

ACCESSIBILITY OF TELECOMMUNICATIONS AND DIGITAL INFORMATION IN SEMOYANG VILLAGE CENTRAL LOMBOK

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Abstract

This study aims to examine the accessibility of telecommunication and digital-based information in Semoyang Village, Praya Timur District, Central Lombok Regency. This research uses a qualitative approach with a descriptive qualitative method. Data were collected through in-depth interviews, field observations, and documentation involving village officials, community leaders, and residents who use telecommunication services. The data were analyzed using SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to identify internal and external conditions affecting telecommunication accessibility in the study area. The findings indicate that Semoyang Village has several strengths, such as the availability of cellular network coverage that reaches most areas of the village and the increasing use of digital devices among the community. However, several weaknesses still exist, including unstable network quality in certain areas, limited signal coverage in remote locations, and low digital literacy among some residents. Meanwhile, opportunities include government support for rural digitalization programs, rapid development of communication technology, and increasing community demand for digital information services. On the other hand, threats include geographical conditions, weather disturbances, digital access inequality, and limited ability of some residents to adapt to technological advancements. In conclusion, telecommunication accessibility in Semoyang Village has developed but is not yet evenly distributed across all areas. Therefore, strategic development involving the government, telecommunication providers, and the community is needed to achieve equitable and sustainable digital access.

Keywords: accessibility, telecommunication, digital information, SWOT, Semoyang Village

Abstrak

Penelitian ini bertujuan untuk mengkaji tingkat aksesibilitas telekomunikasi dan informasi berbasis digital di Desa Semoyang, Kecamatan Praya Timur, Kabupaten Lombok Tengah. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif kualitatif. Pengumpulan data dilakukan melalui wawancara mendalam, observasi lapangan, dan dokumentasi yang melibatkan aparat desa, tokoh masyarakat, serta warga pengguna layanan telekomunikasi. Data yang diperoleh dianalisis menggunakan teknik SWOT (Strengths, Weaknesses, Opportunities, Threats) untuk mengetahui kondisi internal dan eksternal yang memengaruhi aksesibilitas telekomunikasi di wilayah penelitian. Hasil penelitian menunjukkan bahwa Desa Semoyang memiliki beberapa kekuatan, seperti tersedianya jaringan telepon seluler yang telah menjangkau sebagian besar wilayah serta meningkatnya penggunaan perangkat digital di kalangan masyarakat. Namun, masih ditemukan berbagai

kelemahan, antara lain ketidakstabilan jaringan di beberapa titik wilayah, keterbatasan jangkauan sinyal di daerah tertentu, serta rendahnya tingkat literasi digital sebagian masyarakat. Sementara itu, peluang yang dapat dimanfaatkan meliputi dukungan pemerintah dalam program digitalisasi desa, pesatnya perkembangan teknologi komunikasi, serta meningkatnya kebutuhan masyarakat terhadap layanan informasi berbasis digital. Di sisi lain, ancaman yang dihadapi mencakup kondisi geografis wilayah, gangguan cuaca, ketimpangan akses digital, serta keterbatasan kemampuan sebagian masyarakat dalam mengikuti perkembangan teknologi. Kesimpulan penelitian ini menunjukkan bahwa aksesibilitas telekomunikasi di Desa Semoyang telah mengalami perkembangan, namun masih belum merata di seluruh wilayah. Oleh karena itu, diperlukan strategi pengembangan yang melibatkan berbagai pihak, seperti pemerintah, penyedia layanan telekomunikasi, dan masyarakat, agar pemerataan akses digital dapat tercapai secara optimal dan berkelanjutan.

Kata kunci: aksesibilitas, telekomunikasi, informasi digital, SWOT, Desa Semoyang

A. INTRODUCTION

The advancement of Information and Communication Technology (ICT) has become a crucial factor in regional development, particularly in enhancing accessibility to telecommunications and digital-based information in rural areas¹. Telecommunications accessibility refers to the ease with which communities can obtain digital communication services, encompassing network availability, affordability, and the ability to effectively utilize technology. Within the context of digital development, telecommunications access serves as a fundamental pillar in fostering digital inclusion and reducing the digital divide between urban and rural regions². Furthermore, the concept of digital inclusion extends beyond mere network access, encompassing digital skills, usage patterns, and supportive environments that enable communities to optimally utilize technology in their daily lives³.

