

DIGITALIZATION PROGRAM AS AN INTRODUCTION TO THE POTENTIAL AND PUBLICATION MEDIA OF THE HAMLET IN KALONGAN HAMLET, PURWOSARI VILLAGE, SALAMAN SUB-DISTRICT, MAGELANG DISTRICT, CENTRAL JAVA

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Abstract – *Kalongan Hamlet has not implemented a digitalization program in its area. The lack of access to digital information in Kalongan Hamlet is still a big obstacle. The lack of efforts to introduce the potential of the hamlet and the absence of publication media for the potential of the hamlet makes it difficult for related parties to know the potential and profile of Kalongan Hamlet. In order to try to solve the problem, several solution methods were carried out as follows First, creating social media accounts and content in the form of e-mail, Instagram, Tiktok and Youtube for Kalongan Hamlet. Second, creating a Kalongan Hamlet blogspot as a form of public information disclosure on activities carried out by the Kalongan Hamlet community. Third, making a Video Profile of Kalongan Hamlet in the form of a short video containing information and an overview of Kalongan Hamlet which includes geographical conditions, demographic conditions and the potential of the hamlet. Fourth, conducting socialization related to hamlet digitalization and digital platform management so that this program can be continued, developed and utilized for the benefit of the Kalongan Hamlet community. The efforts in this program went smoothly and received a positive response and support from the people of Kalongan Hamlet.*

Keywords: *Digitalization, Potential, Kalongan Hamlet*

1. INTRODUCTION

Kalongan Hamlet is one of the hamlets located in Purwosari Village, Salaman Sub-district, Magelang District, Central Java. Kalongan Hamlet consists of 2 RTs, namely RT 11, and RT 12. Kalongan Hamlet is located ± 6.7 km from Salaman Subdistrict and ± 18 km from the center of Magelang Regency. The total area of Kalongan Hamlet is 5.68 hectares, which is dominated by bamboo plantations. The majority of people work as casual laborers and bamboo weaving craftsmen who also utilize the potential in the hamlet. Kalongan Hamlet is one of the hamlets located in Purwosari Village, Salaman Subdistrict, Magelang Regency, Central Java. Kalongan Hamlet consists of 2 RTs, namely RT 11, and RT 12. Kalongan Hamlet is located ± 6.7 km from Salaman Sub-district and ± 18 km from the center of Magelang Regency. The total area of Kalongan Hamlet is 5.68 hectares, which is dominated by bamboo plantations. The majority of people work as casual laborers and bamboo weaving craftsmen who also utilize the potential in the hamlet.

Digitalization, in the Big Indonesian Dictionary (KBBI) is the process of giving or using digital systems. Digitalization is intended for hamlet development which leads to the process of using a digital platform with the aim of introducing the potentials in the hamlet. By creating a digital platform, it is hoped that the potential in Kalongan Hamlet can be recognized by the wider community (Meriwijaya, 2021).

The development of hamlet potential refers to Law No.6/2014 on villages. The law states that one of the objectives of village development is to improve life and quality of life for the welfare of the village community. Through the hamlet digitalization program, various hamlet development programs are also supported by the government so that the results of development can be felt by the hamlet community (Rusdianto *et al.*, 2022).

The potential of the hamlet needs to be supported by good promotion. Promotion is carried out by utilizing digital platforms managed by the community. Some digital platforms that can be used as a promotion of hamlet potential include Youtube, Instargam, Tiktok, E-mail, and Blogspot. With good management, it is hoped that it will be able to promote the potential in the hamlet through these digital platforms. In research that has been conducted by Abdul Muttalib, et al. with the title "Digitalization of Village Profiles Using a Website to Increase the Potential of Tandung Village" explains that designing and building a village website as a medium of information about the village's tourism potential and complete information about the village and to determine the level of website usefulness in Tandung Village (Muttalib *et al.*, 2021). The difference with this research lies in the digital platform used. This research uses a wider digital platform, namely Instagram, Tiktok, Youtube, and Blogspot.

