

OPTIMIZING VILLAGE POTENTIAL THROUGH DIGITAL SHOWCASING IN THE FORM OF A PROFILE WEBSITE

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Abstract - This article discusses implementing optimal empowerment of communication and information media facilities by creating a Website Profile of Dringo Hamlet with the aim of increasing the digitalization of Dringo Hamlet with the existence of the Dringo Hamlet Website. Providing up-to-date data on residents on the Dringo Hamlet Website. The implementation method includes the preparation stage or collection of population data in the Dringo Hamlet, the implementation stage or input of population data and maintenance of the village website, the evaluation or assessment stage. The results of the use of communication technology, such as the Internet and media platforms accelerate the dissemination of information and expand the scope of communication. This will not only strengthen social cohesion in the settlement, but also connect the Dringo Hamlet with the larger community, opening the door to empowerment initiatives and sustainable development. The Dringo Hamlet Profile Website has 5 main menus, namely home, hamlet profile (hamlet history, hamlet vision and mission, and hamlet structure), hamlet news, Community institutions (RT/RW, Karang Taruna, PKK, Women's Farmers Group, UPPKA), Hamlet Monograph (Development Division, Government Division, Community Division).

Keywords: Website, Communication, Dringo Hamlet

1. INTRODUCTION

In the increasingly advanced digital era, the use of information and communication technology (ICT) has become a basic need in various aspects of life, including in the development and management of village potential. Villages, as the smallest unit in the Indonesian government structure, have a vital role in national development and improving community welfare (Prasetyo et al., 2021). However, village potential is often not optimally exposed due to limited access to information and effective promotional media. The information technology revolution has fundamentally changed the global communications landscape. The Internet, at the heart of this change, has become a major catalyst for social and economic transformation in various parts of the world. According to the Digital 2023 report from We Are Social and Meltwater, internet penetration in Indonesia has reached 77.0% of the total population in early 2023, indicating a significant increase in access and use of this technology (Kemp, 2023). This rapid development opens up great opportunities for remote areas, including villages, to utilize digital technology in introducing their potential to the wider world. One concrete manifestation of the role of the internet in this context is through the presence of profile websites. Websites, as direct products of internet development, offer an effective and efficient platform for digital showcases. A study by Prasetyo et al. (2021) shows that the use of websites in promoting tourist villages can significantly increase the visibility and attractiveness of villages. Furthermore, research by Nugroho et al. (2022) underlines the importance of village profile websites as a means of information transparency and increasing community participation in village development. In this context, optimizing village potential through digital showcases in the form of profile websites is a promising strategy to increase visibility, accessibility of information, and ultimately, empowerment of the village economy amidst the flow of global digitalization.

Dringo Hamlet, Gunung Kidul is one of the hamlets that is part of Girijati Village which has the most strategic location compared to other hamlets. One of the reasons is because Dringo Hamlet is only one kilometer from the village office. Hamlets located close to the village office have a number of significant advantages that can improve the quality of life of their residents. According to Purwanto et al. (2021), this proximity allows easier and faster access to various administrative services, such as processing important documents and permits. The latest information on government programs and new policies can also be obtained more efficiently. In emergency situations, the response from the village office tends to be faster, increasing community security and preparedness (Wibowo & Rohman, 2022). In terms of development, Cahyono (2020) stated that areas around the village office often receive priority in infrastructure development, which has a positive impact on road access, electricity, and other public facilities. Economically, Nugroho and Sulistyowati (2023) stated that this location can create new business opportunities and has the potential to increase the value of surrounding properties. Residents also have greater opportunities to actively participate in village activities

and deliberations, increasing their sense of community and involvement in local decision-making processes (Hidayat et al., 2021). This proximity also allows for better oversight of village government performance, encouraging transparency and accountability. Finally, these hamlets often have better access to supporting facilities such as security posts or subhealth centers. However, it is important to note that the realization of these benefits depends on good governance by the village and active participation from the community, not simply on proximity.

With the advantages of Dringo hamlet, this makes optimizing information relevant to improve so that this potential can be utilized optimally. Empowerment of websites and social media for hamlets can be used as a representation or face of the hamlet government in the digital world. The use of village websites can also be expected as a medium for disseminating information and announcements to residents more quickly and can be accounted for its truth (Fattah & Azis, 2021). By having a website, hamlets can empower the community to actively participate in accessing information and contributing to village development and especially the Dringo Hamlet community who are active in social and cultural activities that are closely related to the use of communication media facilities, with the existence of an information portal in the form of a website and social media, information can be coordinated, and provide easy access for hamlet residents and the general public in obtaining information related to Dringo Hamlet. Transparency and accountability are also realized through the hamlet website. Residents can see government policies and activities directly, this helps increase trust between the village government and its residents. In addition to the website, empowerment of information and social media is also important. Hamlets can utilize social media such as Instagram and Youtube to disseminate information, documentation facilities and build networks with residents and other communities. Social media allows direct interaction with residents and expands the reach of messages. By optimizing websites and social media, hamlets can create a dynamic information ecosystem, strengthen community participation, and advance sustainable development. All of this contributes to the realization of a smart hamlet based on technology and information.