Numerous studies indicate that limited telecommunications access remains a primary issue in rural areas of Indonesia⁴. Research findings reveal that disparities in digital infrastructure are driven by limited telecommunications networks, low levels of digital literacy, and the lack of technology-based community empowerment programs. Additionally, studies show that the growth of telecommunications access in West Nusa Tenggara Province continues to exhibit disparities between developed and underdeveloped regions⁵. Other research highlights that internet access in rural areas

¹ Samson Laurens, "INOVASI PELAYANAN PUBLIK BERBASIS MOBILE APPLICATION: KAJIAN EFEKTIVITAS DAN AKSESIBILITAS BAGI MASYARAKAT PEDESAAN," *JURNAL BADATI* 7, no. 1 (2025): 11–26.

² Zaky Asdhika Sinaga and Lokot Muda Harahap, "Transformasi Ekonomi Indonesia Menuju Ekonomi Digital: Tantangan Dan Strategi," *Jurnal Rumpun Manajemen Dan Ekonomi* 2, no. 3 (2025): 26–33.

³ Siti Azizah et al., "Pengembangan Masyarakat," *Pengembangan Masyarakat Berbasis Digital* 54 (2025).

⁴ Desvanada Bilha Zahrah, "Tantangan Komunikasi Pada Pembelajaran Daring Di Wilayah Pedesaan Terpencil," *Gandiwa Jurnal Komunikasi* 5, no. 2 (2025): 45–51.

⁵ Abdul Haris et al., "Konektivitas Digital Dan Ketimpangan Wilayah: Studi Pembangunan Infrastruktur Telekomunikasi Di Daerah Terpencil Nusa Tenggara Barat," in *Prosiding Seminar Nasional Pembangunan Ekonomi Berkelanjutan Dan Riset Ilmu Sosial*, vol. 2, 2025, 346–51.

remains significantly lower than in urban areas, reinforcing the phenomenon of the digital divide, which contributes to socio-economic inequalities among rural communities ⁶.

Studies on the utilization of digital networks at the village level demonstrate that the presence of telecommunications infrastructure can enhance public service quality and stimulate local economic activities ⁷. A study conducted in Dawuhan Village found that the development of Point-to-MultiPoint internet networks significantly improved community communication access and supported educational activities as well as local product marketing ⁸. Furthermore, research indicates that village Wi-Fi services managed by Village-Owned Enterprises (BUMDes) play a vital role in increasing community productivity and village revenue ⁹. Other studies also reveal that the development of digital village-based services enhances public service effectiveness and strengthens institutional connectivity within villages.

Several studies further emphasize the importance of digital technology in driving social transformation in rural communities. Digital communication has been shown to significantly improve access to information, education, and healthcare services in rural areas ¹⁰. Moreover, the Integrated Broadband Village Program has been found to substantially improve digital connectivity, particularly in supporting the growth of local digital economies ¹¹. Other research suggests that disparities in telecommunications services can be analyzed through infrastructure distribution and regional characteristics, highlighting the need for equitable network development strategies to reduce service inequality ¹².

Research on digital inclusion in rural areas also underscores that the success of telecommunications development is not solely determined by network availability but is also influenced by social, economic, and geographical factors ¹³. Digital inclusion levels are shaped by four key dimensions: access, skills, usage, and enabling environments. Additionally, telecommunications development in rural areas faces challenges such as

⁶ Muh Dimas Dwi Saputra, Ibrahim Ali, and Junaidin Junaidin, "STRATEGIES FOR ENHANCING SUSTAINABLE TOURISM IN THE BALE TEPAK SAVANNA OF BATUJAI DAM, CENTRAL LOMBOK," *Waisya: Jurnal Ekonomi Hindu* 4, no. 2 (2025): 112–22.

⁷ Tri Rahmania and Ibrahim Ibrahim, "ANALISIS PERAN KOMUNITAS LOKAL, AKSEBILITAS SEKOLAH, DAN INOVASI PEMBELAJARAN," in *SEMINAR NASIONAL LPPM UMMAT*, vol. 3, 2024.

⁸ Dewi Lestari Putri, Ahmad Rizky Pratama, and Lestari Nurjanah, "Optimalisasi Akses Digital Melalui Perencanaan Jaringan Internet Di Desa Dawuhan," *JUPAMU: Jurnal Pengabdian Masyarakat Multidisiplin* 1, no. 1 (2025): 25–36.

