

OPTIMIZING THE SIMPEL DESA APPLICATION TO IMPROVE ACCESS AND EFFECTIVENESS

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Abstract: *Batulawang Village is one of the villages that has great potential in various aspects, including agriculture, tourism, and micro, small and medium enterprises (MSMEs). However, one of the main challenges faced is the lack of access and effectiveness in delivering information and services to the community. The Simpel Desa application comes as a digital solution that can overcome this challenge. This community service aims to optimize the use of the Simpel Desa App, to improve access and effectiveness in various public services, and support the progress of Batulawang Village*

Keywords: *Simpel Desa Application, Optimization, Service Access, Effectiveness, Batulawang Village*

1. INTRODUCTION

Batulawang Village is located in a strategic area with great potential in various sectors, such as agriculture, tourism, and Micro, Small and Medium Enterprise (MSMEs). However, limited access to information and efficient services is still a major obstacle in utilizing the village's potential. Information and communication technology (ICT) has an important role in supporting village development, one of which is through the Sempel Desa application, designed to facilitate digital public services.

The Sempel Desa application is a platform that provides various features such as village information, administrative services, community complaints, and other public information. Optimizing this application is essential to ensure that the community can utilize the available services effectively and efficiently. The Sempel desa app is one of the efforts to implement digitalization of village development based on the Village SDGs, namely governance, social governance, and village commercial governance, in order to improve public services and village economic recovery through labor-intensive. Sempel desa provides solutions to improve administration, public services, digital-based social basic services and improve the village economy through participatory business with digital labor-intensive patterns to increase Village Original Income (PADES) through Village-Owned Enterprises.

Advances in information technology have greatly supported the government, especially local governments, in improving the quality of services and getting closer to the community.

In its implementation, two versions were created: a website version managed by the government and village institutions as admins, and an Android application version that can be accessed by the wider community to get the various benefits offered. This application digitizes the interaction process of village administration and services, making it more efficient and faster, while still complying with the regulations that apply in each village. Sempeldesa makes it easier for people to take care of important documents that require a cover letter from the village more quickly. In addition, this application also provides information transparently to the community and serves as a means of direct communication between the community and the village government to solve various village problems.

2. METHODS

Batulawang Village is located in the Banjar City region of West Java Province, Indonesia, and is known for its natural beauty and strong community culture. The village has great potential in various sectors, including agriculture, tourism and micro, small and medium enterprises (MSMEs). However, the challenges facing the village are complex, particularly in terms of improving the quality of public services and access to information for the local community.

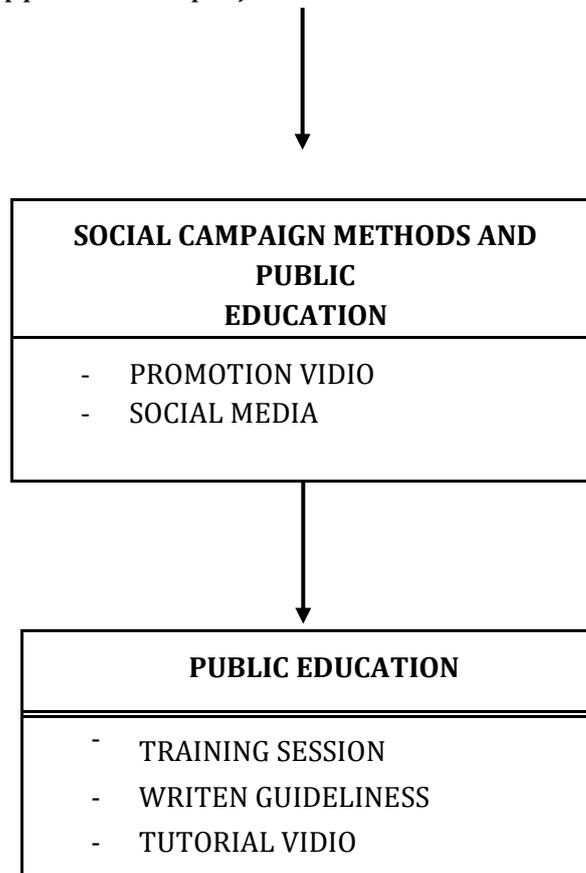
With the development of information technology, the village government has developed a simple application designed to improve access to information and services for Batulawang villagers. The application offers various features, such as village announcements, online administration services, and access to information on village programs. Although this application has great potential to make life easier for residents,

