

Development of Village Digitization through the “Kaline X Mbangun Desa(in)” in Srihardono Village Bantul Yogyakarta

Dendy Dio Damar¹, Audrey Vania Zahrani Kinasih², Rizka Aprilia Nur Khasanah³, Sandra Ramadhani Wicaksono⁴, Fajar Junaedi⁵

¹ Department of Agrotechnology, Faculty of Agriculture, Universitas Muhammadiyah Yogyakarta, Bantul, Yogyakarta, Indonesia, 55183

² Department of Communication Sciences, Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta, Bantul, Yogyakarta, Indonesia, 55183

³ Department of Communication Sciences, Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta, Bantul, Yogyakarta, Indonesia, 55183

⁴ Department of International Relations, Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta, Yogyakarta, Indonesia, 55183

⁵ Department of Communication Sciences, Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta, Bantul, Yogyakarta, Indonesia, 55183

Email: dendy.dio.fp19@mail.umy.ac.id¹; vania.kinasih.isip19@mail.umy.ac.id²; rizka.aprilia.isip19@mail.umy.ac.id³; sandra.r.isip19@mail.umy.ac.id⁴; fajarjun@umy.ac.id⁵

ABSTRACT

The village information system implementation should continue to be optimized by every village in Indonesia. However, to make it happen, it is necessary to develop the village information system in every village, one of which is the Online Kalurahan Program (Kaline). The method used is by digitizing and branding the Kalurahan located in Srihardono Village Bantul Yogyakarta. This program can be realized in approximately two months by conducting research and focus group discussion with Srihardono Village staff and local community representatives. Then, we conducted digital content production. The results of this service are the creation of village design assets, profile books, website homepages, social media templates, and village profile videos.

Keyword: Development, Village, Digitization, digitizing, branding

INTRODUCTION

Law No. 6 of 2014 concerning villages that application of Village Information System (SID) must be optimized. However, this was not successful because of problems such as a lack of information about the village being conveyed to the community. Based on the existing problems, a solution was created in the form of a program called Kalurahan Online (Kaline) which provides solutions to increase SID while simultaneously digitizing villages in the Special Region of Yogyakarta and strengthening the management of Village-Owned Enterprises (BUMDes).

Increasing using SID is the government's effort to implement e-government in accordance with the instructions of the President of the Republic of Indonesia Number 3 of 2003 concerning National Policy and Strategy for e-government Development. in the current era, it is important to use technology that facilitates SID management so that Kalurahan information can be properly distributed to the public.

Within this the most accurate data source for population data needs. Therefore, the presentation of population information data to the public must be carried out effectively and efficiently so that the information is presented in an interesting, fast, and accurate manner so that in the future there will be the digitization of population information (Ardhana, 2019).

Kaline program focuses on solving these problems, managing village profiles, and BUMDes profiles, including village profile videos, templates for village websites, village social media concepts, and BUMDes which are all digital based. This program involves Universitas Muhammadiyah Yogyakarta students collaborating with Institut Seni Indonesia students in the Mbangun Desa(In) program. The aim is to provide opportunities for students to serve the community and be able to develop their potential.

The Kaline program implemented by Community Service Program (KKN) team in Srihardono Village are one of the 17 sub-districts that are partners in the Kaline program. Srihardono is one of the sub-districts located in Kapanewon Pundong, Bantul Regency, Special Region of Yogyakarta.

It is like any other kelurahan in the Special Region of Yogyakarta, Srihardono has problems related to SID management and BUMDes management. but BUMDes in the Kalurahan Srihardono has not yet been formed so activities are focused on the Village Headquarters Srihardono is an update of the Village Profile Srihardono digitally. Kalurahan Online (Kaline) together with Mbangun Desa(in) involved students of Universitas Muhammadiyah Yogyakarta and Institut Seni Indonesia in creating an Independent Learning Campus Merdeka (MBKM) ecosystem in the form of community service that

focuses on digitizing urban villages and strengthening governance BUMDes.

LITERATURE REVIEW

In (Tamrin et al., 2022) research, the research method uses a qualitative method that is described by collecting and analyzing a lot of data. Such as through online media articles, academic journals, and proceedings. To get another perspective, an interview was conducted with the head of The Kertayasa Tourism Village Management. Questionnaires in the form of Google Forms were also distributed by researchers to the digital team of Kertayasa Village and Selasari Tourist Village who participated in the digitalization training of tourist village management to get different perspectives on the digitalization process in their respective villages.