⁹ Ibrahim Ibrahim, "Model Regresi Dampak Pemasaran Terhadap Profitabilitas BUMDes Di Kawasan Pertambangan Emas Sumbawa Barat," *Geodika: Jurnal Kajian Ilmu Dan Pendidikan Geografi* 9 (2025): 1–10.

¹⁰ Batinuha Musyahadah Mashis et al., "Komunikasi Digital Dan Perubahan Sosial Masyarakat Pedesaan," *Mu'ashir: Jurnal Dakwah Dan Komunikasi Islam* 1, no. 2 (2023): 283–312.

¹¹ Nema Aisy Athaya and Taufik Arbain, "Implementasi Program Layanan Internet Desa (LINDA) Pada Daerah Blank Spot Di Kabupaten Barito Utara," *PAMARENDA: Public Administration and Government Journal* 5, no. 2 (2025): 490–503.

¹² Suci Fadhila Rahma and Fitri Kartiasih, "Pengaruh Infrastruktur Transportasi Serta Teknologi Informasi Dan Komunikasi (TIK) Terhadap Ketimpangan Pendidikan Di Indonesia," *Jurnal Ekonomi Indonesia* 13, no. 2 (2024): 153–70.

¹³ Stevany Editia Ramadhany and S Kom, "A. Kesenjangan Digital Antar Wilayah," *KOLABORASI UNTUK LITERASI DIGITAL DALAM DUNIA PENDIDIKAN" Perspektif Dosen, Guru, Mahasiswa & Komunitas Pendidikan* 118 (2025).

geographical constraints, low population density, and limited infrastructure investment¹⁴. Other studies identify that low levels of digital technology utilization in villages are primarily caused by limited facilities and insufficient digital literacy¹⁵.

Based on the synthesis of these studies, it can be concluded that telecommunications and digital information accessibility in rural areas plays a significant role in improving quality of life, public service delivery, and local economic growth¹⁶. However, most previous studies have predominantly focused on general aspects of digital infrastructure development or macro-level regional analyses. Consequently, there remains a lack of context-specific research examining telecommunications and digital information accessibility at the village level, particularly in Semoyang Village, Central Lombok Regency¹⁷. This indicates a research gap concerning the limited in-depth analysis of telecommunications access characteristics, levels of digital information utilization, and the factors influencing digital accessibility at the village scale¹⁸. The novelty of this study lies in its comprehensive analysis of telecommunications and digital information accessibility within a specific rural context, employing a context-based literature review approach¹⁹. Therefore, this study aims to analyze telecommunications and digital information accessibility in Semoyang Village, Central Lombok, and to identify the factors influencing access and utilization levels in supporting rural development²⁰.

B. RESEARCH METHOD

This study employs a qualitative approach using a descriptive qualitative research design. The qualitative approach is selected as it enables an in-depth understanding of telecommunications and digital information accessibility conditions in Semoyang Village, as well as the identification of supporting and inhibiting factors in the field. This approach allows researchers to obtain direct insights from informants regarding their experiences, perspectives, and levels of utilization of telecommunications and digital technologies in daily activities. Meanwhile, the descriptive qualitative method is used to systematically and factually describe observed phenomena, presenting findings in the form of narratives, explanations, and interpretations of real-world conditions.

¹⁴ Budi Mulyono et al., “Analisis Dampak Implementasi Teknologi 5g Terhadap Infrastruktur Jaringan Di Indonesia,” *Jurnal Minfo Polgan* 13, no. 2 (2024): 1462–67.

¹⁵ Yes Matheos Lasarus Malaikosa et al., “Penguatan Kapasitas Potensi BUMDes Melalui Literasi Digital Dan Pemanfaatan Media Sosial,” *Jurnal Pengabdian Kepada Masyarakat* 4, no. 2 (2024): 72–82.

¹⁶ Akhmad Syafi’i and Alit Mertayasa, “Penggunaan Teknologi Tepat Guna Dalam Upaya Pengembangan Ekonomi Pedesaan Dan Peningkatan Kesejahteraan Masyarakat,” *Cakrawala Repositori IMWI* 7, no. 2 (2024): 475–81.

