Digitalization of The Wirokerten Village Government: Facilitating the Creation of Logo and Mascot Based on Village Potentials

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Abstract. The Universitas Muhammadiyah Yogyakarta community service program based on the partner village development program (PPDM) scheme in collaboration with the Wirokerten Village Government aims to assist in creating logos and mascots based on the Wirokerten Village potentials. There were several considerations for this program. First, the Wirokerten Village did not yet have a logo and mascot. Second, with the existence of a logo and mascot, the Wirokerten Village would be able to brand and promote tourism and MSME potential. The implementation of this program applied four stages. They were the internal preparation stage, namely the focus group discussion, the program execution stage, monitoring evaluation, and follow-up plans. The result of the PPDM scheme's community service was the creation of the Wirokerten Village logo, mascot as well as a video profile of the Wirokerten Village.

Keywords: citizen guard, empowerment, Kalinongko.

1 Introduction

Since 2019, people has been experiencing the impacts of Covid-19 until today. This pandemic has affected all sectors of life. This pandemic has put pressure on society to make good use of technology [1]. It is this technology that makes society evolve into a modern society [2]. There are various types of technology, including information technology, economics, food, medicine, education, and so on [3]. Information technology is a technology that experiences continuous updates almost every day. One form of progress in information technology is marked by the rise of information that is easily obtained by the public through social media, such as Instagram, Twitter, YouTube, and Facebook as a trigger for community change to become a digital society [4].

The Indonesian government through the 2021 State Budget (APBN) allocates a budget of IDR 414 trillion for infrastructure development, specifically economic recovery, provision of basic services, strengthening digital infrastructure, and increasing digital connectivity [5]. This APBN will be allocated to the smallest scope of government, namely village government. The village government is required to empower the community to be literate in information technology [6].

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This community empowerment was translated by the Bantul Regency Government through Bantul Regent Regulation Number 48 of 2019 concerning Village Information System Management. It regulates village information technology which is realized through the Digitalization of Village Information. However, in practice, the management of this digitalization is still less optimal, especially in terms of website visualization for each village in the Bantul Regency. This issue was reinforced by several previous articles which stated that the Village Government had not yet focused on managing digital information villages as evidenced by suboptimal management and unorganized layout [7][8][9].

This digitalization needs to be developed as an effort to create a village that is unique and different from the others. This digitization is a utilization activity from print to digital to make it more effective and efficient [10][11][12][13]. This digitalization provides a real view of the actual conditions in the village. The actual conditions here are related to the potential possessed by each village as a superior entity. This digitalization is realized by creating village logos and mascots based on local potential. This logo and mascot are the characteristics that distinguish one village from another. However, the problem is not every village has a logo and mascot, including the Wirokerten Village.

The distance between the Wirokerten Village and Yogyakarta Muhammadiyah University is around 11.8 km and takes about 25 minutes to travel. The Wirokerten village is one of eight villages in Kapanewon Banguntapan. The Wirokerten sub-district has an area of 386.17 ha with a population of 13,750 people [14]. The Wirokerten sub-district consists of eight hamlets, namely Grojogan Padukuhan, Botokenceng Padukuhan, Sampangan Padukuhan, Kepuh Kulon Padukuhan, Kepuh Wetan Padukuhan, Wirokerten Padukuhan, and Mutihan Padukuhan.

![Figure 1. Distance and travel time between UMY and Wirokerten Village](image)

The Wirokerten Village’s vision is to create an independent, prosperous, cultured, and innovative society based on religious values. As for the seven missions of the Wirokerten Village, namely bureaucratic reform and service governance, improving the quality of education, improving public health, poverty alleviation, food security and infrastructure, environment and disasters, and increasing cultural values.

The picture above shows the potential of Wirokerten village as a basis for creating village logos based on some local potentials. From the two figures above, it can be explained that the local potentials of the Wirokerten Village are in the form of a rice field area of 147.32 hectares and SMEs represented by the emping melinjo industrial center located in Kepuh Kulon hamlet. Apart from that, there are also tourism potentials such as the Grojogan Pendopo Pond in Grojogan Padukuhan, Gajah Wong River in Glondong Padukuhan, Kertopaten Lilin Village, and emping mlinjo production center in Kepuh Kulon Padukuhan, and so on [15]. The purpose of this service is to assist in the creation of the village logo and mascot based on some local potentials from the Wirokerten Village itself.
Based on the description of the situation analysis above, the main problem of the Wirokerten Village is the absence of a village logo or mascot that represents some local potential in the Wirokerten Village. More details, the problems in Wirokerten Village can be seen in the table below:

<table>
<thead>
<tr>
<th>No</th>
<th>Problems</th>
<th>Impact of the Problems</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Wirokerten Village Government does not yet understand this management of village digitalization</td>
<td>Management of digital-based information in the Wirokerten village government has not been managed properly</td>
</tr>
<tr>
<td>2</td>
<td>The facilities and skills capacity of the Wirokerten Village Government is not qualified in making village potential-based logos, mascots, and video profiles.</td>
<td>The Wirokerten village government does not have its own identity, such as the absence of a logo, mascot, and video profile of the kelurahan</td>
</tr>
</tbody>
</table>

Table 1 shows there are two problems faced by Wirokerten village. First, the Wirokerten Village government has not yet understood the management of village digitalization. Second, the facilities and skills capacity of the Wirokerten Village Government are not yet qualified in making village potential-based logos, mascots, and video profiles. Based on this problem, the impact can be specified, including; 1) Management of digital-based information in the Wirokerten village has not been managed properly. The Instagram of the Wirokerten Village Government (@kalurahan_wirokerten) which is not good in visualization is the evidence., Wirokerten Village does not yet have a YouTube account as a form of bureaucratic transparency, and the Village Information System (SID) is not neatly organized as evidenced by several features that have not been updated. In addition, the Wirokerten Village Government thinks that logo, mascot, and video profile are not necessarily needed within the scope of the Village. However, these three objects are important for realizing the digitalization of the Wirokerten Village; 2) The facilities and skill capacity of the Wirokerten Village Government are not yet qualified in creating a logo, mascot, and village potential-based village profile video. This condition is a result of the educational background of Wirokerten village officials in which none of them has the capacity in terms of Visual Communication Design. This is reinforced by the absence of supporting facilities in creating
the logo, mascot, and video profile of the Wirokerten village based on village potential. In the Village Revenue and Expenditure Budget (APBKal, there is no specific budget for making the village mascot or logo, so the Wirokerten Village Government has no plans to make a logo, mascot, and video profile for the Wirokerten Village.

In the implementation of the Community Service Program (PKM) there are several problem-solution strategies offered to overcome the partner’s problems based on the results of observations and problems experienced by partners. The problem solutions offered to solve partner problems can be seen in the table below:

Table 2. Solutions to the Problems of Partner Village

<table>
<thead>
<tr>
<th>No</th>
<th>Problems</th>
<th>Impact of the Problems</th>
<th>The Solution to The Problems</th>
<th>Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Wirokerten Village Government does not yet understand this management of village digitalization</td>
<td>Management of digital-based information in the Wirokerten village government has not been managed properly</td>
<td>Wirokerten Village Digitalization Training</td>
<td>Increasing the understanding of the Wirokerten Village regarding the management of digitalization of the Village</td>
</tr>
<tr>
<td>2</td>
<td>The facilities and skills capacity of the Wirokerten Village Government is not qualified in making village potential-based logos, mascots, and video profiles.</td>
<td>The Wirokerten village government does not have its own identity, such as the absence of a logo, mascot, and video profile of the kelurahan</td>
<td>Logo, mascot, and video creation assistance potential-based profile of the Wirokerten Village</td>
<td>The creation of a logo, mascot, and video based on the potential of the Wirokerten Village</td>
</tr>
</tbody>
</table>

From Table 2, it can be explained regarding the solutions to the two problems above, namely:

1. **Training on Digitalization of the Wirokerten Village.** This training will be conducted through Focus Group Discussions so that partners can absorb well-managed information material. This training aims to increase Wirokerten villagers understanding of the digitalization management of the village so that it is neatly organized, both in terms of visualization and website content from the Village Information System (SID).

2. **Assistance for Logo Design for Wirokerten Village Based on Local Potential.** This activity will be accompanied by a team of experts in the field of graphic design so that they can create an attractive logo. This team aims to create the identity of the Wirokerten Village.

3. **Assistance in Designing Wirokerten Village Mascots Based on Local Potential.** This activity will be accompanied by a team of experts in the field of graphic design so that they can create an attractive mascot. This is to create the identity of the Wirokerten Village.

4. **Assistance in Designing Wirokerten Village Profile Video Based on Local Potentials.** This activity will later be directed to assist partners in introducing the potential that exists in the Wirokerten Village which is accommodated in the video to introduce the potential contained in the eight Padukuhan Kelurahan Wirokerten.

