

## Effective Strategy in Event Management of West Java Youth Digital Training Program

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**ABSTRACT:** The West Java Youth Digital Training Program is a digital training program in West Java designed to improve the digital skills of young people. This study aims to identify the stages of implementation, obstacles, and reasons for the implementation of the West Java Youth Digital Training Program. This study utilizes a qualitative method with a case study approach, collecting primary data through interviews and observations, as well as secondary data from books, theses, and online sources. The study's informants were selected by purposive sampling, and source triangulation was used to ensure data validity. The results of this study indicate that the stages of organizing the West Java Youth Digital Training Program event include research, design, planning, coordinating, and evaluating. The research stage focuses on identifying the need for digital literacy among individuals aged 16 to 30. The design stage involves creating posters, selecting Jabar Digital Service as a resource person, and minimalist decorations. The planning stage encompasses biannual training sessions, material planning, and participant selection through motivation letters. The coordinating stage involves committee meetings, coordination of consumption with hotels, and communication of participants through WA Group. The evaluation stage involves enhancing the selection process, questionnaires, and the preparation of professional certification. The study identified several obstacles, including the low level of digitalization in West Java, limited public relations personnel, busy event schedules, and ineffective coordination. The primary rationale for implementing this program is to equip the younger generation of West Java with the necessary skills to thrive in the digital era.

**Keywords:** Government Communication, Event Strategy, West Java Youth Digital Training Program, Dispora.



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## INTRODUCTION

The "West Java Youth Digital Training" event is a recent initiative developed by the youth services division of the West Java Provincial Youth and Sports Office. The youth service sector of the Youth and Sports Office is dedicated to providing support, services, and programs specifically geared towards young individuals in West Java. The program's primary objective is to assist young

individuals in navigating the challenges and opportunities inherent in their new environment. Additionally, it seeks to promote skill development, facilitate education, encourage career advancement, and foster involvement in community activities (Rahman, 2024).

The West Java Youth Digital Training Program is an activity open to young people aged 16 to 30, in accordance with the provisions of Law Number 40 of 2009 concerning Youth. The program's age limit indicates its design to provide opportunities for young people in this age range to develop skills and knowledge in the field of digital technology. Consequently, young individuals in West Java within this age bracket are presented with the prospect of engagement in intensive training, seminars, and workshops. These programs are meticulously designed to fortify their competencies in the domain of information and communication technology. This initiative is congruent with the program's overarching vision, which aims to empower young people and enhance their skill sets, thereby enabling them to effectively compete in the contemporary digital era. (Rahman, 2024)

The West Java Youth Digital Training Program is a comprehensive initiative designed to equip young individuals in West Java with the necessary skills and knowledge to thrive in various professional domains. The program encompasses a wide range of educational modules, including leadership development, entrepreneurship, and technical skills that are highly sought after by the current job market. The primary objective of this program is to empower participants by enhancing their skill sets, expanding their professional networks, and providing them with hands-on experience that will facilitate their future success. Additionally, the program seeks to inspire the younger generation to assume the role of agents of change, contributing constructively to the advancement of society and the nation. This objective is aligned with the overarching vision of inclusive and sustainable development in West Java (Rahman, 2024).

The West Java Youth Digital Training Program has reached its third stage, or batch 3, in its sequence. Batches 1, 2, and 3 in 2023 and 2024 contain the same material, including resource facilities and speakers from Jabar Digital Service, as well as the same practitioners or experts. A post-evaluation of batches 1 and 2 revealed that the method of participant recruitment, which involved the dispatch of delegates from various districts and cities, proved to be suboptimal in terms of both effectiveness and targeting. Consequently, for batch 3, a revised recruitment strategy was implemented, involving the dissemination of flyers and the facilitation of registration via a Google Form, accompanied by the requirement of a motivation letter. The selection of participants was predicated on their age and their enthusiasm for the training program. This approach was adopted to facilitate a more nuanced understanding of the participants' commitment and to ensure that the training had a substantial impact on them, both on a personal level and in terms of their environmental and institutional contexts. (Rahman, 2024).