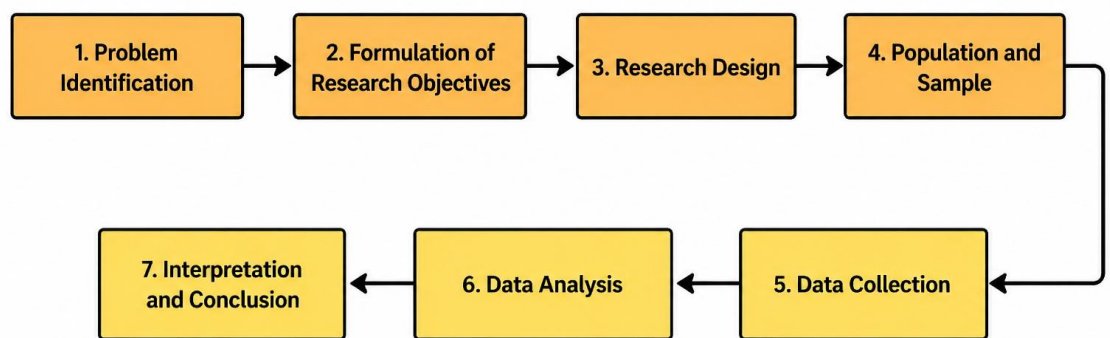
¹⁷ Dhanny Septimawan Sutopo, “Merajut Benang Digital: Dialektika Literasi Teknologi Dan Transformasi Sosial Dalam Masyarakat Pedesaan Kontemporer,” *RIGGS: Journal of Artificial Intelligence and Digital Business* 4, no. 3 (2025): 7260–71.

¹⁸ Jayanti Armida Sari and Bambang Agus Diana, “Dampak Transformasi Digitalisasi Terhadap Perubahan Perilaku Masyarakat Pedesaan,” *Jurnal Pemerintahan Dan Politik* 9, no. 2 (2024): 88–96.

¹⁹ Restu Mayyora et al., “Transformasi Digital Desa Dan Implikasinya Terhadap Pembangunan Berkelanjutan: Pendekatan Literature Review,” *Indonesian Journal of Intellectual Publication* 5, no. 2 (2025): 100–111.

²⁰ Rasyid Fahreza Lalu Rizky, “ANALISIS KESIAPAN PEMERINTAH KABUPATEN LOMBOK TENGAH MENUJU SMART CITY” (INSTITUT PEMERINTAHAN DALAM NEGERI, 2024).

In this study, a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is employed to examine both internal and external conditions related to telecommunications and digital information accessibility in Semoyang Village. The SWOT method is chosen for its ability to provide a comprehensive overview of internal strengths and weaknesses, as well as external opportunities and threats. The analysis is conducted qualitatively without statistical calculations, relying instead on in-depth interviews, direct observation, and documentation. This approach enables the identification of village potential, barriers faced by the community in accessing digital technology, as well as opportunities and threats that may affect the sustainability of telecommunications access in the future.



The study was conducted in Semoyang Village, Praya Timur District, Central Lombok Regency. The site was selected due to its ongoing development in the utilization of telecommunications and digital information technologies, as reflected in the increasing use of mobile devices and internet services among residents. However, several challenges remain, particularly regarding the equitable distribution of telecommunications network access across different areas of the village. Additionally, varying geographical conditions influence network quality and the ease of accessing digital information. Therefore, Semoyang Village represents a relevant and appropriate case for an in-depth examination of telecommunications accessibility and its influencing factors in rural contexts.

C.RESULTS AND DISCUSSION

A. Strengths Analysis of Telecommunications Availability in Semoyang Village

Based on interviews with residents of Semoyang Village, the availability of telecommunications networks emerges as a key strength in supporting digital information accessibility. Most respondents indicated that mobile network coverage is available across nearly all areas of the village and is widely used for daily communication, including phone calls and text messaging. Additionally, internet access is utilized for various purposes such as information retrieval, social media communication, and supporting educational and occupational activities.

The findings also indicate that the use of telecommunications devices, such as mobile phones and smartphones, has become widespread among the community. Residents emphasized the significant role of digital devices in accessing information, maintaining communication, and supporting learning processes. Furthermore, support from the village government in utilizing digital media for information dissemination contributes to strengthening telecommunications conditions in the area.