Real Work Lecture (KKN) activities are a form of implementation of the Tri Dharma of Higher Education in the field of community service. In this 2023 KKN activity, digitalization of the hamlet was chosen as one of the 270 group work programs located in Kalongan Hamlet. This is based on the conditions in the field where the community still does not have the view to utilize digital media as a

promotional material for introducing the potential and publication media of the hamlet.

2. METHOD

To achieve the objectives and target outcomes of the community service activity, namely the digitalization of the hamlet through the Kalongan Hamlet KKN group, the KKN Team took the following steps:

A. Problem Survey

The first activity carried out before running the Kalongan Hamlet digitization work program was to make observations to dig up as much information as possible about Kalongan Hamlet. information collection was also carried out by directly seeing the natural conditions of Kalongan Hamlet. Finally, data collection was also carried out by interviewing the Purwosari Village Government, the Head of Kalongan Hamlet, the Head of RT RW Kalongan Hamlet and the residents of Kalongan Hamlet.

B. Work Program Socialization

The socialization of the Kalongan Hamlet KKN student work program was carried out directly at the Kalongan Hamlet Mosque by involving the entire hamlet community. This stage is carried out to explain thoroughly and educate the community about the hamlet digitalization program that will be implemented. In addition, receiving suggestions and input from the community during the socialization also became another goal of the socialization. This is later expected to create synergy between KKN students and the entire community in order to realize optimal and sustainable digital development.

C. Process of Profile Video Creation and Hamlet Digitization

This stage consists of a series of activities. First, developing a video concept that includes a narrative script and determining video shooting points. Second, observing the location of the video shoot. Third, the video shooting process. Fourth, recording the narration script for the voiceover in the video. Fifth, editing and revising the video. Sixth, uploading the results of the hamlet profile video on the Kalongan Hamlet Youtube platform. The stages for hamlet digitization efforts are to create hamlet social media accounts in the form of E-mail, Instagram, Youtube, Tiktok and Blogspot. After creating these social media accounts to facilitate access to each social media link through one landing page, a link in the form of Linktree is created.

3. RESULTS AND DISCUSSION

In Law (UU) NO. 6/2014 on Villages explains that village development is one of the objectives in national development pursued by the Indonesian government. The article lists various regulations related to villages, development, and the purpose of village development itself, which is an effort to improve life and quality

of life for the welfare of the village community. Hamlet is part of the village area which is the scope of the village government area. Therefore, hamlets also have a role in village development programs, one of the village development programs is through the hamlet digitalization program.

Kalongan Hamlet is located in Purwosari Village, Salaman Sub-district, Magelang Regency. Kalongan Hamlet has not implemented the digitalization program in its area. Access to information in Kalongan Hamlet is still a big obstacle. The lack of digital data and information sources related to Kalongan Hamlet makes it difficult for related parties to find out the potential and profile of the hamlet. Moreover, the absence of updated information makes the challenge of disseminating hamlet information even more complex. In the context of administration in Kalongan Hamlet, it also still uses conventional methods that are prone to the risk of misinformation.

This digitalization program is important to implement, especially in the midst of today's technological and communication developments. Digitalization of hamlets can make it easier for outsiders to find and access information about a hamlet. In addition, digitization projects that empower villagers by developing their own ideas can improve their quality of life independently (Zerrer & Sept, 2020). To support the village program, in the 2023 Community Service Program (KKN) digitalization of hamlets is one of our programs in an effort to support the digitalization program in Purwosari Village.

The key activity of this work program is the integration of hamlet data and information in various digital platforms. Socialization of digital platform management training is also carried out to the Kalongan Hamlet community to further support the development of digital literacy in the Kalongan Hamlet community. This digitization program has a goal, namely as a forum for providing information, especially in introducing Kalongan Hamlet with its various potentials, so that it can be reached by the wider community. In this program, students go directly to the community by making observations to explore the information and potential of Kalongan Hamlet. Gathering information by conducting interviews with the village head, hamlet head, head of RT and RW and the local community.

