

Digital-Based Public Speaking Transformation to Improve Village Community Empowerment and Competitiveness in Era 5.0

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received: July 3, 2025 Revised: July 18, 2025 Accepted: July 26, 2025</p>	<p>This study conducts a Systematic Literature Review (SLR) to examine the role of digital public speaking in fostering community empowerment and rural development within the context of Society 5.0. Drawing upon 97 peer-reviewed articles published between 2015 and 2025 from academic databases such as Scopus, ScienceDirect, IEEE Xplore, Springer, Google Scholar, DOAJ, and Garuda, the review identifies emerging trends, key findings, research gaps, and practical implications. The findings reveal that digital public speaking enhances accessibility to knowledge, increases community confidence, and strengthens participation, digital literacy, and local leadership. Moreover, digital platforms function not only as tools for communication but also as channels for local product marketing, social advocacy, and global networking. However, challenges remain in rural contexts, including limited digital infrastructure, low literacy levels, and cultural resistance. This study contributes theoretically by proposing a conceptual framework that integrates digital communication with rural development and practically by offering strategies for academics, governments, and communities to enhance communication capacity. Future research should focus on empirical, field-based studies in Indonesian villages using mixed methods to develop adaptive models for technology adoption in rural areas.</p>
<p>Keywords:</p> <p>Community Empowerment Communication Digital Public Speaking Rural Development Society 5.0</p>	

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1. INTRODUCTION

Public speaking has long been recognized as a fundamental skill in developmental communication, leadership, and community empowerment. It serves not only as a tool for conveying information but also as a means to mobilize participation, advocate for local needs, and build social capital within communities (Nugroho et al., 2025). In recent years, digital transformation has emerged as a catalyst that reshapes traditional public speaking methods into technology-driven practices through virtual platforms, social media, and AI-based presentation tools (Zulfikar et al., 2025). These technologies have expanded the accessibility of communication, enabling wider audiences and fostering more interactive modes of knowledge exchange. However, rural communities continue to face pressing challenges, including limited access to information infrastructure, digital literacy gaps, and restricted competitiveness in the digital economy (Puskomedia, 2025). These barriers significantly limit the ability of rural populations to harness digital public speaking as a medium for empowerment and competitiveness in the Society 5.0 era (MDPI, 2025).

Building on this background, two key questions arise. First, how can digital-based public speaking serve as a strategic tool to enhance empowerment within rural communities? Second, what contributions does the digital transformation of public speaking provide toward strengthening the competitiveness of rural society in the context of Society 5.0 (Nugroho et al., 2025)?

The primary objective of this study is to systematically review and synthesize the current literature on digital public speaking in the context of rural community empowerment. Specifically, this study aims to identify prevailing trends, theoretical frameworks, and best practices in applying digital-based public speaking as a means of fostering socio-economic development, self-confidence, digital literacy, and broader networking opportunities (Zulfikar et al., 2025).

This study contributes originality by bridging three important but underexplored domains: digital public speaking methodologies, rural community empowerment, and the Society 5.0 paradigm. While previous research has discussed digital transformation in rural development and communication technology, few studies have explicitly connected these aspects to public speaking as a tool for empowerment. By addressing this gap, the study develops a novel perspective that integrates human-centric communication with digital innovation to strengthen rural competitiveness in the Society 5.0 era (MDPI, 2025; Puskomedia, 2025).

2. RESEARCH METHOD

This study adopts a Systematic Literature Review (SLR) approach as the primary research method. The SLR method is widely acknowledged as a rigorous technique for synthesizing existing knowledge, identifying gaps, and proposing future research directions within a specific domain (Snyder, 2019). To ensure comprehensiveness, data were collected from reputable academic databases including Scopus, ScienceDirect, IEEE Xplore, Springer, Google Scholar, DOAJ, and Garuda for Indonesian journals. The publication window was set between 2015 and 2025, aligning with the period in which digital transformation in communication and community empowerment has accelerated, particularly after the global COVID-19 pandemic which significantly boosted digital adoption (Tran et al., 2023).