In addition to infrastructure availability, increasing public awareness of the importance of digital technology usage constitutes another strength. Residents reported utilizing digital technologies for educational, health-related, and economic purposes. This indicates that telecommunications accessibility is not only supported by infrastructure but also by community readiness to adopt digital technologies.

Moreover, the presence of supporting facilities, such as internet access points in certain locations, further enhances accessibility. Internet access is available in homes, schools, and several public spaces, facilitating digital communication, educational activities, and online economic transactions. These conditions demonstrate that telecommunications services in Semoyang Village adequately support the community's communication and information needs in the digital era.

Table 1. SWOT Diagram of Accessibility of Digital-Based Telecommunications and Information in Semoyang Village

IFAS	<p>Strength (<i>Kekuatan</i>)</p> <ol style="list-style-type: none"> 1. Mobile telephone networks are available in most rural areas. 2. The use of mobile phones and smartphones is common among the public. 3. Internet access has been used for communication and information searches. 4. Village governments have begun to utilize digital media to convey information 	<p>Weakness (<i>Kelemahan</i>)</p> <ol style="list-style-type: none"> 1. The quality of Signal coverage is still weak in the outskirts of the village. the 2. telecommunications network is not stable at certain times 3. Digital literacy among some people is still low 4. Supporting facilities such as internet access points are still limited.
EFAS	<p>Opportunities (<i>Peluang</i>)</p> <ol style="list-style-type: none"> 1. There is support from government programs in developing digital technology in rural areas. 2. The increasingly rapid development of communication technology 3. Increasing public need for digital-based information. 4. Potential for cooperation with telecommunications service providers 	<p>Threats (<i>Ancaman</i>)</p> <ol style="list-style-type: none"> 1. The geographical conditions of certain areas can hinder the reach of telecommunications networks 2. Weather disturbances can affect the quality of telecommunications networks 3. The digital access gap between central and peripheral areas of the village

		4. People's dependence on networks that are not yet fully stable
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B. Weaknesses Analysis in Telecommunications Accessibility in Semoyang Village

One of the most frequently reported weaknesses by residents is the instability of telecommunications networks in certain parts of the village. Several informants explained that at specific times such as during unfavorable weather conditions or peak usage hours both mobile and internet networks often experience disruptions. This condition hampers smooth communication processes and limits the community's ability to access digital information efficiently.

In addition, limited network coverage in areas located far from the village center represents another significant constraint. Based on interview findings, residents living in peripheral areas reported that signal quality is often weak and, at times, difficult to access. This disparity indicates that equitable distribution of telecommunications services remains a critical issue requiring further attention.

Another weakness identified is the limited capacity of some community members to effectively utilize digital technology. Several respondents, particularly from older age groups, reported difficulties in operating smartphones and accessing internet-based services. The relatively low level of digital literacy among certain segments of the population results in uneven utilization of telecommunications technology. This finding suggests that beyond infrastructure availability, user capability plays a crucial role in determining the effectiveness of telecommunications accessibility.

Furthermore, the limited availability of supporting facilities, such as evenly distributed internet access points, also constitutes a major constraint. Some areas still lack adequate internet access, particularly in certain public locations. As a result, residents are often required to relocate to specific areas with better connectivity, reducing the efficiency of activities that depend on internet access. Overall, these findings indicate that telecommunications accessibility in Semoyang Village still requires improvement in terms of network quality, service distribution, and community capacity in utilizing digital technologies.

C. Opportunities Analysis for the Development of Telecommunications Accessibility in Semoyang Village

Various opportunities can be leveraged to enhance telecommunications accessibility in Semoyang Village. One of the most prominent opportunities identified by residents is the presence of government support for the development of ICT in rural areas. Informants highlighted that government programs focused on village digitalization provide opportunities to expand access to information and improve the quality of communication services.

In addition, the rapid advancement of communication technologies presents a significant opportunity. Residents noted that improvements in network quality and the evolution of communication devices have made it easier to access information quickly and efficiently. These technological developments also enable communities to utilize digital services across various sectors, including communication, education, and digital-based economic activities.

Another opportunity arises from the increasing demand for digital technology utilization in daily life. The use of the internet has expanded beyond communication purposes to include access to educational resources, healthcare information, and online economic activities such as product promotion and sales. This growing demand serves as a driving force for improving telecommunications accessibility in the village.