Based on an interview with the Head of Dringo Hamlet, it was obtained information that the optimization of information carried out by Dringo Hamlet used Whatsapp media and was carried out conventionally which was carried out directly (door to door). The information that has been implemented so far has an impact on the accessibility of information that is group and internal, with this condition the information has the potential to not run optimally and the general public also has limitations in accessing information related to the potential in Dringo Hamlet, Gunungkidul. Dringo Hamlet itself has strong social, economic, and religious potential. The interaction that occurs between its residents can make these four aspects intersect in a balanced way. In the social aspect, the community is often involved in community activities that involve mass interaction from the hamlet community, similar things are also indicated in the religious aspect which

encourages active community participation in participating in every religious event that exists. In the economic aspect itself, the Dringo Hamlet community is classified as a producer of teak wood furniture in Gunungkidul with product distribution that has reached the regional market and with the potential of farmer groups that produce good quality agricultural products. Seeing the reality that happened, the great potential of Dringo Hamlet became one of Yogyakarta's regional potentials that could attract tourists and contributors who could improve the development of the hamlet in various aspects in Dringo Hamlet, Gunungkidul.

In the implementation of KKN 114 UIN Sunan Kalijaga, our KKN 91 group has implemented optimal empowerment of communication and information media facilities by creating a Website Profile of Dringo Hamlet, so that with the existence of the website it can increase public awareness that the urgency of information media is crucial in increasing the opportunities for hamlets in increasing the development of Dringo Hamlet. The website that has been developed can also encourage Hamlet Resources and village stakeholders to coordinate well with each other so that they can synergize together to build digital-based information and communication with the implementation of Village Digitalization.

2. METHOD

This implementation method will be divided into several stages, including the preparation stage, implementation stage, and evaluation stage (Nafis et al., 2023). Figure 1 shows the various stages of this community service activity carried out by the KKN team group 91. The partners of this program are Padukuhan Dringo, Girijati, Purwosari.

The details of each stage are as follows:



1. Preparation stage

At this stage, group 91 collaborated with the Head of Dringo Hamlet regarding the work program, namely the creation of a village website. At this stage, information and data related to village needs were collected. This data collection activity aims to accommodate all the information needed to create a village website. This activity was carried out on July 20-August 6, 2024. The target of this activity was all residents registered as residents of Dringo Hamlet, Girijati Village, Purwosari District. The collection of data needed to create a village website, such as Family Cards (KK), residents' employment data, population, and natural potential in this area.

2. Implementation stage

At this stage, KKN group 91 created a village website based on data obtained at the preparation stage. In making it using a free website and we will upload it to the Dringo hamlet website service so that it can be accessed by the public. The purpose of this work program is to update population data, provide hamlet data in website so that it is easily accessible to everyone, improves public services and strengthens hamlet governance (Muttaqin et al., 2023).

3. Evaluation Stage

In the evaluation stage, KKN group 91 conducted an assessment related to the website, whether there were obstacles or whether it was in accordance with the needs of the village. The purpose of the evaluation was to determine the potential for success related to the website so that we could fix the problems on the website both in terms of design and functionality of the website.

3. RESULTS AND DISCUSSION

The creation of the Dringo Hamlet Website, a form of digitalization related to strengthening the Village Information System, namely creating a website. A website or abbreviated as web, can be interpreted as a collection of pages consisting of several pages containing information in the form of digital data, either in the form of text, images, videos, audio, and other animations provided via an internet connection (Christian, et al., 2018). A website is a form of money that can provide great benefits for both the government and its citizens. Through the website, the government has implemented SID which is one of the prioritized forms in accordance with the provisions of the 2014 Village Law and is stated in Permendes 22 of 2016 (Nurjanah, 2021). The Dringo Hamlet Website can increase the commitment of the village government in improving the quality of service and transparency in providing accountability for the implementation of village government to the community based on IT, namely through this village website it has an impact on increasing public awareness to participate (Nurjanah, 2021).

