the community can contribute to expanding partnerships and security networks where the main enterprise elements related to customer satisfaction can be realized.

Entrepreneurs and Empowerment for Urban Communities

The digital era introduced a booming market economy to Yogyakarta City, and business activities brought people to increase their wealth. It was accelerated by family welfare, political empowerment, and social cohesion in their hometown. The regulation emerged economic empowerment, together with the advancing technological power of the city, constitute the top strata in the new political structure of Yogyakarta. The majority of social status in Yogyakarta City is under poverty, causing them to fight for their needs to improve their lives. The new scheme on the Gandeng Gendong program, promoted by the local government, can indirectly increase awareness and prosperity for the local communities. This empowerment program can be considered an equal opportunity to collaborate between local communities and government within this digitalisation program.

Most people in Yogyakarta City live in poverty as a consequence of struggling to fulfill their basic needs. Moreover, the Gage program can indirectly increase awareness and economic well-being to improve quality of life. This empowerment program provides equal opportunities for the community to collaborate and carry out local government regulations. There are approximately 296 groups that are a part of this program. This community is accommodated through various trainings, provision of capital, and new spaces in the digital market. Communities with superior products, such as agricultural commodities, snacks, and others, can market their processed crops to *Gandeng Gandong*.

This program not only provides opportunities to market-shared but also becomes a new means of opportunity to cooperate between existing social groups. As stated by P5,

“This program has applied to accommodate each group to equal opportunities. We determine social groups incorporated into the Gage program that is approximately 296. All groups are invited for sharing and dialogue as a part of this local service.”

Additionally, the researchers can be divided into five phases as a collaboration process. First of all, a face-to-face dialogue is carried out to disseminate digital programs to entrepreneurial groups so that they know the direction and goals of the Gage program that the Yogyakarta City Government has planned. This activity is the first step to maximizing the potential and awareness of business groups. Some of them have realized their potential, but some are still not optimal, marked by their minimal involvement in the socialization process and taking an active role in the program. The purpose of this process, as P7 stated,

“The formation of an awareness and program responsibility for each group in each sub-district so that they can be accommodated as one door for giving and assistance schemes that will be provided by the government, as well as to facilitate the monitoring and evaluation process.”

Furthermore, the program tries to build trust with all parties involved. It is hoped that the compiled program will be of benefit to all groups, especially for groups that were initially passive and are expected to be able to contribute actively. This activity was carried out to form several business groups targeted by the program, and each of them mapped and ordered the needs of opening a new business to program providers, establishing intense communication based on trust between all relevant stakeholders. With trust as a business principle, these activities can maximize all available potential.

Another reason it becomes important to get a chance to build commitment to the process is that all actors of being role actively for mutual trust to develop the program. The purpose of this process is hoped as a new scheme for increasing local economic people on welfare issues, particularly benefactors' services. P3 said that,

“In this program, it is hoped that all stakeholders will be involved so that the purpose of this policy is mutual commitment and accelerating progress. For this reason, the existing business groups are expected to be able to increase revenue through the availability of digital platforms that facilitate market reach, which has been the main problem for small and medium business activists.”

Lastly, shared understanding is essential to operate the program, wherein local people combined with the MSMEs' actors can be reached to work together. With the Gage

program, all problems each business group faces can be resolved independently and in coordination. This shared understanding is shown to build a complete understanding of the beneficiary communities that still have various problems with funds, markets, management, and business production systems. In short, intermediate outcomes are the collaboration actors between local government and local communities to coordinate in which the regulation involved academicians for community engagement. This activity is carried out to support developing business synergistic. It was not only planning on management but also managing strategies for developing the local community to raise a sustainable program. Of course, this policy pattern is arranged using the model of a quick win to improve local awareness to operate their business.

This research described the issues encountered by digital transformation for increasing local people's quality of life using an online platform on business actions, to map the direction of policy goals and become a reference in sustainable development. It could also be an alternative to re-open new insights into handling the economic crisis. Subsequently, transforming the economy on digital platforms issued a policy by which enterprise actor empowerment through the Gage program. Even though digital transformation in the economic field has been debated by various scholars—where the presence of the cyber era will rule out the role of humans (alienation) from business activities—some platforms support business changes carried out by business people. Consistent with previous research, this study at least describes new adaptations in the digital era to increase people's income and welfare (Sumarto, 2017). The Gage program has proven that the digital economy is a new space as an alternative means for MSME players to increase their productivity. This aligns with Tayibnapis et al. (2021), who argue that the new digital space will ward off skeptics who promote human alienation from industrial productivity. In addition, Syarifuddin et al. (2021) also stated that changes in business mechanisms in the digital era will be very beneficial when all elements can adapt and build collective performance in a strong network, such as collaboration between stakeholders. As a case study, the Gage program, run by the local government of the City of Yogyakarta, as mentioned by Subba Rao et al. (2003), is a new means of carrying out business activities through adaptation to digital platforms.