This program has been in operation for two years, with two batches being graduated each year, a circumstance that can be attributed to the size of West Java. The first batch focuses on the western part of West Java, while the second focuses on the eastern part. In each batch, the program continues to provide opportunities for young people in West Java to acquire the latest knowledge and skills in digital technology. Each stage of the training program offers participants invaluable experience, thereby broadening their perspectives on various aspects of information and

communication technology. Moreover, the program prepares them to navigate the challenges of a progressively digitalized global workforce.



**Figure 1.** Poster of Event West Java Youth Digital Training Program

Source: Instagram Dispora Jabar

The West Java Youth Digital Training Program offers a diverse array of training materials that are pertinent to the development of contemporary digital technology. Participants will undergo intensive training in various fields, including graphic design, digital marketing, videography, photography, cinematography, artificial intelligence, and social media content creation. These materials are meticulously designed to impart in-depth understanding and practical skills essential to thrive in the rapidly evolving digital landscape. The program is scheduled to take place from March 2 to 8, 2024, in Karawang Regency, West Java. The strategic selection of training materials and venue is expected to have a substantial positive impact on the development of the abilities and creativity of young people in West Java in facing the challenges of the digital era.

The organization of events has been identified as a strategy to address the needs of various stakeholders, including the enhancement of knowledge, awareness, and satisfaction, thereby facilitating two-way communication between agencies/companies and the public. This, in turn, fosters a positive image for the target community or public. Contemporary events are primarily organized by individuals and special institutions, organizations, and agencies. According to the 2024 Calendar of Events, the city of Bandung was officially announced on Friday, November 11, 2023. The calendar indicates that 42 events will be held with the full support of the Bandung City Government in 2024 (Anisa, 2023).

The organization of events by the West Java Provincial Youth and Sports Office exemplifies the government's method of communication with the public. Government communication, defined as communication between individuals within the context of a government organization, is inextricably linked with the overarching concept of organizational communication. The transmission and reception of messages is facilitated by a network of relationships that are interdependent and governed by formal rules. Messages conveyed and received through this

network encompass not only information, but also the dissemination of ideas, instructions, and sentiments (Habibullah et al., 2022; Sarwani, 2021).

Government communication plays a pivotal role in the success of various programs and initiatives, as evidenced by the West Java Youth Digital Training Program. This program, organized by the Youth Services Division of Dispora, is a government initiative aimed at empowering the younger generation by enhancing their digital competencies to meet contemporary demands. The Youth Services Division of Dispora has employed effective communication strategies to disseminate information regarding the program to young individuals in West Java, thereby fostering active participation and ensuring the fulfillment of the program's objective of enhancing digital capacity. (Rahman, 2024).

An event is defined as a type of activity that is organized for the purpose of commemorating significant occurrences in the lives of individuals or groups who share common customs, cultural practices, historical traditions, and religious beliefs. These events are structured with a particular objective in mind and are typically confined to a defined temporal scope. (Ibnu Fajar et al., 2021).

The success of an event is contingent upon effective event management. Event management is the process of designing and overseeing activities that bring a group of people together in a specific location for a predetermined purpose. To elucidate the mechanisms by which event management is executed in the West Java Youth Digital Training program, this study employs Goldblatt's Event Theory as a methodological framework. The event management process encompasses five distinct stages: research, design, planning, coordination, and evaluation. (Goldblatt, 2013).

