The Risk of Commercialization Local Culture and Digital Community Growth of Rural Environment

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ABSTRACT

The development of digital technology now controls the social and cultural changes in digital society in Indonesia. Local cultural wealth in Indonesia is an asset as well as digital access in creating new consumption needs for information and data that demand software sophistication that also creates global market competition in accessing and possessing smart devices. which supports. The development of social media and e-commerce, as well as the increasing number of people who understand and actively use the internet creates economic opportunities in digital communities in an effort to market local culture that is packed with many forms tourism. The commercialization of cultural products in all regions of Indonesia is currently happening because of the combination of natural resources, technology, super smart society. The digital community has succeeded in becoming a local economic and cultural spirit but also has risk for environmental problems The unpreparedness of the community in increasing tourists is a form of shock culture that comes because of information obtained from the internet and cheap travel packages, and a variety of photographs and recordings from travel bloggers is a separate environmental problem that is becoming a growing environmental issue today. It takes serious and ongoing attention for all digital stakeholders in creating a cyber security model that protects the social and natural environment for local communities in Indonesia.

Keywords
Digital Community, Cyber Security , Digital Environmental Issues, Commercialization, Local Culture

1. INTRODUCTION
The development of digital in Indonesia at this time has divided society into stratification of active users and smart users. Today the designation "digital society" is the social reality of life in the 21st century that provides all the necessities of our lives. The quality of people's lives is judged by the sophistication of digital tools and the types of software used daily. The value of togetherness and solidarity is measured by the presence of someone in cyberspace in the whatsapp, line and so on. Given the importance of time and also limited space, the community is trapped in the snare of digital consumption needs, such as ordering food via online delivery. For fear of traffic jams, housewives can order groceries and household supplies online. Everything requires our personal data as a condition for creating an account for the fulfillment of these online needs. Furthermore, the foundation of modernization becomes a social agreement of the digital community with the initial process of curiosity, experiencing dependence and becoming greedy with that knowledge. Providing access to data on self and environment oriented to the production and capitalism of social networks (Pramanti, 2109). Greed in the use of technology in everyday life exposes the public to the risk of digital crime that changes in everyday form and is not easily understood by active users. Active users provide personal data for financial activities at online banks, send pictures of landscapes or photos of restaurants without social agreements and others, electronic signatures, digital wallets that directly cut bank balances even where our position can be found via Google. The emergence of digital conflicts, digital divide, policies or government agencies or institutions that have not been optimal to provide security to users of social media or supporting software that is used daily on smartphones is a problem in this digital era. Users begin to create a group identity called the

community to meet certain objectives and we can not detect it comes from all walks of life which, create unrest in the community and also have an impact on the community lives. The goal is one, fulfillment of social needs. For example now youtube provides a place for anyone to visually inform about individuals. Indonesia is infected with the virus, a quick search of vacation spots in a particular city or country can be directly accessed on youtube. Practical, fast and real video recording. Even educators and students are also competing to use this media as a lecture tool. Presenting material, opinion room and others. This certainly affects the physical and social environment of educational institutions. The high level of access of the Indonesian people to YouTube eventually attracted the interest of companies to make YouTube a new marketing medium. The profits obtained by Google, parent-corporate from YouTube, reached 14.3 billion USD in the first quarter of 2016 (Meola, 2016). These benefits are obtained from ads that appear on search engines and ads on YouTube. The YouTube environment which strongly supports the growth of creators and viewers contributes to increasing public interest in using YouTube. The high frequency of using YouTube has an impact on the high interest in using YouTube as a medium of commercialization of local culture. Culinary and natural culture occupies the first searching of 3,000,000 searches in the Indonesian tourism region (Labas, 2017). The YouTube community is a challenge for massive environmental changes especially in the village, invisible and has no applicable laws other than strict social norms. Risk makes risk commercialization a new form of capitalism, where material needs can be satisfied while risks are unlimited (Beck, 1992). Tourism communities who are trapped in the tourism industry with an online marketing model do not know the word good risk for themselves or risks that will occur in the social environment and physical environment in the area that is the center of commercialization. Safety security in the era of digital society is needed to improve (already occur) and face (which will occur) social and physical environmental problems in rural areas. Digital risk due to the commercialization of the tourism industry is currently faced with two things, namely disruption to the public environment, changing physical environment, waste problems, pollution and conflict as well as a crisis of distrust of local governments that are considered most responsible for this. The rapid growth of the tourism industry as much as 78% until 2019 triggered the development of hotels and other tourism facilities due to promotion through the website and Google as well as public knowledge that emerged due to YouTube shows.

