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The Role of Digital Media as a Means of Public Education for the Bina Marga and Bina Construction Service of Lampung Province in Increasing Community Collaboration through Participation in Infrastructure Development (Bandar Lampung Regional Case Study)

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ABSTRACT

The development of digital technology has changed the way people interact, especially in conveying information about infrastructure projects implemented by the government. The purpose of this research is to analyze the function of digital media as a means of public education from the Bina Marga and Bina Konstruksi Office of Lampung Province in increasing community cooperation through involvement in infrastructure development in the Bandar Lampung region. This research applies a quantitative approach by using the survey method. The data collection technique is carried out by distributing questionnaires to residents of Bandar Lampung City who have access and experience in using the digital platform managed by the Bina Marga and Bina Konstruksi Office of Lampung Province. The data obtained was analyzed using multiple linear regression methods with the help of SPSS software. The results of the study show that digital media has a positive and significant impact on citizen participation. Participation measured by indicators such as planning, implementation, supervision, and evaluation indicates that implementation is the most influential indicator. In addition, digital media also plays an important role in community cooperation, and public participation is proven to be a mediation variable between digital media and community collaboration. This finding shows that the more effectively digital media is used as a public education tool, the higher the level of community involvement and cooperation in infrastructure development. This research is expected to be used as an evaluation material and recommendation for government agencies to maximize the utilization of digital media as a public education tool to increase more active and sustainable community participation in infrastructure development.

Keywords: *digital media, community participation, community collaboration, infrastructure development.*

INTRODUCTION

The development of information technology has changed the communication pattern between the government and the community, especially in the delivery of development information. In the context of digital government, community participation is no longer limited to direct involvement, but also through a digital platform that allows the community to provide input, supervise, and collaborate in the development process (Wirtz et al., 2020). The role of social media, one of which is Instagram, functions as an effective visual media in conveying short and interesting information to the public. By utilizing features such as feed uploads, short stories, reels, and IGTV, this platform allows the delivery of public messages quickly and easily understood. Instagram is also a mobile application used to share media such as photos and short videos (Wuryanti, 2023).

Digital media in general is proven to contribute to the improvement of transparency, accountability, and efficiency of public communication. (Haryadi, 2024), emphasized that digital media strengthens participation through interactive communication, while (Kusuma et al., 2024) shows that two-way communication increases community involvement in the planning process and development supervision. (Safitri et al., 2025) also stated that the digitalization of public services strengthens the interconnectedness of the community and the government in the distribution of development information. Previous research has examined the relationship between digital media and community participation, such as regarding digital literacy, on digital transformation and participation, and (Achmad Buchori, 2018; Mannayong et al., 2024; Maulana, 2020) regarding e-government-based public service collaboration. However, some studies are still general, not specific to infrastructure development, or have not tested the variable relationship empirically.

The gap in the research shows the need for a study that quantitatively examines the influence of digital media on community participation and its implications for collaboration in infrastructure development in the context of certain regions. Bandar Lampung City was chosen because it has a high level of digital media usage so that it allows empirical observation of contextual intervariable relationships. This study is different from previous research because it specifically tests the empirical relationship between digital media and community participation in the context of regional infrastructure development. Thus, this research not only supports previous findings regarding the importance of digital media, but also expands the study with a more measurable quantitative approach.

This research aims to analyze the effectiveness of digital media as a means of public education in increasing community participation and collaboration in infrastructure development, as well as providing theoretical and practical contributions in the development of digital public communication.

METHODS

This research uses a quantitative research design with an explanatory approach to test the influence of digital media on community participation and its implications for community collaboration in regional infrastructure development. The study population consists of the people of Bandar Lampung City aged at least seventeen years old who have used government digital media or obtained development information through digital platforms in the last six months. The sampling technique uses a combination of purposive sampling and cluster random sampling to ensure that respondents have relevant experience while representing the distribution of the research area. Data is collected through a structured online questionnaire that is distributed to selected respondents. The research instrument is developed based on the variable construct that has been used and validated in previous research and measured using a five-point Likert scale ranging from strongly disagree to strongly agree. Digital media variables are operationalized through information access indicators, communication interactivity, message clarity, and ease of use. Community participation variables are measured through the dimensions of involvement, idea contribution, development supervision, and response to policies. Meanwhile, community collaboration variables are measured through indicators of cooperation, coordination, trust, and mutual commitment. Before large-scale distribution, instruments are tested first to assess the clarity, validity, and reliability of the item.