In the domain of event management, the research stage is of paramount importance, as it facilitates a comprehensive understanding of the prevailing environment and the factors that influence the success of an event. Through meticulous data collection and analysis, the team is able to delineate the target audience, discern industry trends, and gain a nuanced understanding of competitors. (Dhzalolovna, 2020; Tafarannisa et al., 2021). The design stage in event management is instrumental in creating a memorable participant experience. This is achieved through the development of communication concepts, interaction strategies, and creative visual elements. The integration of innovative ideas is crucial in establishing an atmosphere that is congruent with the event's purpose. Furthermore, it is imperative to ensure that participants feel entertained and inspired, thereby enhancing the overall experience. (Henseler & Guerreiro, 2020).

Planning constitutes a systemic activity that determines the temporal parameters, methodologies, and human resources involved in executing the requisite work activities for the organization. (Kareska, 2017). Following the formulation of the event's visual concept, this stage was meticulously designed, with particular attention given to critical elements such as time scheduling, location selection, permit procurement, and various other factors. Coordination entails a concerted effort to harmonize all elements that have been meticulously planned (Charles Osifo, 2013). In the context of organizational environments, coordination is predicated on the principles of cooperation, transparency, motivation, and satisfaction. Evaluation, as the culminating step in event management, functions as an indicator of successful implementation (Wanzer, 2021). Conducting evaluations is imperative for the delineation of the evaluation domain from associated

fields and the efficacious dissemination of knowledge to individuals lacking expertise in evaluation. (Aprilia & Anisa, 2023).

### METHOD

Qualitative research has emerged as a robust foundation for comprehending the intricacies, essence, and attributes of a phenomenon in depth. By employing this approach, researchers can glean descriptive-analytical information through the meticulous analysis of trends, mindsets, anomalies, behaviors, and the integration of diverse components implicated (Sugiyono, 2017). In the domain of event management strategy, qualitative research holds significant importance in exploring the intricacies of event planning, implementation, and evaluation, in addition to understanding its impact on the various stakeholders involved.

The present study employs a qualitative approach to investigate the West Java Youth Training Program event, with a focus on the management strategy employed for the event. This approach utilizes a range of methods, including interviews, observations, and literature studies, to collect and analyze data. The use of interviews is particularly salient in qualitative research, as they offer a means to explore the perspectives, emotions, and experiences of individuals involved in a given organization or institution. Through interviews, researchers can obtain more in-depth information, understand the activities being studied through the language and expressions of the informants, and provide opportunities to clarify things that may not have been revealed previously. (Iryana & Kawasati, 2019).

In this study, a qualitative approach was employed through in-depth interviews with four key informants. These informants included Reza Rahman, the Chief Executive of the West Java Youth Digital Training Program Event; Adih Suryanto, a speaker at the event; Syahrul Agustian; and Nazhara Raudhahtul Jannah, event participants. The use of interviews in this study was deemed a suitable method to gain in-depth insights from various related parties.

The objective of these interviews is to comprehend the cognitive processes, methodologies, and organizational frameworks that underpin event management practices implemented by Dispora West Java. The observational method employed in this study entails direct observation during the event. Observational research constitutes a systematic data collection approach, whereby the researcher systematically documents observations and makes recordings pertaining to the phenomena under study. This data collection technique involves the utilization of human senses (Rahmadi, 2011).

Thirdly, library research constitutes a method of data collection that involves comprehending and studying theories from diverse literature relevant to the research (Mirzaqon & Purwoko, 2018). A literature review is a research method that helps researchers understand the theoretical context, conceptual framework, and previous research related to the phenomenon under study. The process of conducting a literature review involves gathering information from various sources, such as books, journal articles, conference papers, and other related literature (Rusandi & Muhammad Rusli, 2021).



### RESULT AND DISCUSSION

#### Research

The West Java Provincial Youth and Sports Department conducted a thorough investigation prior to formulating a program for young individuals. During this investigation, the Youth and Sports Department engaged in discourse with associates and sought insights from other Regional Apparatus Organizations (OPD) regarding emerging trends pertinent to Generation Z. The Youth and Sports Department arrived at the conclusion that digital training was particularly well-suited for contemporary youth, given the rapid advancements in technology. The findings of this research underscore the imperative of equipping the younger generation with pertinent digital knowledge and skills, empowering them to navigate the challenges and capitalize on opportunities in the digital era. The training program, meticulously designed to address digital skills gaps and enhance the capacity of youth to innovate and contribute effectively in a digital society, is a testament to this commitment.