Through coordination with the Head of Dringo Hamlet regarding the urgency of hamlet digitalization, it was determined to facilitate communication access through the media and the provision of information and announcements to residents is now done faster and more accurately. The creation of a website with a Hamlet profile is a relevant choice as an information center for Dringo Hamlet, Girijati. The research conducted found that there are three effective ways to strengthen information media in Dringo Hamlet, Girijati, namely the use of WhatsApp (WhatsApp group), written information (Hamlet information notice board), and direct information (door to door). The importance of communication in strengthening society makes it very important to introduce more modern communication methods as soon as possible. The use of communication technology, such as the Internet and media platforms, accelerates the dissemination of information and expands the scope of communication. This will not only strengthen social cohesion in settlements, but also connect Dringo Hamlet

with the larger community, opening the door to empowerment and sustainable development initiatives (Bintara et al., 2024).

Based on the observations and evaluations carried out, it can be concluded that the problems identified in Dringo Girijati Hamlet are as follows: Strengthening information media and publications that can encourage governance such as limited Community Resources (HR) of Dringo Girijati Hamlet to create and manage website profiles, media content to display the situation and potential of Dringo Girijati Hamlet (Hermawati et al., 2021). When creating a website profile, Dringo Girijati Hamlet must prepare a simple layout structure so that visitors can concentrate on the information displayed and the selection of buttons related to backlinks. The backlinks provided will direct website visitors to obtain further information about the Information and potential of Dringo Girijati Hamlet such as Farmer Groups, Karang Taruna, news and useful information provided by Dringo Girijati Hamlet. The structure and concept of the Dringo Girijati Hamlet website not only function as an information portal, but also as a communication and advertising center that connects the village with the outside world (Bintara et al., 2024).

In the context of village digitalization, the website has become an important tool to introduce the village's potential to visitors from various parts of the world and present new opportunities in marketing and communication, so that it can highlight the uniqueness of Dusun Dringo. This approach is consistent with the theory of effective website creation which emphasizes the importance of responsive design and content that is in line with the village's promotional goals. Sustainable and adaptable website development in line with trends and user needs is the key to the success of village digitalization. By considering aspects such as access speed, ease of navigation, and content quality, the Dusun Dringo Website is not only a powerful platform for communicating village values, but also supports the community's economy and can be a driving force, a force for culture. The success of a website also depends on its ability to adapt to changes in technology and user preferences.

Using modern web technologies, Dusun Dringo ensures that the website remains relevant and engaging for its visitors and includes the use of responsive design that allows the website to display well on a variety of devices and screen sizes. Visitor data analysis also plays an important role in website development. Understanding visitor behavior allows Dusun Dringo to optimize the content and functionality of the website to meet the needs and wants of its users. This includes using analytics tools to track user interactions and adapting marketing strategies based on this data. Involving the community in the website development process is essential. Involving villagers in content creation and decision-making allows the Dusun Dringo website to reflect the authenticity and community spirit that characterizes the village (Nurjanah, 2021).

This not only improves the quality of content, but also strengthens the sense of ownership and pride among community members. By taking a holistic and integrated approach in creating and developing the website, Dusun Dringo

ensures that its digital platform accurately reflects the dynamic and colorful village life, and helps communication and promotion in the digital era. In Figure 1. Showing the main page which has 5 main menus, namely home, hamlet profile (hamlet history, hamlet vision and mission, and hamlet structure), hamlet news, Community institutions (RT/ RW, Karang Taruna, PKK, Women's Farmers Group, UPPKA), Hamlet Monograph (Development Division, Government Division, Community Division).