Data analysis was carried out using statistical software to test the relationship model between variables. The analysis begins with descriptive statistics to describe the characteristics of the respondents and the distribution of answers. Next, a validity and reliability test is carried out to ensure the feasibility of the research instrument. The intervariable relationship model was tested using multiple linear regression analysis to assess the direct influence of digital media on community participation as well as the simultaneous influence of digital media and participation on community collaboration. Hypothesis testing is carried out through partial tests and simultaneous tests with a significance level of 5%. This analytical approach allows a comprehensive empirical evaluation of the relationship between research variables and provides an inferential basis in explaining the role of digital media in increasing community participation and collaboration in regional infrastructure development.

$$Y = \alpha + \beta_1 X + \beta_2 Z + e$$

In multiple linear regression, the first equation is to test the direct influence of Digital Media (X) and Participation (Z) on Community Collaboration (Y).

$$Y = a + \beta 1(X_1.Z) + \varepsilon$$

In the second equation to test the effect of Digital Media interaction and Participation on Collaboration, which is whether the relationship between X and Y is influenced by Z. Where Y is community collaboration in infrastructure development, X is digital media, Z is participation (mediation), α is constant, β1 and β2 is regression coefficient, and e is error term.

$$Z = \frac{a \times b}{\sqrt{(b^2 \times Sa^2) + (a^2 \times Sb^2)}}$$

The Sobel Test is used to find out whether Community Participation is able to mediate the influence of Digital Media on Community Collaboration. The path coefficient value is obtained from the previous regression results, namely a (the effect of digital media on participation) and b (the effect of participation on collaboration), with Sa and Sb as the standard error of each coefficient. The test was carried out using the Sobel formula to obtain the Z value, which determines whether the mediation effect is significant or not.

RESULTS AND DISCUSSION

The first stage of the analysis is carried out by evaluating the measurement model to ensure that all constructs meet the standards of validity and reliability before testing the structural relationship between variables. Testing is done through validity and reliability testing using corrected item-total correlation and Cronbach's Alpha values.

Test Results Data Validity and Reliability

Validity Test

Validity Test Results in this study with (α = 5%) and degrees of freedom (Df) = (n-2), df = 107, obtained a table r value of 0,142. Validity testing done by comparing the calculated r value and the value of Sig (2-tailed) from each question item. If the value of r is calculated greater than the value of r in the table or Sig value (2-tailed) is less than the significance level of 5%, then the question item In the survey is considered valid.

Table 1.

Validity Test Results

Variable	Indicator Code	Person Correlation	Sig. (2-tailed)	Validity Status
Digital Media (X)	P1	0.804	0.000	VALID
	P2	0.816	0.000	VALID
	P3	0.805	0.000	VALID
	P4	0.718	0.000	VALID
	P5	0.795	0.000	VALID
	P6	0.696	0.000	VALID
	P7	0.783	0.000	VALID
	P8	0.783	0.000	VALID
	P9	0.813	0.000	VALID
	P10	0.709	0.000	VALID
Participation(Z)	P1	0.789	0.000	VALID
	P2	0.754	0.000	VALID
	P3	0.848	0.000	VALID
	P4	0.833	0.000	VALID
	P5	0.822	0.000	VALID
	P6	0.788	0.000	VALID
	P7	0.809	0.000	VALID
	P8	0.773	0.000	VALID
Community Collaboration (Y)	P1	0.796	0.000	VALID
	P2	0.831	0.000	VALID
	P3	0.788	0.000	VALID
	P4	0.840	0.000	VALID
	P5	0.818	0.000	VALID
	P6	0.780	0.000	VALID

	P7	0.751	0.000	VALID
	P8	0.781	0.000	VALID

Source: Data processed in 2026

Judging from the Table, the value of sig(2-Tiled) of each item of the survey statement the value of 0.000 < 0.05 and the value of r is calculated > r table, then the item of the questionnaire declared valid as a whole, the results of this study are in line with the theory that states that if the value of r calculated > r table or the value of Sig. (2-tailed) is more less than the significance level of 5%, then the question item in the questionnaire is stated valid.

Reliability Test

Tabel 2.