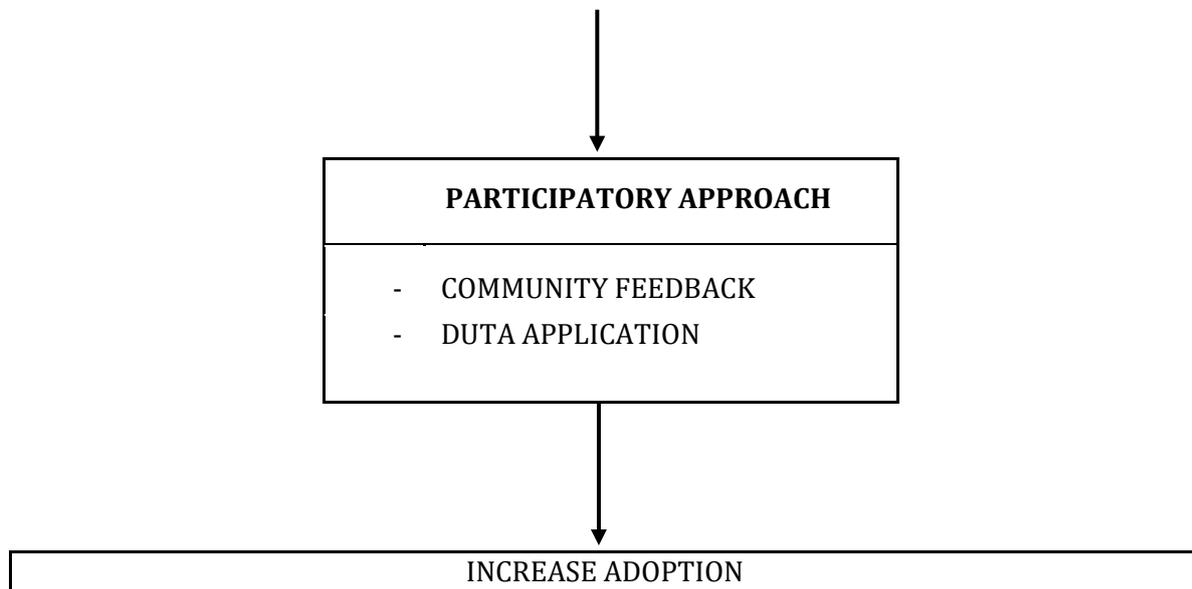
the adoption rate is still low. This is due to the lack of community understanding of the benefits and use of the application.

To overcome these challenges, the village application socialization project in Batulawang Village was implemented using the Social Campaign and Public Education Method. This method aims to increase community awareness and participation in the use of village applications through a structured and participatory approach.

A social campaign is a series of communication activities designed to change people's attitudes, behaviors, or knowledge about a particular issue. In this context, a social campaign was used to raise awareness among Batulawang villagers about the existence and benefits of the simple village application. The campaign was conducted through various communication channels, including social media, promotional videos, posters, and infographics, designed to capture people's attention and encourage them to use the app.

Public education is an approach that focuses on improving people's knowledge and skills on a topic through training, counseling, or dissemination of educational information. In this project, public education aims to ensure that the community not only knows about the village application, but also understands how to use it effectively. Public education is done through the creation of video tutorials that can be accessed by the community. The following chart illustrates the flow of the social campaign and public education methods applied in this project.





The Social Campaign and Public Education method applied in this project involved several interrelated strategic steps. First, the social campaign served as an initial step to reach out to the community at large and invite them to use the village app. The campaign was conducted through a promotional video showing the benefits of the app as well as the use of village social media to raise public awareness.

Furthermore, public education was conducted to ensure that the public not only knew about the app but also understood how to use it effectively. This education is done through the dissemination of video tutorials that can be accessed at any time.