The research undertaken by the Youth and Sports Department is not confined to recognizing Gen Z trends; it also encompasses the investigation of training materials intended for dissemination to training participants. A particularly well-received component of the event pertained to content creators, with research focusing on the most recent trends in content creation, participant segmentation, and the identification of specific content creator material requirements. The significance of this research lies in its commitment to ensuring that the material presented is both relevant and practical, aligning with the expectations and needs of the participants. By comprehending contemporary market trends and participant requirements, the resource person can adapt and present valuable, in-depth information during the training event, thereby enabling participants to develop a more profound and applicable understanding of the realm of content creation.

At this event, the program was designated as the West Java Youth Digital Program, a digital training program targeting young individuals in West Java. The Youth Service Division of the Youth and Sports Agency anticipates that this event, the West Java Youth Digital Training Program, will assist young individuals aged 16 to 30 in enhancing their competitiveness and readying them to confront the challenges of a progressively digital world. Through digital training, young people can cultivate creativity, practical skills, and a profound comprehension of technology in navigating the ever-evolving digital era.

Furthermore, Dispora acknowledges the contemporary proclivity of young individuals to utilize digital technology across diverse facets of their lives. Consequently, the expectation is that this training will enhance their competencies and prepare them to effectively navigate the impending challenges of the digital age.

#### Design

At this stage of the event design process, the creative team will typically convene for a brainstorming and mind mapping session. During this session, they will engage in a discussion regarding the conceptualization and design of various components of the event, including but not

limited to advertising, performers, decorations, entertainment, and other elements that align with the expectations of the stakeholders. The concept of event management is also evident in this stage, wherein the primary objective is to formulate a distinctive visual concept (Al Fandy & Nellyaningsih, 2020; Susena, 2022)

The West Java Youth Digital Training Program event was meticulously planned by the Youth Service Division of the Regional Youth and Sports Agency. To garner the attention of young individuals, the Youth Service Division created promotional posters, which were disseminated on the Instagram accounts of Dispora West Java, West Java Public Relations, and the Youth Service Division. The event featured four speakers from Jabar Digital Service and four other expert practitioners. The event's decorations were minimal, consisting of banners at the venue, as the primary objective of the event was training-oriented. To enhance the enthusiasm of the participants, an icebreaker session was conducted prior to the commencement of the main material.



**Figure 2.** Poster Design of Event West Java Youth Digital Training Program Batch 4  
Source: Instagram Dispora Jabar

The Youth Services Division of the Youth and Sports Agency has found that social media platforms such as Instagram have proven effective tools for disseminating information regarding events and activities. The poster design must convey the message clearly and use attractive and informative visuals to attract the attention of the audience on digital platforms. A comprehensive marketing strategy on social media is instrumental in ensuring the effective dissemination of information concerning youth activities and its reception by the community.

The role of decorations in event decoration is of paramount importance, as they play a pivotal role in shaping the ambiance congruent with the overarching theme and objective of the event. The judicious selection of decorations can not only elevate the visual appeal but also facilitate a more immersive experience for participants. Attractive and thematic decorations, for instance, have the potential to foster a convivial atmosphere, thereby encouraging interaction among participants. Furthermore, meticulously curated decorations can serve to reinforce the event's branding, impart a professional image, and leave a lasting, favorable impression on participants. Therefore, decorations represent a pivotal component that significantly contributes to the success and overall impression of an event.