The results obtained by this research are that digitization in the management of tourist villages is an absolute thing and should not be ignored. Many tourism actors already understand the importance of digitization, but the limited knowledge possessed by tourism village managers limits their development.

The novelty of this research can be seen from the research methods used. If previous research used qualitative methods that described and analyzed with a lot of data. Interviews were conducted and questionnaires were distributed to get other perspectives, but this research uses a participatory approach by carrying out community service and observation by going directly to the field by having discussion group focused with village staff and local communities representatives.

This paper is community service research that has been completed. The aim of this research is to digitize villages in Srihardono, Bantul through the Kaline X Mbangun Desa(in). The components of digitizing this village includes making village design assets, making a profile book, making website homepage, making social media templates, and making video profile.

METHOD

The steps taken by researchers in carrying out community service through the Kaline X Mbangun Desai(in) starts with observing the service location, to get the information and data needed during the activity.

After the required information and data is sufficient, then the researcher begins to work on the work program that has been prepared previously is do digitization and branding village through the official website and social media accounts village. After all work programs are done, then researchers submit the output that has been done to the village for done implementation and evaluation. During study ongoing, data and information collection were done

with a method discussion group focused together with staff Village and local community representatives.

After the data is obtained, proceed with the production of digital content as well as in-form photos and videos. Production done with involve the community. Engagement This aimed at society not only becomes object but also to be subject in this program.

RESULT AND DISCUSSION

According to Kaline 's tagline that is move together with the village; it is hoped that after this activity ends the village can continue any activities that have been exemplified first by the Community Service Program (KKN) Kaline team. So that after the KKN ends, the village can continue to progress and continue to develop village digitization. Assistance already carried out by the KKN Kaline team can keep going become guidelines villages to continue existing programs and can be implementing independently and sustainably by working with other village officials and related parties.

(1) Making Village Design Assets

Design assets in the form of logos and mascots village works as symbolism from picture village regularly symbolic. The logo made by KKN members is made to look newer, more modern and keep up with the times. This thing is done so that the symbol from village no looks outdated. Meanwhile mascot, made for forming symbolism from potential village in a way that is not too formal. Design assets in the form of logos and mascots Kalurahan Srihardono is also registered as Rights above Intellectual Property Right (IPR) at the Indonesian Ministry of Law and Human Rights.

Figure 1. Main Logo Srihardono Horizontal



Figure 2. Srihardono village mascot



(2) Making a Profile Book

The output from this program is a profile book from the village of Srihardono. In addition profile book serving information, is also packaged for promoting potency tourism owned by the Village Srihardono profile villages

and sub-districts is a description complete about character villages and sub-districts within them is basic data family, potential resource nature, resources human, institutional, infrastructure, and facilities as well as development progress and problems encountered (Achsin et al., 2015). Book-aligned profile with need village is matter important prioritized (Lail, 2015).

Figure 3. Srihardono Village Profile Book

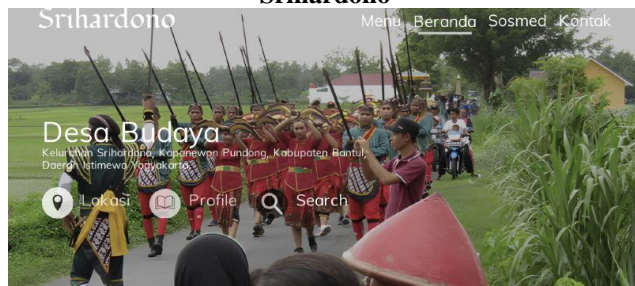


(3) Making Website Homepage

Websites can be used as a promotional medium effect. Compared to with other promotional media such as brochures, posters and others, websites are the most inexpensive, effective and efficient promotional media if can managed with appropriate (Muntoha et al., 2015).

The output form website homepage template made by members devotion This own objective for make more homepages interesting for visited and more convenient to use by the device future village _ will manage website the Homepages it also has function in the form of news information media from the village for residents, menus that can be accessed by visitor's website, and overview general about village Srihardono.

Figure 3. Appear Homepage Website Villages Srihardono



(4) Making Social Media Template

Instagram is a social media that has superiority in content photos and short videos (Rohmah, 2020). Instagram social media can utilize For managed as promotional media (Mahmudah & Rahayu, 2020). Coordinated management of Instagram will increase interaction audience (Fajri, 2017). Good management needed in management of Instagram

institutions (Setyaningsih et al., 2019) This is what the Instagram social media template creation program is based on village Srihardono.