Although digital platforms in business development have become the consent of every country worldwide, this study illustrates the uniqueness of presenting a new narrative in the community development model. Social cohesion, social solidarity, and new social capital to build cooperation between stakeholders are conventionally carried out; these terms have adapted to the digital economy, which some groups consider difficult in program applications (Belkhaoui et al., 2020). As Tambunan (2019) and Feldmann (2009) underlined, digital economic transformation will experience difficulties in the realm of community empowerment practices due to human resource weaknesses, difficulties adapting to media and digitalization, unsupportive regulations, and the high budget for implementing an e-commerce based program. At the same time, not all global economic crises and workers' adaptation to increasing consumer needs can be handled instantly

(Verhoef et al., 2021). This requires transformative policy media to support economic development and small and medium business actors in the new cyberspace era. However, as a case study, the Yogyakarta City government can dispel this pessimistic assumption.

The local government was able to ward off minor assumptions about the negative effects of digital media by developing alternative patterns through face-to-face dialogue, trust building, commitment to process, shared understanding, and intermediate outcomes. These values are brought into transforming the digital economy to create new space for developing locality-based businesses. In line with that, Mishra et al. (2019) stated that developing a new business model in the digital era requires consistency and commitment from stakeholders to collaborate in developing assets and potential. This is supported by statements by Trittin-Ulbrich et al. (2021) and Grigore et al. (2021), which explore the idea that economic development in the era of digital media transformation must strengthen the capacity of business managers who can adapt to rapid social change. This situation will affect new business achievements that are more contributive and effective, so the availability of digital platforms will accelerate economic change and the welfare of the actors. Therefore, this study presents positive cases in digital economic changes and dismisses the notion of human alienation from the presence of digital-based industries.

Based on the results, an explanation of the micro, small, and medium enterprise program was an alternative way to empower local businesses around the globe. This is because the economic transformation model can be seen as a challenge and to get a chance to improve wealth through internet platform availability. In this case, the strength of social solidarity and the empowerment of business actors in the city of Yogyakarta is considered a potential for improvement in regulating regulations that are adaptive to digital transformation. The E-Commerce development policy is not only developed by the private sector with large capital, but also the leading sector of the government has an important role in changing the mindset of improving governance through the availability of digital platforms. There is a general tendency that digital transformation is only used for changes in public services and the effectiveness of development programs. This assumption can be further elaborated; the researcher suggests all parties focus on developing digital transformation through productive economic activities. From these results, subsequent studies need to emphasize the development model of transforming policy programs within operating the digital economic transformation. This is expected to encompass the policy gaps yet to be solved in existing studies earlier.

Conclusion

This article discussed businesses' characteristics and changing role in developing micro, small, and medium enterprises. Using this discussion as a series to look at the Indonesian local cases, the stakeholders should operate a new regulation to push a local community that matches the type of digital platforms. The other three types of the role of local government, i.e., building collaboration, creating a new space of social solidarity, and empowering the local actors to increase their entrepreneurs' action, do fit towards an

adaptation of transforming digital economy. This is because the digital transformation has accelerated to get a chance for a new scheme on the economic growth utilizing E-commerce, such as the Gage programme.

A key issue for enterprise actors is understanding how digital and E-commerce are used in purchasing decisions. At the same time, their influence on buyer behaviour and their role as a marketing tool attended consequence by the management of cyberspace platform. Given the widespread basic needs of a customer in the digital age, considerable viewpoints of marketing amenities decide a product certainty. As a classical illustration, the practical role of collaboration stakeholders looking at Yogyakarta City as the best action to accommodate businesses can be seen as the best evidence of community development programs. The digital transformation is fundamentally operated by the private sector with huge capital. At the same time, the local government of Yogyakarta can promote new media by scaling digital platforms using the Gage program. To understand digital transformation, it is essential to move beyond the oversimplified new regulation towards the underlying economic balances and frame advancing technologies and a new role for human beings in cyberspace.

Empirical studies from the best practical of adapting the digital platform for a new scheme to economic development in Indonesian cases can be covered simply around the globe. Although developing a new scheme for economic wealth needs a big capital, there can be several key points with the collaboration stakeholders, which is argued that a small budget regularly can increase a new profit as an advantage to reduce poverty populations. As mentioned in previous literature, the triparted role can be an important thing to underlie digital transformation. In this paper, the researchers claimed that digital transformation combined with triparty stakeholders offers a more realistic to operate a new marketplace and can be seen as an achieved goal for building community development practices. Indeed, this research goal can show that the presence of a digital platform for economic development will reduce the role of human beings in a cyberspace era. Human alienation is not always justified; instead, it becomes a new means to shape human skills and adapt to technological innovations.

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