2. LITERATURE REVIEW
Digital Community in The Cyber Security Era
Digital communities create opportunities for brands to connect with their audiences in a way that is natural and personal. They make it easy to gauge customer feedback and satisfaction levels. Rapidly changing technology is quickly making the old ways of brand management redundant. It's also bringing to the forefront new ways of engaging with customers. A thriving digital community is one such way of creating customer engagement (McKinsey, 2016). By going digital, Indonesia can unleash the next level of economic growth—to the tune of USD 150 billion in annual economic impact by 2025. To win in a digital age, Indonesian businesses should pursue five strategic imperatives that will spearhead growth and efficiency: 1. Define customer-centric experiences to differentiate on design and agility; 2. Develop omnichannel engagement to link the online and offline worlds; 3. Leverage big data to drive real-time decisions across the value chain; 4. Double down on cybersecurity to protect information capital in a connected world; 5. Build digital capabilities to develop the organization of the digital age.

In 2012 a study found that customers spend 19% more after they join a company's online community (Utama, 2018). The main point of the study was that businesses actually profit more from personally created social communities than from using third-party social networks like Facebook. The point was not that companies should stay away from third-party channels, but rather to show the benefits of a custom network. Third-party platforms can still be good for a company's bottom line, and they don't require an initial cost to start. Different third-party platforms are good for different types of customers and customer interactions. Another advantage of third-party platforms is that they already have millions of users that can be reached out to. Four major social media channels that individuals and businesses use are Facebook, Twitter, Instagram, and LinkedIn. But, of course, there are many more. Two of the top social media channels in 2019 based on Monthly Active Users (MAUs) are Facebook and YouTube. Facebook has 2.23 billion MAUs and Youtube has 1.9 billion MAUs.Facebook has had some difficult times in the last few years, but it is still the largest social media platform. You can write posts, post images and videos, react to and comment on content, and create groups and pages for businesses and social figures. A downside, however, is that if you want your promotional posts to get more reach, you have to pay with Facebook Ads. We Think of YouTube as a social media channel, but it is. It allows users to create accounts and post videos, on which others can comment and like or dislike. Users can create playlists and subscribe to others' channels. You can also monetize videos for extra revenue, or advertise your videos and website to appear on other videos.

Digital community risk: The Impact of Cultural Commercialization on the rural environment

Given their growing volume and importance, intellectual property and business data must be treated as assets in the digital age. More data, interconnected processes, and digitally enabled decisions coupled with a build up in malevolent elements of increasing sophistication means that institutions must invest in cybersecurity A focus on cybersecurity requires three elements: 1. *Strategy.* Stakeholders must differentiate protection for the most important assets and integrate security into the technology environment across the value chain; 2. *System.* Stakeholders must deploy active defenses to be proactive and uncover attacks early, as well as conduct realistic testing and war games to improve incident response; 3. *People.* Stakeholders must enlist frontline employees in cybersecurity efforts, helping them to understand the value of information assets, and integrate cyber resilience into enterprise-wide governance processes. to protect their information capital and ensure resilience. Indonesian hackers are quickly gaining in skill and reach: the country is subject to one medium to major cyberattack a day—most of which originate from within Indonesia's borders. Common targets include commodity industries, strategic installations, and residents. However, local Indonesian citizens, corporations, and government organizations are not yet aware or resilient enough.

Addressing Rural condition in Indonesia
Three main social aspects that related to this digital condition which are social Welfare, social Bonding, and Social culture In terms of social welfare, the local governments in Indonesia have designed a Long-Term Development Plan of the Region (Rencana Pembangunan Jangka Panjang Daerah, RPJPD). RPJPD is a government's strategic planning for about 20 years span, with the main aim is to address natural and human resources to develop the area, from spatial usage to economic growth. Traffic modeling is used to map a telecommunication infrastructure network in the future, so it also depends on the mapping of people, or spatial planning. RPJPD has been the main reference for further strategic actions, one of them is Regional Spatial Plans (Rencana Tata Ruang Wilayah/RTRW).Based on this RTRW, we could know whether the area is meant to develop as industrial areas, habitation, plantation, etc. Such spatial utilization will highly affect the traffic forecasting model. Technology Indicators in Rural, there is wide social and technological gap between urban and rural. Among 34 provinces in Indonesia, Bali is one of the most the area most frequently visited by local and foreign tourists. We study two samples of Jimbaran regency as a buffer area Kuta and many area for tourism in Bali. The main reason is the lowest population density compared to other regencies (235 and 371 people/km2 respectively). Adil Foundation survey research shows that only 76% of the rural population using an internet. in 2017 a total of 123 online tourism businesses that flourished Jimbaran which is a buffer area are competing to get tourism consumers and by the end of 2018 tourism in Bali is growing rapidly from the tourism industry sector for business visits (23%), family vacations (41%) and couples who register on vacation packages to explore the developing tourism region to the mountains, rivers, sea and forests as an ecotourism packages. Consumers, producers and people are social actors who live in rural areas have their own risks. Customary institutions, youth unions in the village changed their functions and knowledge relations for the development of tourism. They make their own controls and map which areas can be produced for profit. Local conflicts often occur when there are disagreements and wrong agreements that violate the norm. The increase in garbage collection until 2017 reached 45% from the previous year. no safety net in cyber and free online access. All communities have their own risks