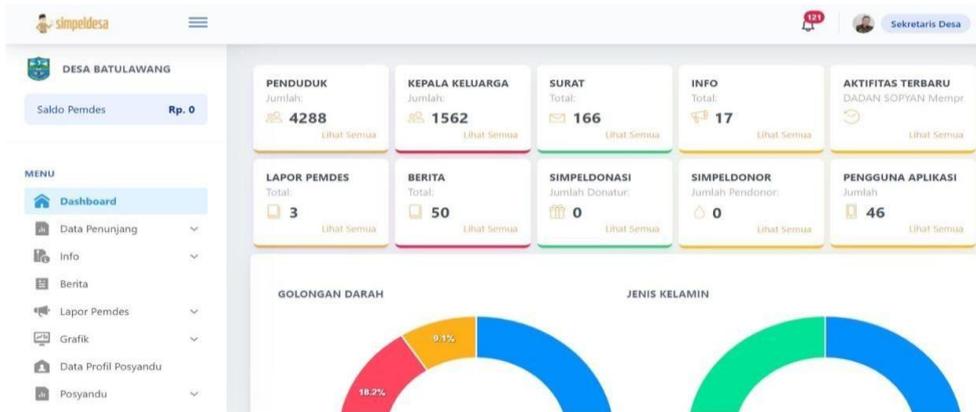
In addition, this method adopted a participatory approach where the Batulawang Village community was actively involved in the socialization and education process. The community was encouraged to provide feedback which was then used to adjust the campaign content. Some residents were also involved as app ambassadors who helped disseminate information and provide guidance to fellow residents.

All of these steps are aimed at increasing the adoption of village applications, with the hope that more residents will utilize this technology to ease access to public information and services. Ultimately, this increased adoption is expected to support the overall progress of Batulawang Village.

3. RESULT AND DISCUSSION

The community service carried out is optimizing the Village service application, namely Sempel Desa. Besides that, in this optimization activity, training is given on the use of the application through video tutorials and invitations to the Batulawang Village Community to use the application.

1. Sempel desa application dashboard



The Dashboard page is the initial page that will be displayed or the main menu page. Contains views, namely population data, family heads, letters, village info, recent activities, village government reports, news, sample donations, sample donors, application user data, posyandu data, charts, visitor data.

2. Population of Batulawang Village by gender



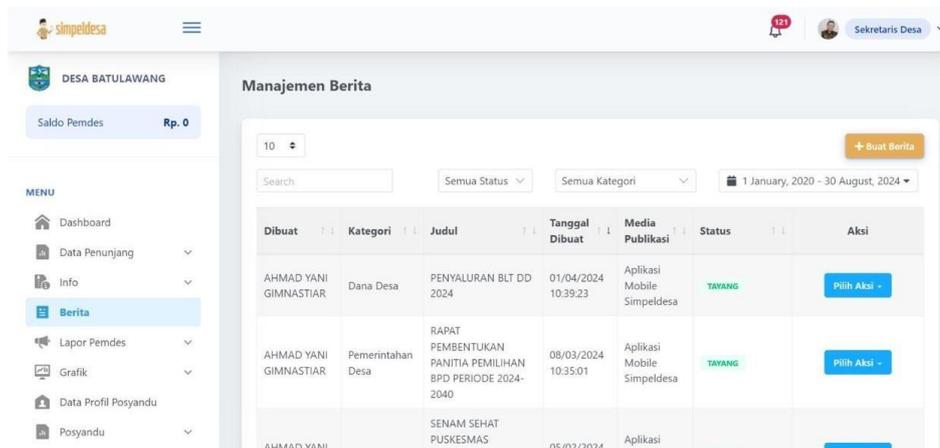
On this page, it can be seen that the population of Batulawang Village for the male sex population of 2,150 people is quite large with a percentage of 50.14%, while the female sex population of 2,136 people is not too significant with the number of men with a percentage of 49.86%.

3. Graph of Simpel Desa app users



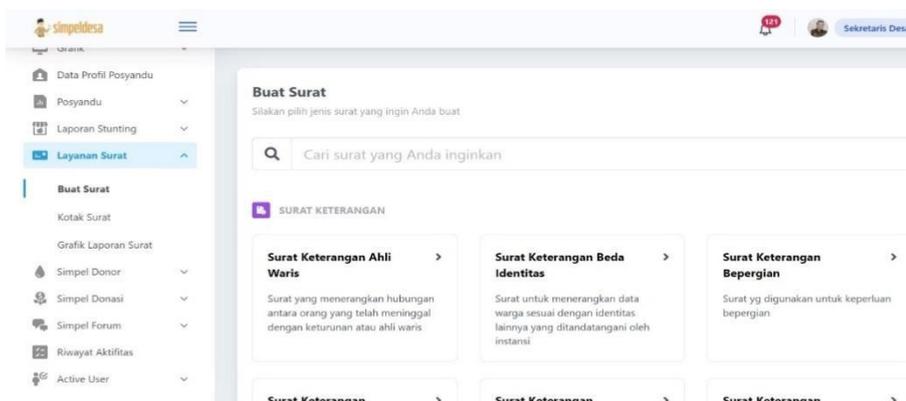
The graph page is a page where application user data is displayed every month, we have a work program that is optimizing the online services of the Simpel Desa application and from the results of the activities we carry out to promote and socialize this application to the Batulawang Village Community there is very rapid progress. Many people have used the Simpel Desa online application for correspondence purposes seen in the picture in August there is a very high increase in the graph.