Output form social media templates Instagram has objective for interesting interest audience to visit Srihardono as destination village that can interest tourists. Moreover, this village has a lot of potential such as culture, art, and culinary tourism. Social media also works for event promotion food which is a village icon This that is Miedes. In addition, the village website, the media social too receptacle for giving information active to the most followers are inhabitant from village.

The output from this program is media templates social this expected can help media manager social in arrange how media management social village that can interesting for visited audience.

Figure 4. Appearance Village Instagram Templates Srihardono



(5) Making Video Profile

The video profile is description audiovisuals show content from village good from facet culture, arts, destinations travel and culinary. This video profile can useful as promotional media to the candidates visitors to be interested for visit to village Srihardono.

The whole aspect from output of the Kaline KKN Program (Online Kalurahan), basically aim for build an identity new or branding of a village digitally. This is done in order a village do not left behind by existence development continuing technology go ahead and do utilize technology the as tool for advance village with method utilize the potentials in the village.

CONCLUSION AND RECOMMENDATION

In accordance with KKN Kaline 's *tagline* that is move together with village; it is hoped that after this activity ends the village can continue any activities that have been exemplified first by the KKN Kaline team. So that after the

KKN ends, the village can continue to progress and continue to develop village digitization. Assistance already carried out by the KKN Kaline team Can Keep going become guidelines villages to continue existing programs and can be implemented independently and sustainably by working with other village officials and related parties.

sebagai Implementasi E-Tourism. *JUSTIN (Jurnal Sistem Dan Teknologi Informasi)*, 10(1), 34–39.
<https://doi.org/10.26418/justin.v10i1.45477>.

REFERENCE

- Achsin, S. N., Cangara, H., & Unde, A. A. (2015). Profil Desa dan Kelurahan sebagai Sumber Informasi: Studi Evaluasi tentang Penyediaan Informasi Potensi Desa dan Kelurahan di Sulawesi Selatan oleh Badan Pemberdayaan Masyarakat Pemerintahan Desa dan Kelurahan (BPMPDK) Provinsi Sulawesi Selatan. *Jurnal Komunikasi Kareba*, 4(4), 449–467.
<https://journal.unhas.ac.id/index.php/kareba/article/view/649>
- Ardhana, V. Y. P. (2019). Sistem Informasi Data Kependudukan Desa Berbasis Web. *SainsTech Innovation Journal*, 2(2), 1–5.
<https://doi.org/10.37824/sij.v2i2.2019.99>
- Fajri, J. (2017). *Dimensi Interaktivitas Media Sosial*. 5(3), 87–101.
- Lail, J. (2015). Pembuatan Profil Duku Sentono. *Jurnal Inovasi Dan Kewirausahaan*, 4(2), 109–111.
<https://journal.uui.ac.id/ajie/article/download/7907/6916>
- Mahmudah, S. M., & Rahayu, M. (2020). Pengelolaan Konten Media Sosial Korporat pada Instagram Sebuah Pusat Perbelanjaan. *Jurnal Komunikasi Nusantara*, 2(1), 1–9.
<https://doi.org/10.33366/jkn.v2i1.39>
- Muntoha, Jamroni, & Tantria, H. (2015). Pemanfaatan Situs Web sebagai Sarana Promosi Desa Songbanyu, Kecamatan Giri Subo, Gunung Kidul, Daerah Istimewa Yogyakarta. *Inovasi Dan Kewirausahaan*, 4(September), 5.
<https://journal.uui.ac.id/ajie/article/download/7921/6931>
- Rohmah, N. N. (2020). Media Sosial Sebagai Media Alternatif Manfaat dan Pemuas Kebutuhan Informasi Masa Pandemi Global Covid 19. *Al-I'lam: Jurnal Komunikasi Dan Penyiaran Islam*, 4(1), 1–16.
- Setyaningsih, P. N., Suadnya, W., & Fajarica, S. D. (2019). Manajemen Konten Media Sosial Instagram pada BKKBN Provinsi NTB sebagai Strategi Humas dalam Membangun Brand Awareness Instagram Social Media Content Management in Family Planning Coordinating Board of West Nusa Tenggara Province as Public Relations Strat. *Journal Of Media and Communication Science* 1 Diterbitkan Oleh Program Studi Ilmu Komunikasi Universitas Mataram, 3(1), 1–11.
- Tamrin, I., Simanjuntak, D., & Afriza, L. (2022). Digitalisasi Tata Kelola Desa Wisata Kertayasa