3. METHODOLOGY
The objective of this study is to identify the community in Jimbaran, Bali and identify the forms of social and physical environmental problems in rural South Sumatra as a result of the development of local tourism by looking at aspects of cyber security that need to be developed to be able to become an environmental solution and provide recommendations to local governments. The research was conducted in Jimbaran and took preliminary data and held discussions with the Bali Tourism Office as well as the YouTube community and online tour and travel communities. Data was collected through interviews with the digital communities were chosen based on samples from YouTube shows that sell directly tourism packages or those that only promote because they have been in the area and are informed by the tourism agency of the city of Bali. The quality of the data is tested through the consistency of information from community with only the confirmed ones analyzed. Data analysis was conducted using an inductive and illustrative method in four stages. The first is to determine consistency between informants, while the second classifies them according to various inconsistencies. The third discovers the pattern of uniqueness, and the specificity of the research and the last discusses the research findings with the concept of digital community

4. DATA AND DATA ANALYSIS
Natural resources as a cultural capital of Bali also considered to have been degraded over the development of tourism in Bali. However, the fact those tourist arrivals of European tourists are quite sensitive to both issues that actually increased to 135,215 people during a two month period from January to February 2016. The increasing numbers are

accoun-ted for 18.61 percent or 726,625 people of all foreign tourists who travelled to Bali. The arrivals of Europe-an tourists who travel to Bali every month are in-cresed by 67,026 people during January, to 68,219 people in February 2016 (Sutika, 2016). Although the economic conditions of Europe have not been too fa-vourable, but tourists from that region remained in-creasing consistently. Increasing the number of European tourist is considered that Bali Island has power to attract them to visit Bali. In recent years, Bali has seen growing environmental problems such as pollution and freshwater scarcity. Popular tourist destination Kuta beach is regularly covered in waste. Most of this is plastic that washes ashore during the rainy season. The island's garbage dumps are reportedly overflowing,. This makes solid waste management a pressing issue. Some 60% of Bali's water catchment are drying up, threatening freshwater resources. On top of that, Indonesia is the world's second-biggest marine polluter after China, discarding 3.22 million metric tons of waste annually. This accounts for 10% of the world's marine pollution. The effects marine pollution has on ecosystems and humans are beginning to be well documented. Marine scientists have found harmful consequences of marine pollution to sea life, ecosystems and humans. Plastic can kill ocean mammals, turtles and other species that consume it. It can also poison food and water resources, as harmful chemicals leach out of the plastic. It poses threats to human health as well. Plastics leach cancerous toxins. After being consumed by marine species, they enter the food chain, eventually ending up in fish we eat. Marine plastic pollution is a global problem and Indonesia's beaches present pressing examples to study the socio-economic effects this has on coastal communities. Based on country of origin, foreign tourists from China visited Bali the most, reaching 962 thousand and then followed from Australia 763 thousand visits. Foreign tourists visiting Bali reached its peak in 2017. From the data it is found that the growth of digital communities on a small, medium and medium scale is increasing with their gross income data ranging from 30-120 million per month from promotions through social media.(Pramanti, 2019). Brochures and leaflets at the airport are not a priority for tourists because they come already with a fast search engine and have planned their daily agenda during a vacation to Bali. the level of tourist knowledge about environmental regulations can be accessed with information from the digital community, but this does not make physical problems and conflicts and community exclusion in rural areas diminish. Product innovation and tourism design regardless of environmental quality aspects can be seen from the pollution and pollution that continues to occur in Bali until the emergence of other social agencies that urge hotels and tourism entrepreneurs and the government to reduce the use of plastics and other small rules to protect the rural environment.

5. CONCLUSION

The analysis above shows how the It is a problem of the digital community in the current era of cyber security where the freedom to determine the choice of tourist destinations sold and bought by social actors then creates environmental conflicts both socially and physically in Bali. The relation between actors in optimizing and promoting cyber security challenges then becomes the main thing that can synergize the necessities of life (welfare), bond with the community and use environmental quality. The relation of knowledge and risk in this matter is the main key in the success of the digital community-based cyber security era that is sensitive to the rural environment to safeguard natural and social assets not only because of prosperity and economic growth in the tourism sector in Bali.

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