Reliability Test Results

Variable	Cronbach's Alpha	Reliability Status
Digital Media (X)	0.925	Reliable
Participation (Z)	0.921	Reliable
Community Collaboration (Y)	0.917	Reliable

Source: Data processed in 2026

The results of the reliability test that have been carried out using IBM SPSS 23 Based on the results of the reliability test:

1. Digital Media Variable (X) obtained Cronbach's Alpha value of (0.925 > 0,60). This value exceeds the minimum reliability limit set, so that the Digital Media variable is declared very reliable. The height of the value this reliability shows that all Digital Media indicators, namely completeness, accuracy, ease of understanding, relevance, and visualization, have good consistency. Thus, the Digital Media variable able to consistently measure respondents' perceptions regarding quality digital media used in the delivery of development information.
2. Community Collaboration Variable (Y) has Cronbach's Alpha value by (0,917 > 0,60). Which shows that the variable is in a very reliable category. This high value shows that the indicators of Community Collaboration, namely participation in dialogue, delivery of aspirations, project supervision, and joint activities, have excellent internal consistency. This shows that the research instrument is able to measure the level of community collaboration consistently and accurately. The Community Participation (Z) ariable has a Cronbach's Alpha value of (0.921 > 0.60). Which means this variable is included in the very reliable category. This high reliability value shows that all indicators of Community Participation, namely participation in planning, implementation, supervision, and evaluation, each of which is measured by two questions, have a good level of consistency. In other words, the instrument used is able to measure the level of community participation stably and reliably.

3. Community Collaboration Variable (Y) has Cronbach's Alpha value by (0,917 > 0,60). Indicates that the variable is in a very reliable category. This high value shows that the indicators of Community Collaboration, namely participation in dialogue, delivery of aspirations, project supervision, and joint activities, have excellent internal consistency. This shows that research instruments are able to measure the level of community collaboration consistently and accurately.

Based on the results of the reliability test for all research variables, can it is concluded that all indicators in the Digital Media variable (X), Participation Community (Z), and Community Collaboration (Y) have a level of consistency that very good. Cronbach's Alpha value which is all above (0,60) shows that the research instrument has excellent quality and suitable for further analysis, both in structural model testing as well as hypothesis testing. Thus, the results of this reliability test strengthen previous validity test findings, which shows that the research instrument not only valid, but also reliable in measuring each indicator on every research variable.

Assumption Test Results Classic

Normality Test

Table 3.

Normality Test Results

Variable	K-S Statistic	Sig. (p-value)	Normality Status
Participation	0.69	0.200	Normal
Community Collaboration	0.62	0.200	Normal

Source: Data processed in 2026

The normality test uses the Kolmogorov–Smirnov One-Sample test which is used to compare the distribution of sample data with the continuous probability distribution of one certain dimensions as a reference, which is called the K-S test of one sample, or to compare two different samples through the K-S test of two samples. In this study, the Kolmogorov–Smirnov test was carried out with a significance level of (0.05). The results of the normality test with the One-Sampel Kolmogorov-Smirnov method that has been carried out obtained results as in the table above can be explained that the Exact significance value of (0,200 > 0.05) which means that the residual value is normally distributed.

Multicollinearity Test

Table 4.

Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Multicollinearity Status
Digital Media (X)	0.616	1.624	No Multicollinearity
Participation (Z)	0.616	1.624	No Multicollinearity

Source: Data processed in 2026

Based on the table, it can be seen that the Digital Media (X) and Community Participation (Z) variables have a tolerance value of (0.616) which is greater than (0.10) and a Variance Inflation Factor (VIF) value of (1.624) which is smaller than 10. This it can be concluded that the regression model does not experience multicollinearity symptoms.

Hypothesis Test Results Study

Simple Linear Regression

Tabel 5.

Simple Linear Regression

Variable	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	t-value	Sig. (p-value)
Constant (a)	11.620			
Digital Media (X)	0.187	0.241	2.400	0.018
Participation (Z)	0.345	0.406	4.043	0.000

Source: Data processed in 2026

The results of multiple linear regression analysis show that the constant value is 11.620, which means that when the variables Digital Media (X) and Community Participation (Z) are zero, then Community Collaboration (Y) has a value of (11.620). The regression coefficient of Digital Media (X) of (0.187) indicates that every increase in Digital Media will increase Community Collaboration by (0.187), assuming other variables are constant. Meanwhile, the regression coefficient of Community Participation (Z) of (0.345) indicates that every increase in Community Participation will increase Community Collaboration by (0.345). Thus, both variables show a positive influence on Community Collaboration.

Sobel Test (Mediation Test)

Tabel 6.