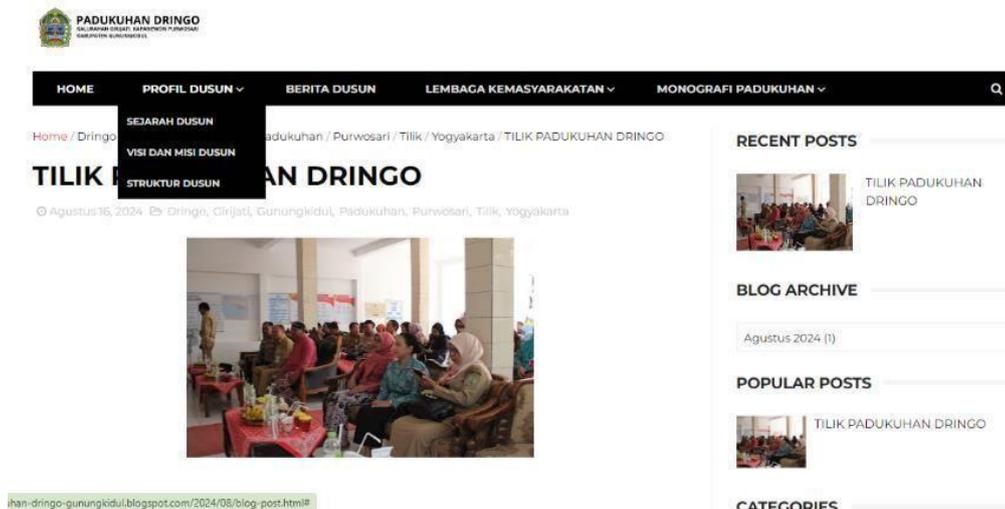


Figure 1. Dringo hamlet profile website (hamlet history, hamlet vision and mission, and hamlet structure).



Figure 2. Websites of community organizations (RT/RW, Karang Taruna, PKK, Women's Farmers' Groups, UPPKA).

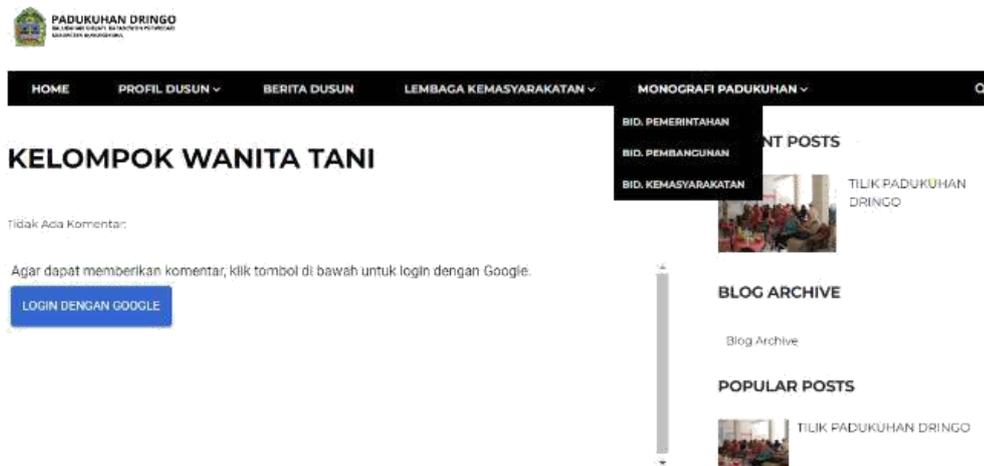


Figure 3. Website of the Hamlet Monograph (Development Sector, Government Sector, Society).

The success of the activity is based on the previously determined success metrics by applying the ABDC method. The ABCD methodology is used as the main foundation for village digitalization efforts in relation to the context of Dringo Hamlet with asset optimization playing an important role in the transformation of digital assets on the Hamlet website. These indicators are in accordance with the fact that the Dringo Hamlet profile website has been completed, developed and improved. The community and residents can access the profile website online at the URL address [https:// padukuhandringo-gunungkidul.blogspot.com/](https://padukuhandringo-gunungkidul.blogspot.com/) Website Profile of Dringo Hamlet with landing page website functions as a source of information related to Dringo Hamlet. Stakeholders of Karang Taruna Dringo Hamlet can operate and manage data on the published website profile. The representative can also perform data processing in the form of monitoring, maintenance, and evaluation of the website profile, which the Dringo Hamlet website can run effectively.

The output of this program is the official website profile of Dusun Dringo, as well as digital assets that are collected, managed, and activated. The results of the website profile and the resources it contains serve to disseminate information, promote potential and empower the people of Dusun Semalum effectively. It is hoped that this activity can be an example and inspiration for villages and hamlets in efforts to transform the provision of information based on website profile technology to improve communication and information to support optimal digitalization.

4. CONCLUSION

Dringo village website-based service system with pages <https://padukuhandringogunungkidul.blogspot.com/> is a innovation in the context of solutions to problems faced by Dringo village. Community service activities carried out by the KKN team batch 114 from group 91 with partners from Padukuhan Dusun Dringo Girijati in an effort The creation of a hamlet profile website aims to increase the

empowerment of media based on digital information access with a profile website in an effort to digitize the village that encourages increased village empowerment for the internal community of Dringo Girijati Hamlet and the external community at large. This stage starts from the preparation, implementation, and evaluation stages. Based on the creation of a website using the village profile website as the main portal for all information about the potential and activities in the village, it is hoped that it can provide complete information for village promotion facilities for the community.

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