Kalongan Hamlet has a lot of potential to be developed and innovated. One of the potentials of Kalongan Hamlet is natural resources in the form of bamboo. Local people utilize bamboo as handicrafts to be traded. The handicraft products are besek (fish basket) and beki (chili seed holder). In the field of religion and culture, Kalongan Hamlet has many religious activities, such as mujahadah, routine recitation, hadroh, and so on. With all these activities, Kalongan Hamlet can develop itself sustainably. However, all of these potentials are not widely known by the general public outside Kalongan Hamlet because of the lack of information dissemination related to the potential of Kalongan Hamlet. To overcome this, it is necessary to socialize digitalization to the local community. This aims as a sustainable development planning and community empowerment program. There are several digitization programs in Kalongan Hamlet as follows:

1. Video Profile of Kalongan Hamlet

Hamlet profile videos are the right media, especially for implementing hamlet branding. This form of Dusun profile video was chosen in order to optimize the potential and branding of the hamlet because this format is the easiest to digest for the general public. An interesting profile video will make people interested in Kalongan Hamlet and all the potential contained in it. Conveying information through video has become a common thing to do in the digital era, especially since video is a medium that is easily published on many digital platforms.

Profile videos are very important in hamlet development, as they can be used as a promotional tool to quickly introduce the hamlet to the general public. In a video profile, complete, accountable and credible data must be available. This is in accordance with the opinion of Achsin et al. (2015) that data completeness and accountability are indicators of profile data quality evaluation. Therefore, the video profile of Kalongan Hamlet presents various aspects ranging from the history of the hamlet, geographical conditions, demographics, economy, social, culture, religion, and other potentials. Through this profile video, it can be used as a reference in the implementation of hamlet development. The profile video can also be used as a means of friendship for local residents who are migrating to know the condition of the hamlet. In addition, the profile video can provide opportunities to attract investors, so that they can develop the hamlet more advanced and sustainable (Pujihartati et al., 2022).

The making of this hamlet profile video was made through several stages. The first stage was to communicate with the community elements in Kalongan Hamlet. Communicating with the hamlet head, hamlet officials, youth and also the hamlet community in general to communicate the process of making the Kalongan Hamlet video. The next stage after getting interesting things during the observation process in Kalongan Hamlet then compiled a story line. The shooting style taken in this profile video is Cinematic Shoot with a description or narration in the form of Voice Over. This shooting style is a shooting that emphasizes visual beauty. This profile video contains video shots from above the Kalongan Hamlet area via drone. Through video shooting from above the Kalongan Hamlet area, it is easier to show the location and geographical conditions of the Kalongan Hamlet area. Cinematic Shoot is applied in shooting videos of the potential of Kalongan Hamlet as well as community activities in economic, social, cultural and religious aspects. After conducting the video shooting stage, the next step is the video editing stage in the form of combining one video with another based on the sequence of concepts that have been made in the story line. After editing is complete, the next step is rendering, which is uniting the edits into a complete video.



Figure 1. Kalongan Hamlet Profile Video Dashboard

The duration of this hamlet profile video is 6 minutes 30 seconds which contains accurate information data and provides an overview of Kalongan Hamlet through observations and interviews that have been conducted. The results of making this profile video were then uploaded on the Dusun Kalongan Youtube platform. The existence of the profile video that we have uploaded has received a positive response by the Kalongan Hamlet community and it is hoped that after the creation of a Youtube account, it can be maximized by the local community in expressing ideas, ideas, and video creativity, so that this social media can be used optimally.

2. Kalongan Hamlet Blogspot

The importance of blogspot as a medium of information and data storage can be used to document various programs and potential hamlets (Pujihartati *et al.*, 2022). Blogspot can also be used to disseminate information related to the hamlet to all connected users massively and quickly (Rahoveanu *et al.*, 2022). In addition, blogspots can be used as hamlet branding, so as to attract investors to advance the welfare of the hamlet. With the Kalongan Hamlet blogspot, information related to the hamlet is managed and can be accessed publicly. In the Kalongan Hamlet blogspot, there is a variety of information that includes geographical conditions, population, boundaries and hamlet government officials.