Sobel Test Results

Information	Value
A	0.567
Sa	0.069
B	0.345
Sb	0.085
Z sobel	3.64
Information	**significant mediation**

Source: Data processed in 2026

The Sobel test results, conducted using the Sobel Test Calculator, yielded a Sobel test statistic of (3.639), with a one-tailed probability of (0.00014) and a two-tailed probability of (0.00027). These probability values are lower than the (0.05) significance level (α = 5 percent), and the Sobel Z-value is greater than the Z-table value of (1.96). These results indicate a significant indirect effect of digital media on community collaboration through community participation. Thus, community participation has been shown to act as a mediating variable in the relationship between digital media and community collaboration. Furthermore, based on the results of the multiple linear regression analysis, digital media still has a significant direct effect on community collaboration even though the community participation variable is included in the model. Therefore, it can be concluded that community participation acts as a partial mediation variable.

Partial Test (T)

Tabel 7.

Partial Test

Independent Variable	t-value	Sig. (p-value)	Hypothesis Decision
Digital Media (X)	2.400	0.018	Accepted (Significant)
Participacion (Z)	4.043	0.000	Accepted (Significant)

Source: Data processed in 2026

The t-test results show that both independent variables, the t-count value was obtained at (2.400) for the Digital Media variable and 4.043 for the Community Participation variable. The determination of the t-table value was carried out using the formula df = n – k – 1, with a significance level (α) of (0.05), the number of samples (n) 109, and the number of independent variables (k) 2, so that (df = 106) and a t-table value of (1.983) were obtained. The test results show that the Digital Media variable (X) has a t-count value of (2.400 > 1.983) with a significance value of (0.018 < 0.05), so H0 is rejected and H1 is accepted, which means that Digital Media has a positive and significant effect on Community Collaboration (Y). In addition, the Community Participation (Z) variable has a t-value of (4.043 > 1.983) with a significance value of (0.000 < 0.05), so H0 is rejected and H1 is accepted, which shows that Community Participation also has a positive and significant effect on Community Collaboration (Y).

Coefficient Test Determination (R^2)

Tabel 8.

Coefficient Determination (R^2)

Model	R	R^2	Adjusted R^2	Interpretation
Digital Media (X) → Participation (Z)	0.620	0.384	0.379	38.4% of the variation in Z is explained by X
Digital Media (X) & Participation (Z) → Community Collaboration (Y)	0.586	0.343	0.331	34.3% of the variation in Y is explained by X and Z

Source: Data processed in 2026

The results of the coefficient of determination (R^2) test show that for the first model, the R-square value was (0.384). This indicates that 38.4% of the Community Participation (Z) variable can be explained by the Digital Media (X) variable, while the remaining (61.6%) is influenced by other variables outside the research model. The second model obtained an R-square value of (0.343), meaning that (34.3%) of the Community Collaboration (Y) variable can be explained by the Digital Media (X) and Community Participation (Z) variables, while (65.7%) is influenced by other variables outside the research model.

Simultaneous Test (F)

Tabel 9.

F Test Results (Model X → Z)

Model	Sum of Squares	df	Mean Square	F-value	Sig. (p-value)
Regression	1473.246	1	1473.246	66.804	0.000
Residual	2359.689	107	22.053		
Total	3832.936	108			

Source: Data processed in 2026

The ANOVA results (F test) show that the regression model is statistically significant in explaining the relationship. Based on the results of the simultaneous F test in the ANOVA table Table (9), the F table value is (3.08) with the numerator degrees of freedom (df 1 = 2) and the denominator degrees of freedom (df2 = 106), which is calculated using the formula (n – k – 1 = 109 – 2 – 1). The comparison results show that the calculated F value is (27.731) which is greater than the F table, which is 3.08. In addition, a significance value of (0.000) is obtained, which shows a number smaller than the significance level α (0.05). Thus, the H_0 hypothesis is rejected and the alternative hypothesis H_1 is accepted, so it can be concluded that the variables Digital Media (X) and Community Participation (Z) simultaneously have a positive and significant effect on Community Collaboration (Y).

Tabel 10.

F Test Results (Model X, Z → Y)

Model	Sum of Squares	df	Mean Square	F-value	Sig. (p-value)
Regression	950.882	2	475.441	27.731	0.000
Residual	1817.375	106	17.145		
Total	2768.257	108			

Source: Data processed in 2026

The ANOVA results (F test) show that the regression model is statistically significant in explaining the relationship. Based on the table with one independent variable (Digital Media) on Community Participation, the calculated F value is 66.804 with a significance value of 0.000, which is also smaller than 0.05, so H_0 is rejected and H_1 is accepted. This means that Digital Media simultaneously has a significant effect on Community Participation.