An event frequently incorporates entertainment as a component of the experience it offers to participants. This entertainment can manifest in various forms, including ice breaking sessions, art performances, and other social activities, designed to disrupt the primary event and alleviate participant boredom. The objective of this entertainment is to enhance the experience, foster a more relaxed atmosphere, and fortify social bonds among participants. In the Event West Java Youth Digital Training Program, entertainment is limited to ice breaking sessions. The majority of the event's time and focus is allocated to intensive training and learning, with a focus on developing the participants' skills and knowledge in the field of digital marketing, despite the importance of ice breaking in facilitating interaction and breaking the ice.

The Youth Service Division of the Youth and Sports Agency has organized this program up to batch 4, thereby demonstrating a strong commitment to supporting and improving the digital skills of young people in West Java. By taking the design of this training seriously, the Youth and Sports Agency strives to provide knowledge and skills that are relevant and beneficial to the participants.



**Figure 3.** Decoration of Event West Java Youth Digital Training Program  
Source: Instagram Dispora Jabar

### Planning

The process of event planning entails the establishment of goals that are comprehensible to all team members. These goals are then reinforced throughout the planning process to ensure that each team member is aligned with the common objective of the event (Noor, 2017).

The technical planning for the West Java Youth Digital Training Program encompasses various aspects, including temporal considerations, geographical parameters, and operational rhythms. During the program's planning and implementation phases, meticulous attention is given to ensure that each stage of the activity adheres to the predetermined timeline. The selection of the event's venue is made with careful consideration for factors such as accessibility and participant comfort, with the objective of fostering an optimal learning environment. The work rhythm is meticulously designed to ensure the organizing team functions efficiently and in a coordinated manner.

The West Java Youth Digital Training Program is held biannually, with each iteration divided into two parts: western West Java and eastern West Java. This division aims to enhance accessibility and ensure equitable participation by all regions of West Java. The Youth Services Division of the Regional Youth and Sports Agency aspires to enhance its effectiveness in delivering material and addressing the digital training needs of young people in each region through this approach.



Additionally, this strategy enables organizers to adapt the program according to the characteristics and specific requirements of each region, ensuring optimal training outcomes. The locations selected by the Youth Service Division of the Youth and Sports Agency are aligned with the regional focus of each batch. For instance, batch 3, centered on western West Java, engaged in activities in Karawang, while batch 4, concentrated on eastern West Java, conducted its activities in Tasikmalaya. The selection of these locations was meticulously designed to enhance accessibility and engagement of young individuals across regions, while ensuring the tailoring of training to the distinct needs and characteristics of each locale.

The success of the event hinges on the effective work rhythm, characterized by effective communication between resource persons and coordination of implementation. The organizing team's ability to maintain open and efficient lines of communication between speakers, the organizing team, and participants is crucial for the smooth progression of the event from preparation to implementation. Effective coordination ensures that all parties involved have a clear understanding of their roles and responsibilities, facilitating the execution of the event according to plan and meeting the expectations of all involved parties.

The Youth Service Division of Dispora meticulously selects participants based on their motivation letters (motlets), aiming to gauge their commitment and readiness to engage in the training event. Dispora places a premium on individuals who are currently employed or who possess skills that can be directly applied to their current roles, thereby ensuring a broader and more significant impact. This approach not only benefits individual participants but also their respective work environments and communities.

Participants in the West Java Youth Digital Training Program are typically well-educated and possess relevant professional experience. The selection process is meticulously conducted by the youth service division of Dispora, which evaluates the participants' commitment and potential based on their motivation and background. Dispora places a high priority on individuals who are currently employed or have the potential to apply the digital skills they acquire in their careers. Consequently, the program's reach extends beyond those merely enthusiastic about learning, but rather focuses on individuals who possess the potential to make a significant impact in their respective workplaces or communities.