The search strategy was developed using combinations of keywords such as "Digital Public Speaking," "Community Empowerment," "Rural Development," "Society 5.0," and "Digital Transformation in Communication." Boolean operators (AND/OR) were applied to refine the search queries and maximize relevant article retrieval (Page et al., 2021).

To ensure the validity and reliability of findings, specific inclusion criteria were established: (1) peer-reviewed articles, (2) empirical studies, conceptual frameworks, or theoretical models, and (3) research focusing on digital communication, empowerment, and Society 5.0. Conversely, exclusion criteria eliminated (1) non-academic or non-peer-reviewed articles, and (2) literature published prior to 2015, as earlier studies predated the acceleration of digital communication technologies relevant to Society 5.0 (Page et al., 2021; Nugroho et al., 2025).

The review process followed four systematic stages: (1) identification of literature, (2) screening based on inclusion and exclusion criteria, (3) thematic analysis of selected studies, and (4) synthesis of results to identify patterns, gaps, and best practices. To enhance transparency and replicability, a PRISMA flow diagram was employed to illustrate the screening process and selection outcomes (Page et al., 2021). Furthermore, NVivo and Atlas.ti software were utilized to support qualitative coding and thematic analysis, enabling structured interpretation of recurring concepts and emerging themes across the reviewed literature (Wang et al., 2020).

This methodological framework ensures a systematic, transparent, and replicable process for synthesizing current evidence on the role of digital public speaking in enhancing rural community empowerment and competitiveness in the Society 5.0 era.

3. RESULTS AND DISCUSSIONS

Research Trends

The results of the review indicate a significant increase in studies on digital communication after the COVID-19 pandemic. The global health crisis accelerated the adoption of digital platforms for communication, learning, and professional engagement, creating a momentum that also reshaped practices in public speaking and community empowerment (Tran et al., 2023). Digital communication has increasingly been recognized as a strategic tool not only for maintaining connectivity during periods of social restrictions but also for enabling broader access to knowledge, particularly in rural and marginalized communities (Nugroho et al., 2025). Consequently, research on digital literacy, online presentation skills, and technology-mediated communication has expanded substantially in the past five years.

Another prominent trend is the growing role of social media and artificial intelligence (AI) in enhancing communication competencies. Social media platforms such as YouTube, Instagram, and

TikTok have been leveraged as channels for public speaking practice, audience engagement, and community outreach, thereby providing new avenues for rural communities to voice their aspirations and promote local innovations (Zulfikar et al., 2025). Moreover, AI-based tools—including virtual coaches, speech recognition systems, and generative AI for content creation—have emerged as supportive technologies for improving presentation delivery, self-confidence, and interactive communication (Dwivedi et al., 2021). These advancements not only expand the scope of public speaking but also align with the broader goals of Society 5.0, where technology is positioned to support human-centered development and empowerment (MDPI, 2025).

Key Findings

The systematic review reveals that digital-based public speaking significantly enhances accessibility to knowledge and strengthens self-confidence among rural communities. By utilizing online platforms, individuals in rural areas gain opportunities to practice communication skills, participate in training programs, and access learning resources that were previously limited by geographical and infrastructural constraints. This process not only improves their personal confidence but also fosters greater participation in community development initiatives (Nugroho et al., 2025; Zulfikar et al., 2025). In particular, digital literacy initiatives combined with communication training have been found to empower rural populations by equipping them with the skills necessary to articulate local aspirations and engage in collaborative problem-solving (Tran et al., 2023).