DISCUSSION

The Influence of Digital Media on Community Collaboration

Based on the results of the partial t-test, it was found that Digital Media (X) had a positive and significant effect on Community Collaboration (Y). This was indicated by a calculated t-value greater than the t-table and a significance value less than (0.05), thus rejecting H_0 and accepting H_1. These results indicate that the better the use of digital media, the greater the community collaboration in supporting development activities. The digital media variable in this study was measured using indicators of completeness, accuracy, ease of understanding, relevance, and visualization. The results showed that visualization was the most dominant indicator, as visual displays such as images, infographics, and videos facilitate the public's understanding of development information. Conversely, the ease of understanding indicator had a relatively lower value, indicating that challenges remain in using language or conveying information that is easily understood by all levels of society. This finding aligns with research by Fauziah and Nasdian (2021) and Mannayong et al., (2024), which stated that the use of digital media can increase community participation and collaboration in the development process.

The Influence of Digital Media on Public Participation

Based on the results of the partial test (t-test), Digital Media (X) has a positive and significant effect on Community Participation (Z), as indicated by a calculated t-value greater than the t-table and a significance value less than 0.05. Therefore, H0 is rejected and H2 is accepted. This indicates that the use of digital media can increase community involvement in the development process. Community participation is measured through planning, implementation, monitoring, and evaluation indicators. The results indicate that the implementation indicator is the most dominant, as digital media helps the community understand the development process and encourages active involvement. Conversely, the evaluation indicator is relatively low, indicating that the use of digital media in the development evaluation stage is still suboptimal. A positive regression coefficient indicates that the more effective the use of digital media, the higher the level of community participation. Digital media opens wider access to information and communication, enabling the community to play a more active role in development. This finding is in line with research by Achmad Buchori (2018), and Salsabila (2024) which states that digital media and e-participation can increase public involvement and strengthen two-way communication between the government and the public.

The Influence of Community Participation on Community Collaboration

Based on the results of the partial test (t-test), Community Participation (Z) has a positive and significant effect on Community Collaboration (Y). This is indicated by a calculated t-value greater than the t-table and a significance value less than (0.05), thus rejecting H_0 and accepting H_3. Community collaboration is measured through indicators of dialogue, conveying aspirations, project monitoring, and joint activities. The results indicate that the conveying aspirations indicator is the most dominant, as digital media makes it easier for the public to convey aspirations regarding development and obtain responses from relevant parties. Conversely, the joint activities indicator is relatively lower, indicating that collaboration still occurs more in the communication aspect than in direct involvement in joint activities. The positive regression coefficient indicates that higher community participation, higher levels of community collaboration. This finding aligns with research by Widodo (2018) and Maulana (2020), stated that community participation is an important factor in strengthening collaboration between the government and the community in the development process.

The Role of Community Participation as a Mediating Variable

Based on the results of the model testing, Community Participation (Z) was proven to mediate the influence of Digital Media (X) on Community Collaboration (Y). This indicates that digital media not only directly influences community collaboration but also indirectly through increased community participation. Digital media plays a role in providing access to information and two-way communication spaces that encourage community involvement in the development process. This increased participation then strengthens collaboration between the government and the community, creating a more effective and transparent working relationship. This finding aligns with research by Salsabila (2024), which states that community participation is a crucial factor in strengthening the relationship between digital media utilization and collaboration in development. Thus, community participation is a key factor in ensuring the effectiveness of digital media in encouraging community collaboration.

Determination Test Results

Based on the results of the determination coefficient test (R Square) in Table (8), the R Square value was obtained at (0.343). This means that (34.3%) of the variation in community collaboration can be explained by the variables of community participation and digital media, while the remaining (65.7%) (100% - 34.3%) is influenced by other variables outside this research model. Thus, it is still possible and relevant to conduct further research at (65.7%), by adding or examining other variables that have the potential to influence community collaboration, such as policy factors, leadership, organizational culture, social trust, or other environmental factors.

CONCLUSIONS

Based on the research results and discussion regarding the influence of Digital Media on Community Participation and Collaboration in infrastructure development, it can be concluded that Digital Media has a positive and significant influence on Community Participation and Community Collaboration, and Community Participation also has a positive and significant influence on Community Collaboration. In addition, Community Participation has been proven to play a role as a mediating variable in the relationship between Digital Media and Community Collaboration.

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