### **Coordinating**

The subsequent stage in the event's sequence of events is the coordination from planning to event implementation. At this stage, event organizers must demonstrate an ability to meticulously manage every detail of the event. They must rely on experience to make the appropriate decisions, which will affect the event's overall outcome. The coordination of the committee team commenced with a meeting, as conveyed by Mr. Riza, who emphasized the significance of meticulous planning and effective communication among team members. These meetings, therefore, serve as a crucial platform for deliberating various facets of the event in meticulous detail. The coordination process is not merely an option but an imperative that binds the leader and their team members, thereby shaping the attitude and response of employees in carrying out

their duties. The nature of leadership applied exerts a significant influence on this dynamic relationship (Rosanti et al., 2022).

The Youth Service Division of the Youth and Sports Department meticulously prepared for contingencies, including the possibility of participants falling ill, by allocating reserve participants to ensure uninterrupted participation in activities. This strategic measure was implemented to guarantee the fulfillment of participant quotas and the seamless execution of events, thereby mitigating the impact of sudden absences on the overall program. The presence of a reserve of participants, prepared to assume the roles of those who have fallen ill, has been identified as a key factor in facilitating the effective organization and execution of events by the organizing team. This approach is said to ensure the optimal achievement of the training and youth development objectives. The ability of event organizers to manage every detail of the event, including the logistics of participants, is identified as a critical factor in ensuring the smooth and efficient progression of activities and the provision of a comfortable experience for participants. The Youth Services Sector of the Youth and Sports Agency meticulously oversees the execution of events, including the logistics of catering for participants. The Agency's comprehensive coordination with the hotel ensures that all participant consumption needs are met, encompassing three meals a day and two coffee break sessions. This arrangement guarantees that each participant receives sufficient and varied nutritional intake during the activity, thereby maintaining optimal energy levels and concentration in each training session.

The organizing committee plays an instrumental role in the seamless coordination of every event detail, from the initial planning stage to the execution on the ground. They ensure that all participants receive comprehensive information, facilitating their preparation and ensuring their seamless integration into the event. This structured communication fosters a conducive environment for the participants to achieve the training objective of enhancing their digital skills.

The Youth Service Division of the Department of Youth and Sports collaborates with the participants by providing clear guidelines for event preparation. Participants are required to bring a laptop, as the training emphasizes hands-on practice in the use of digital technology. Additionally, for photography and cinematography materials, it is recommended that participants who possess SLR cameras bring them, though cellphones can be used as an alternative if necessary. This ensures that all participants can participate optimally according to their abilities and equipment. This information is provided to ensure that each participant can maximize the training's benefits and acquire practical skills applicable to the digital realm.

Furthermore, effective coordination between the organizing committee, guest speakers, and participants is paramount during the event. Such coordination facilitates the seamless execution of all event-related activities, ensuring adherence to the event's objectives. In this event, the committee and participants utilized a WhatsApp group to facilitate communication, disseminating information regarding activities, event schedules, and ancillary events. The dissemination of materials, certificates, and other pertinent documents was facilitated through email.

### Evaluation

The evaluation stage constitutes the final phase of the event process. The evaluation process is implemented to review events that transpire during the event. Conducting an evaluation is advantageous in identifying and rectifying potential mistakes or deficiencies, thereby enhancing the quality of subsequent events. The evaluation of the West Java Youth Digital Training Program event was conducted post-event.

The program's standard practice is to conclude each event with the distribution of a questionnaire to participants, with the objective of eliciting their feedback and assessment of various aspects of the event. These aspects include, but are not limited to, the quality of training materials, the organization of the event, the facilities provided, and the overall experience. The data collected through this questionnaire is of paramount importance, as it provides a comprehensive overview of the event's strengths and areas that require enhancement for future events. Consequently, the organizers can continue to enhance and refine this digital training program according to the expectations and needs of the participants. Moreover, the Youth Service Division of Dispora conducted a final evaluation of batches 1 and 2 of the West Java Youth Digital Training program. The results of the evaluation will be used to improve the quality and effectiveness of the program in batches 3 and 4. The initial batches of the West Java Youth Digital Training Program exhibited suboptimal participant targeting, prompting the Youth Service Division of Dispora to enhance promotional efforts. This involved the dissemination of flyers through social media for the subsequent batches. This strategy led to a substantial increase in the number of registrations and participant engagement in the West Java Youth Digital Training Program event. The efficacy of social media as a promotional tool was evident in its ability to reach and communicate information about the event to a broader audience, thereby expanding the reach and participation in this digital training.

