

## ABSTRACT

*Digital transformation has opened new job opportunities for the rural workforce. However, workforce readiness in rural areas, particularly in terms of the digital skills required by the industry, remains a challenge. This study aims to analyze the profile of potential workers in the Komerce area, Karangmoncol, Purbalingga, identify the driving and inhibiting factors in digital skills development, and formulate an empowerment strategy to better prepare potential workers for digital job opportunities.*

*This research employs a mixed-method approach, using quantitative analysis to identify the characteristics of 104 potential workers and qualitative analysis to explore the factors that drive and hinder digital skills development among potential workers. Data were collected through observations, surveys, and in-depth interviews with potential workers and relevant stakeholders.*

*The findings indicate that potential workers in the Komerce area are relatively prepared to use digital technology but still face limitations in technology access and digital skills training. Based on these findings, this study recommends a digital skills development strategy through collaboration between business entities, academia, the government, and communities to provide industry-oriented training, improve equitable access to technology, and establish sustainable empowerment programs.*

*Keywords: Digital skills, digital workforce, rural startup, empowerment.*

SEMARANG  
FEB UNDIP