

ABSTRAK

Penelitian ini dilatarbelakangi oleh permasalahan menurunnya partisipasi pemuda pada organisasi sosial di masa pandemi, serta tantangan dalam mengadaptasi teknologi digital di era normalitas baru. Karang Taruna Satya Karta Nagari Gadingsari menjadi studi kasus untuk memahami bagaimana partisipasi pemuda dapat dibangun kembali melalui strategi digitalisasi. Penelitian ini merupakan penelitian kualitatif dengan pendekatan studi kasus, dan melalui Teknik observasi partisipatif, wawancara mendalam, serta analisis konten digital. Temuan menunjukkan bahwa Karang Taruna melakukan rebranding organisasi, merekrut anggota baru, dan memanfaatkan berbagai platform digital seperti Google Drive, Google Form, Google Docs, Spreadsheet, dan media sosial untuk mendukung pengelolaan administrasi, komunikasi, dan publikasi kegiatan. Namun, proses digitalisasi ini juga menghadirkan tantangan, seperti ketimpangan literasi digital, friksi internal, dan rivalitas simbolik antaranggota. Konsep *Youth Empowerment* digunakan untuk menganalisis bagaimana peran aktif, inisiatif, dan kapasitas anggota dibangun melalui program kerja, pelatihan, dan *rebranding* organisasi. Sementara itu, kerangka kerja Technology-Organization-Environment (TOE) membantu mengidentifikasi faktor teknologi, kesiapan organisasi, dan lingkungan eksternal yang berperan keberhasilan digitalisasi di Karang Taruna. Penelitian ini menyimpulkan bahwa teknologi digital dapat meningkatkan efektivitas kerja dan membuka ruang partisipasi baru, namun sekaligus menimbulkan dinamika baru yang harus dikelola secara sosial dan reflektif dalam organisasi pemuda.

Kata kunci: partisipasi pemuda, new normal, karang taruna, *youth empowerment*, TOE, digitalisasi organisasi

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This study was motivated by the issue of declining youth participation in social organization during the pandemic, as well as the challenges of adapting digital technology in the new normal era. Karang Taruna Satya Karta Nagari Gadingsari was used as a study to understand how youth participation can be rebuilt through digitalization strategies. This is a qualitative study using a case study approach, employing participatory observation techniques, in-depth interview, and digital content analysis. The findings indicate that Karang Taruna has undergone organizational rebranding, recruited new member, and utilized various digital platform such as Google Drive, Google Form, Google Docs, Spreadsheet, and social media to support administrative management, communication, and activity promotion. However, this digitalization process also present challenges, such as digital literacy gaps, internal friction, and symbolic rivalry among members. The concept of Youth Empowerment was used to analyze how active role, initiative, and member capacity were built through work programs, training, and organizational rebranding. Meanwhile, the Technology-Organization-Environment (TOE) framework helped identify technological factors, organizational readiness, and external environmental factors contributing to the success of digitalization at Karang Taruna. This Study concludes that digital technology can enhance work effectiveness and open new avenues for participation, but simultaneously creates new dynamics that must be managed socially and reflectively within youth organization.

Keyword: youth participation, new normal era, karang taruna, youth empowerment, TOE, organizational digitalization