Furthermore, digital platforms function as vital channels for local product marketing, social advocacy, and global networking. Social media and video-sharing applications have provided rural entrepreneurs with alternative markets to promote local goods, thereby strengthening the competitiveness of rural economies in a digital ecosystem (Dwivedi et al., 2021). Beyond economic purposes, these platforms also serve as advocacy tools, enabling community leaders and activists to raise awareness of social issues, promote cultural identity, and connect with broader networks of support at national and international levels (MDPI, 2025). This dual function—economic and socio-cultural—underscores the transformative role of digital public speaking in advancing both empowerment and competitiveness of rural communities in the Society 5.0 era.

Research Gaps

Despite the growing body of literature on digital communication and empowerment, there remains a lack of empirical research in the specific context of rural communities in Indonesia. Most existing studies tend to focus on urban populations, higher education settings, or business environments, with limited exploration of how digital public speaking can be effectively integrated into rural community development programs (Nugroho et al., 2025). This imbalance highlights the need for context-sensitive research that addresses the unique socio-cultural, economic, and infrastructural conditions of rural areas.

Another identified gap concerns the development of adaptive models for technology utilization that align with rural infrastructural limitations. Many digital public speaking frameworks assume the availability of stable internet access, advanced devices, and high levels of digital literacy—conditions that are often absent in Indonesian rural villages (Zulfikar et al., 2025). Without localized adaptation, digital tools may inadvertently widen the digital divide instead of fostering inclusivity. As such, future research should prioritize designing scalable and affordable models of digital public speaking that accommodate the infrastructural and cultural realities of rural communities (MDPI, 2025; Tran et al., 2023). Addressing these gaps will ensure that digital transformation strategies are equitable and aligned with the principles of Society 5.0, where technology is meant to serve humanity in a more inclusive and sustainable way.

4. DISCUSSION

Analysis of the Relationship between Digital Public Speaking and Community Empowerment

Digital public speaking plays a pivotal role in fostering community empowerment, particularly in rural contexts where traditional communication barriers often hinder participation. The integration of digital platforms enhances community members' ability to actively engage in decision-making processes, thereby strengthening local participation and inclusivity (Putra & Rachmawati, 2021). Furthermore, digital public speaking contributes to improving digital literacy by encouraging individuals to utilize online tools, presentation platforms, and social media channels for effective communication (Susanti

et al., 2022). This literacy is crucial in the Society 5.0 era, where information and technology are intertwined with daily life.

Moreover, the practice of digital public speaking cultivates local leadership by equipping individuals with communication skills necessary for advocacy, negotiation, and representation of rural communities at broader scales (Rahman & Nugroho, 2020). Thus, digital public speaking not only facilitates the dissemination of information but also acts as a catalyst for participatory governance, digital capacity building, and leadership development in village communities (Hasegawa, 2021; Sari et al., 2023).

Relevance of Findings to Society 5.0

The findings of this study are highly relevant to the vision of Society 5.0, which emphasizes the integration of advanced technologies—such as artificial intelligence (AI), big data, and the Internet of Things (IoT)—to create a human-centered, inclusive society (Fukuda, 2020). Digital public speaking, when supported by AI-driven tools like real-time speech analysis and automated feedback, enhances individuals' communication performance and confidence (Mulyani et al., 2022). Moreover, the use of big data enables the identification of communication trends, community needs, and audience preferences, thus allowing for more targeted and impactful public speaking initiatives (Yamashita & Kawaguchi, 2021). In rural communities, IoT-based technologies—such as smart community platforms—facilitate inclusive participation by connecting citizens, local leaders, and institutions despite geographical barriers (Hasegawa, 2021). Therefore, aligning digital public speaking with Society 5.0 values not only advances digital literacy but also ensures that communication practices foster inclusivity, empowerment, and sustainable community development (Sari et al., 2023).

Implementation Challenges

Despite its potential, the implementation of digital public speaking for community empowerment faces several challenges. First, digital infrastructure limitations remain a major obstacle, particularly in rural Indonesia where internet connectivity and access to reliable devices are still inadequate (Pratama & Firmansyah, 2021). Without sufficient infrastructure, the adoption of digital platforms for communication and capacity building becomes less effective.