4. News Menu

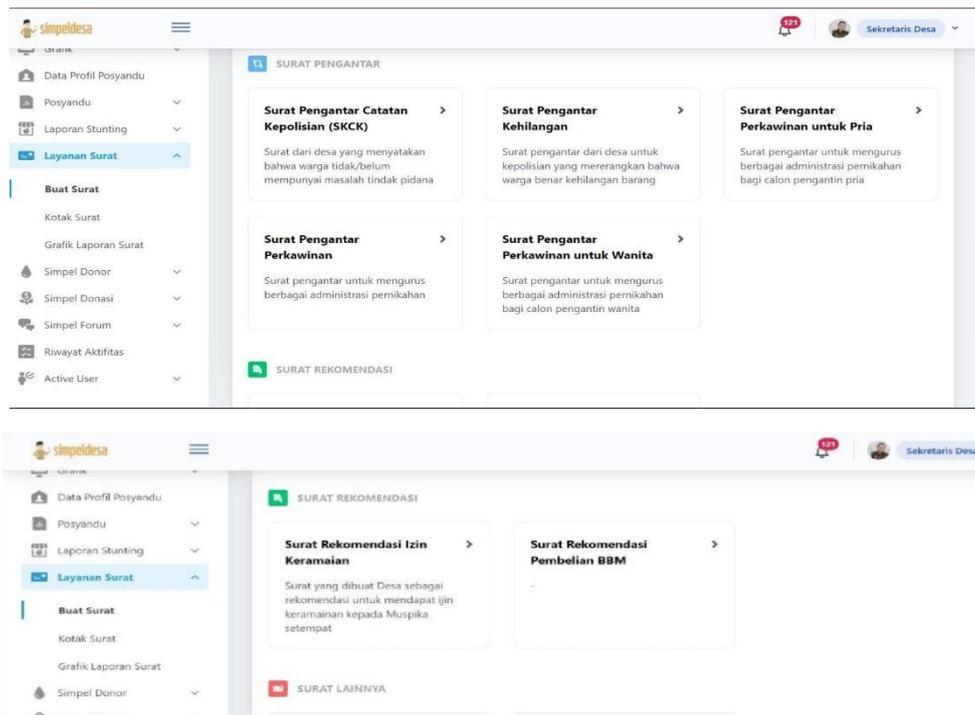


The news menu page is a page that provides news information about activities that have been carried out in Batulawang Village.

5. Mail Service Menu



The letter page is used to upload letters that are needed by residents. This letter can



later be downloaded by citizens. The types of letters that can be downloaded are heir certificate, different identity certificate, traveling certificate, police record cover letter, missing certificate, marriage cover letter for men, marriage cover letter, marriage cover letter for women, crowd permit recommendation letter, fuel purchase recommendation letter, power of attorney letter, duty letter/order.

4. CONCLUSION

Optimizing the Simpel Desa online application service has several things that can be concluded, namely:

1. With the Simpel Desa application, staff can provide services faster than before and facilitate the community in making correspondence. This is because residents only need to download the required letter on the Simpel Desa application, then fill in the data and just take it to the village office.
2. The social campaign and public education project implemented in Batulawang Village successfully increased community awareness and participation in the use of Simpel Desa applications. Through a structured approach, starting from an effective social campaign to the implementation of comprehensive public education, the project was able to overcome the technology adoption barriers previously faced by the village community.
3. The social campaign succeeded in attracting the attention of citizens by using various communication media, such as videos and social media. This provided a strong foundation for building public awareness about the benefits of the app. Meanwhile, the public education program, with the creation of video tutorials, provided the practical knowledge needed by citizens to use the app with confidence.
4. The participatory approach applied in this project also had a positive impact, where the community was not only the recipient of information but also actively contributed

to the socialization and education process. This participation strengthens the relevance and acceptance of the project at the local level, while ensuring that the solutions generated are in line with the needs of the community.

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