Furthermore, potential collaboration between the village government and telecommunications service providers offers an additional opportunity to enhance network quality. Residents expressed expectations for the expansion of telecommunications infrastructure to ensure more equitable service coverage. Such collaboration could significantly optimize telecommunications accessibility development to meet the evolving needs of the community in the digital era.

D. Threats Analysis to Telecommunications Accessibility in Semoyang Village

The findings reveal several potential threats that may affect telecommunications accessibility in Semoyang Village. One of the primary concerns is the diverse geographical condition of the area, including locations situated far from the village center or with environmental characteristics that hinder network performance. These geographical variations contribute to inconsistent network quality, potentially limiting equal access to digital information.

Weather conditions also pose a significant threat. Residents reported that heavy rainfall and adverse weather frequently disrupt mobile and internet networks. Such disruptions negatively impact communication processes and limit access to digital information, particularly for individuals who rely heavily on internet connectivity.

Another identified threat is the disparity in digital access between central and peripheral areas of the village. Differences in network quality may lead to unequal access to digital technologies, potentially widening information gaps among community members.

Additionally, the rapid pace of technological advancement presents a challenge if not accompanied by adequate community adaptation. Some residents indicated difficulties in keeping up with technological changes, which may result in certain groups being left behind in digital utilization. Therefore, these threats must be carefully addressed to ensure sustainable and equitable development of telecommunications accessibility.

E. Strategy Formulation for the Development of Telecommunications and Digital Information Accessibility in Semoyang Village

Based on the SWOT analysis, several strategic approaches can be formulated to enhance telecommunications and digital information accessibility in Semoyang Village. These

strategies are developed through a comprehensive consideration of internal strengths and weaknesses, as well as external opportunities and threats identified through interviews and field observations.

The strategy formulation aims to optimize existing potentials while addressing current limitations. Key strengths include the growing availability of telecommunications infrastructure, increased use of digital devices, and support from the village government. However, challenges such as uneven network distribution, varying levels of digital literacy, and environmental constraints must also be addressed.

Moreover, these strategies are directed toward establishing a more effective, equitable, and sustainable communication system. Improving telecommunications services is expected to facilitate faster and more efficient access to information, thereby supporting educational activities, economic development, and digital-based public services.

Therefore, strategic planning plays a critical role in ensuring equitable telecommunications access aligned with community needs in the digital era.

Table 2. SWOT Strategy Matrix

	Strengths (S)	Weaknesses (W)
Opportunities (O)	<p>SO Strategy</p> <p>Utilizing water resources and village support to optimize government programs.</p>	<p>WO Strategy</p> <p>Improving water and sanitation quality through education and technology.</p>
Threats (T)	<p>ST Strategy</p> <p>Strengthening water management to address climate change.</p>	<p>WT Strategy</p> <p>Improving infrastructure and public awareness in waste management.</p>

D.CONCLUSION

Based on the analysis of telecommunications and digital information accessibility in Semoyang Village, Central Lombok Regency, it can be concluded that the availability of telecommunications infrastructure is a key factor in supporting regional connectivity and improving public access to information. The presence of communication networks, widespread use of digital devices such as smartphones, and increasing demand for digital services constitute major strengths in developing technology-based information systems in rural areas.

Institutional support from the village government and community readiness to adopt digital technologies also contribute positively to improving communication effectiveness and information dissemination. However, several challenges remain, including unstable network quality, unequal signal distribution, and low levels of digital literacy among certain population groups. Limited technological facilities and suboptimal use of digital technology in public services further constrain effectiveness.

On the other hand, significant opportunities exist, including supportive government policies, rapid technological advancements, increasing demand for digital information, and the growth of the digital economy. These factors provide a strong foundation for advancing technology-based rural development.

Nevertheless, several external threats must be addressed, such as the digital divide between rural and urban areas, rapid technological changes, limited infrastructure investment, and digital security risks. Additionally, shifts in social interaction patterns due to digital technology require careful management to preserve rural social values.

Based on the SWOT analysis, strategies for improving telecommunications accessibility should focus on optimizing infrastructure utilization, enhancing digital literacy, ensuring equitable network distribution, and strengthening collaboration among stakeholders. Furthermore, expanding the use of digital technologies in economic, educational, and public service sectors is essential for sustainable rural development. With appropriate strategies, telecommunications accessibility in Semoyang Village can be significantly improved to benefit the wider community.

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