The professional certification component of the program is designed to provide added value to participants by offering them the opportunity to acquire knowledge and skills in the digital field and gain professionally recognized certification. This certification can enhance participants' marketability and credibility in the job market, encouraging them to adhere to and complete the training program. This initiative is expected to broaden career prospects and fortify participants' competencies in the rapidly expanding digital industry. The event's merits and demerits must be acknowledged. A notable drawback is that some young individuals with a high level of digital literacy may not be the ideal candidates for this program. Instead, it should be more focused on young people in areas where digital literacy needs to be enhanced.

Conversely, the event's merits lie in its capacity to reach young individuals across diverse regions within West Java Province, many of whom may still require enhancement in their digital literacy skills. The event effectively captured the attention of these individuals, encouraging them to utilize social media more proficiently and fostering an exploratory spirit among those who had previously attained a satisfactory digital literacy level. This initiative holds considerable potential to not only refine their digital competencies but also to ignite their interest in the realm of digital technologies.

The evaluation of participants is crucial to ascertain the strengths and weaknesses of the West Java Youth Digital Training Program. The event's rigorous selection process, which ensured the

attendance of committed and high-quality participants, was positively regarded by participants. They also acknowledged the committee's efforts in providing relevant and in-depth training content in the field of digital marketing. However, the evaluation also identified several areas that required attention. These include the need for enhanced coordination between the committee, speakers, and participants to ensure the smooth progression of the event schedule, the incorporation of more varied forms of entertainment, and the diversification of event arrangements. This comprehensive evaluation offers a foundation for future improvements to the West Java Youth Digital Training Program.

### CONCLUSION

The West Java Youth Digital Training Program is a program designed to provide young people with the relevant digital knowledge and skills necessary to thrive in the contemporary digital era. This event offers young people opportunities to develop their technological expertise and to pursue employment and entrepreneurship opportunities in the evolving digital landscape. The event's objective is to enhance digital literacy among West Java youth. The event is designed to serve as a platform that fosters inspiration, education, and empowerment, thereby enhancing the participants' competitiveness in the contemporary digital landscape. The event's sustainability is predicated on its potential to exert a positive and lasting influence on the digital competencies of West Java's youth.

Consequently, the West Java Youth Digital Training Program event exemplifies a government's capacity to employ effective communication to heed, coordinate, and respond to community needs. This underscores the pivotal role of government communication in fostering positive change, achieving collective goals, and facilitating learning and skills development among young people.

The researcher anticipates that subsequent research on events may employ diverse theoretical frameworks or methodologies, including quantitative approaches, to ascertain the effectiveness of this event. A quantitative approach facilitates more objective and quantifiable data collection, thereby offering more profound insights into the event's success and shortcomings.

The West Java Youth Digital Training Program event, in particular, offers a valuable opportunity to implement several improvements. Primarily, the limited quota of 100 participants necessitates the consideration of increasing this number or organizing additional sessions to ensure more young individuals can partake in this event. Secondly, the appointment of additional public relations personnel at the Youth and Sports Agency is recommended to assist with the management of various communication and administrative tasks, thereby facilitating the seamless execution of activities. The temporal allocation for event preparation must be optimized to ensure that participants do not become fatigued and that the training is maximally effective. Improved coordination between the organizing committee and participants is also essential to ensure the effective dissemination of information.

Finally, the implementation of an effective feedback system for Jabar Digital Service is crucial to facilitate the collection of constructive input that will inform future evaluation and improvement

efforts. By implementing these recommendations, it is anticipated that the event will offer a more enriching and impactful experience for all participants.

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