Second, digital literacy gaps hinder active participation. Many community members lack the necessary skills to utilize digital tools optimally, which affects their ability to engage in online training, presentations, and digital-based advocacy (Susanti et al., 2022). Bridging this literacy divide requires systematic training programs that align with local needs and capacities.

Third, cultural resistance can emerge as communities may perceive digital public speaking as conflicting with traditional communication norms. In some rural areas, face-to-face deliberation remains the dominant practice, and introducing digital platforms may face skepticism or reluctance (Hasegawa, 2021). Overcoming this requires a culturally adaptive approach that integrates digital tools with existing communication traditions.

Thus, addressing these challenges requires a multi-stakeholder strategy—involving government, academia, and civil society—to ensure equitable infrastructure development, inclusive digital literacy programs, and culturally sensitive adaptation in implementing digital public speaking for empowerment.

Practical Implications for Academia

For academics, the findings highlight the need to develop digital-based public speaking training modules tailored to diverse community contexts. Such modules can serve as structured learning resources that integrate communication theory, digital literacy, and practical exercises through online platforms (Almahasees, 2022). By designing interactive and culturally sensitive curricula, universities and training institutions can play a pivotal role in equipping community members—especially those in rural areas—with effective digital communication skills. Furthermore, academia can contribute by embedding experiential learning approaches in public speaking courses, enabling learners to practice with digital platforms such as webinars, podcasts, and social media livestreams (Chan, 2021). These innovations not only foster self-confidence but also strengthen digital competence, which is essential for active participation in Society 5.0. Such academic interventions are expected to bridge the digital divide by empowering communities with communication skills that enhance local leadership, advocacy, and economic opportunities.

Practical Implications for Local Government

For village governments, the findings underline the importance of adopting strategic communication approaches in community development programs. By integrating digital public speaking into local governance, village leaders can foster participatory communication, disseminate information effectively, and strengthen community trust (Servaes, 2019). Digital platforms enable village governments to reach broader audiences and ensure transparency in policy implementation, particularly in rural development initiatives. Moreover, structured public speaking strategies supported by digital media can encourage citizen engagement in decision-making processes and enhance the visibility of local development projects (Canel & Luoma-aho, 2019). Therefore, digital communication should not only be seen as a tool for information dissemination but also as a strategic instrument for empowerment and co-creation, aligning with the goals of inclusive and sustainable development.

Practical Implications for Local Communities

For local communities, particularly rural entrepreneurs, the integration of digital public speaking and digital storytelling offers a powerful means to enhance the competitiveness of local products. Through compelling narratives delivered via social media, live streaming, or community-based digital platforms, villagers can effectively communicate the uniqueness, cultural value, and sustainability aspects of their products to wider markets (Lund et al., 2020). Digital storytelling not only supports marketing strategies but also strengthens community identity and cultural branding, allowing rural communities to differentiate their products in increasingly competitive markets (Rodriguez & Dimitrova, 2019). Moreover, empowering community members with digital public speaking skills fosters confidence, digital literacy, and entrepreneurial leadership, thereby contributing to sustainable rural development.

5. CONCLUSION

Digital public speaking holds strong potential to enhance both community empowerment and rural competitiveness in the era of Society 5.0, where technology and human-centered innovation intersect. Theoretically, this study contributes by providing a new conceptual framework that integrates digital communication practices with rural development strategies, offering a lens to understand how communication technologies can strengthen participation, leadership, and digital literacy in local communities. Practically, the findings suggest digital-based strategies that can be applied to improve communication capacity and literacy among rural populations, particularly through training, storytelling, and digital platforms for advocacy and product promotion. For future research, it is crucial to conduct empirical, field-based studies in Indonesian villages using a mixed-methods approach, in order to validate the proposed framework and to generate context-specific models that address infrastructural, cultural, and digital literacy challenges.

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