There are stages to create a blog from blogger, the first step is to create google mail (gmail) Kalongan Hamlet. Next, login to Blogger.com using the gmail that has been created then fill in the name, address and blog profile. After creating an account, there are things that are done in posting a blog on Blogger, namely post preparation by preparing the material and genre of writing posts and images that will be published on the blogger. Blogger has interesting themes to use for free in the "apply theme" section so that the theme on the blogger can be changed as desired. Besides being able to change the theme on the blogger can also change the layout by using the layout menus on the blogger. This Dusun Kalongan blog can be accessed through the ceritakalongan.blogspot.com page..

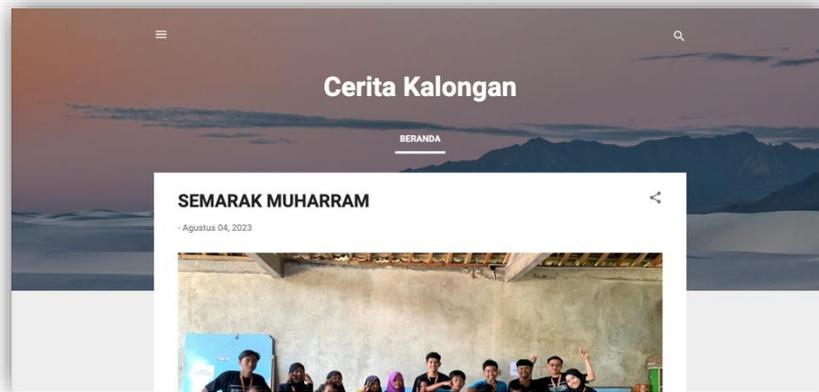


Figure 2. Blog View of Dusun Kalongan

3. Creating Social Media Accounts for Kalongan Hamlet

Social media is a digital platform that facilitates its users to conduct social activities that interact with each other. The creation of social media accounts in Kalongan Hamlet was carried out because there were no active and managed social media accounts by related parties. At the time of KKN implementation, there were no active social media accounts managed by the community or local hamlet officials specifically intended as a medium to introduce Kalongan Hamlet. This led to a lack of information dissemination related to the potential of Kalongan Hamlet. Therefore, the KKN team focused on the program to create social media accounts in Kalongan Hamlet.

The creation of social media accounts aims to be the first way for local communities to disseminate information related to the potential of the hamlet. The social media can be filled independently by related parties to display interesting content related to the potential of the hamlet. The dissemination of information through social media is very influential, because it can be easily accessed by internet users. Through social media content, it can attract users to visit the social media homepage, disseminate information to other social media, or even visit the hamlet directly. In addition, through social media content, it can attract investors to cooperate with local communities, thereby improving the welfare of the hamlet's quality of life. Therefore, social media is very important in the process of disseminating information or promotion related to the potential that exists in the hamlet.

After the creation of the social media accounts, to facilitate access to each social media link through a single landing page, a Linktree link was created. Digital integration can facilitate sustainable hamlet development to improve the overall quality of life of its residents. In addition, digitalization can be used as a revitalization of the hamlet to build the capacity of the community to develop themselves (Rahoveanu *et al.*, 2022). Therefore, digitalization can support the welfare and resilience of hamlets in a sustainable manner.

Table 1. Social Media Accounts of Kalongan Hamlet

Account Type	Name of Account
Instagram	riska_kalongan
Youtube	Riska.Kalongan
Tiktok	riska.kalongan
E-mail	riskakalongan@gmail.com

The social media accounts created by the KKN Team are as follows:

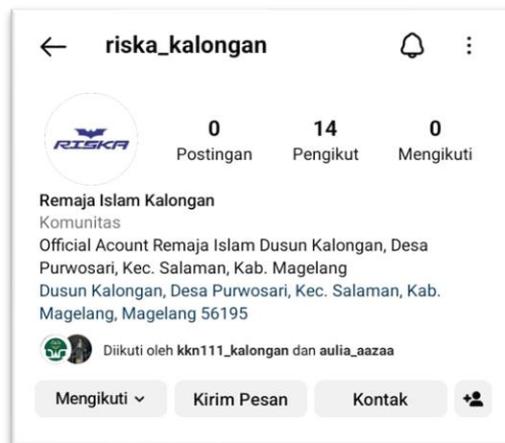


Figure 3. Kalongan Hamlet Instagram Account

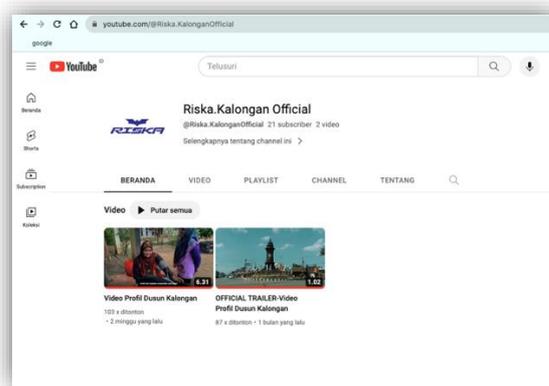


Figure 4. Kalongan Hamlet Youtube Account

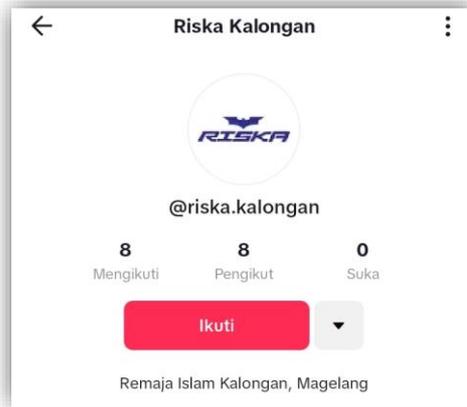


Figure 5. Tiktok account of Kalongan Hamlet

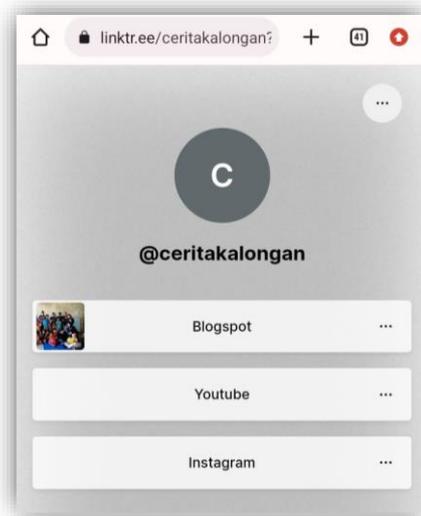


Figure 6. Linktree in Kalongan Hamlet

4. Socialization of Digitalization of Kalongan Hamlet

The socialization was carried out by explaining the importance of digitalization and explaining the digitalization program being implemented. Regarding the sustainability of this Digital Platform procurement, we collaborate with the Kalongan Islamic Youth (RISKA), in this case we provide socialization related to the digitization of the hamlet and the management of digital platforms so that this program can be continued, developed and utilized for the benefit of the local community. This socialization activity received a positive response and community enthusiasm for the procurement of various digital platforms.



Figure 7. Socialization of Digitalization (Source: personal)

4. CONCLUSION

Based on the results of the implementation of the digitalization program in Kalongan Hamlet, Purwosari Village, Salaman District, Magelang Regency, Central Java, it can be concluded that the digitalization program is useful for introducing potential and publication media in Kalongan Hamlet which previously still had minimal access to information. The digitalization program carried out is the procurement of hamlet social media accounts, making hamlet profile videos, making hamlet blogs and socializing digitalization to the community. The hope is that with the digitization program that has been implemented, this program can be continued, developed and utilized for the benefit of the local community. This digitalization program ran smoothly because the Kalongan Hamlet community gave a positive response and enthusiasm for this digitalization program.

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