Of the several solutions to these problems, it has two main objectives, namely increasing the understanding of the Wirokerten villagers regarding the management of digitalization of the Village so that it is managed properly. This training will focus on managing Instagram, YouTube, and SID social media. In addition, the aim is to create the identity of the Wirokerten Village, which is embodied by a logo, mascot, and video profile based on some potentials of the Wirokerten Village.
2 Methodology

The implementation of this community service program aims to create the identity of the Wirokerten Village to create a logo, mascot, and video profile and to realize the digitalization of the Village. Through this digitalization, it will provide characteristics according to some local potentials of the Wirokerten Village. To realize this activity, it requires the stages of the Community Service (PKM) process. This PKM stage adopts [16] through five stages which are explained by the implementation flow chart below:

![Implementation Stages](image)

Figure 3. Implementation Stages

From the picture above, it can be seen that the flow of implementation of this community service program is divided into five stages of implementation, including; first, the internal preparation stage; second, the stages of program execution; third, monitoring and evaluation; fourth, program improvement; fifth, follow-up plan. This stage of activity can be explained as follows:

1. Internal Preparation Stage

   This preparatory stage was divided into three stages, including socialization, discussion, and finalization which are explained in detail as follows:
   a. First, it began with socialization with partners, namely the Wirokerten Village Government, represented by the Wirokerten Village Administration. This socialization served to provide an understanding of the function of the village potential-based village logo, mascot, and video profile.
   b. Second, it was followed by a discussion aimed at exploring the potential of the village as the basis for the creation of the Wirokerten Village logo, mascot, and video profile.
   c. Third, finalizing the maturation of the concept. This activity was conducted through a Focus Group Discussion (FGD). Focus Group Discussion is a discussion concept that facilitates the service team in obtaining convenience, openness, trust, perceptions, and experience from partners [17][18][19]. The finalization which was conducted through the FGD was also attended by Wirokerten Village officials, the community service team, and students of the Yogyakarta Indonesian Art Institute as a follow-up to a mutual agreement.

2. Program Execution Stage

   This implementation phase is the translation of the formula from the finalization of the preparation stage. This stage involved a team of experts in the field of Visual Communication Design (DKV) represented by ISI Yogyakarta students. This stage will be divided into three steps, namely:
   a. Assistance for Logo Design for Wirokerten Village Logo Design Based on Local Potential. This assistance to create logos was based on the vision and mission of the Wirokerten District Headquarters, which is the embodiment of the goals of the Wirokerten Village Government. In addition, the logo will also represent the identity of the Wirokerten Village.
b. **Assistance for Wirokerten Village Mascot Design Based on Local Potential.** This was done by working with ISI YK students as experts in the field of Visual Communication Design. This creation was based on the results of observations and FGDs in the preparation stage of the program so that this mascot became a mascot representing the local potential of the Wirokerten Village.

c. **Assistance for Designing Wirokerten Village Profile Video Based on Local Potential.**

This assistance aims to visualize all the local potential of the Wirokerten Village in the form of a profile video. The profile video was 5-8 minutes long uploaded via social media pages, such as Instagram, YouTube, and so on.

d. **Wirokerten Village Digitalization Training.** This digitalization training is important as a follow-up to making logos, mascots, and video profiles. This digitalization training places more emphasis on managing social media accounts from the Wirokerten Village. The concept of Digitalization Training was conducted through FGDs with expert speakers in the field of digitalization training.

e. **Grand Launching of Logo, Mascot, and Video Profile of Village Potential-Based Wirokerten Village.** The last stage of this implementation was a grand launching of the introduction of the logo, mascot, and video profile to all people, especially the Wirokerten Village Community. The Grand Launching was conducted with the Blumbang Market concept which will be held at the Grojogan Pool. The Blumbang Market invited UMY academics, UKM of the Wirokerten Village, Pamong of the Wirokerten Village, Panewu Kapanewon Banguntapan, and all the people of Bantul Regency.

3. **Monitoring and Evaluation Stage**

The implementation of the monitoring and evaluation phase was carried out in two stages, namely internal and external.

a. Implementation of internal monitoring and evaluation was carried out as a form of monitoring the participation of the service team in carrying out their duties and responsibilities while participating in Community Service (PKM).

b. External monitoring and evaluation were carried out to find out the role and involvement of partners in participating in a series of community service program activities (PKM). The results of the monitoring and evaluation that have been carried out will later be used as an effort to make improvements to the next program.

4. **Program Improvement**

The improvement phase will focus on monitoring and evaluation results, both internal and external monitoring and evaluation. From the monitoring and evaluation stage, it is necessary to improve the program to support the success of digitalizing the village through the creation of logos, mascots, and video profiles based on the potential of the Wirokerten Village.

5. **Follow up plan**

Considering that there is a sustainable opportunity, an effort is needed to ensure the follow-up of this community service program. After carrying out a series of programs, a follow-up plan is carried out. In preparing the follow-up plan, it will be compiled in the form of digital documents according to the needs and agreements between the team and partners. This is done to make things easier for the team in the following year and to ensure the sustainability of this program.

3 **Results and Discussion**

The implementation of the community service program based on the PPDM scheme aims to create the identity of the Wirokerten Village to create a logo and mascot so that it can realize the digitalization of the Village. This service focuses on creating a logo and mascot for the Wirokerten Village. By creating a logo and mascot, the Wirokerten Village was able to
promote tourism and MSMEs. Promotion is a marketing element to inform, introduce, and persuade the wider community about what is being promoted [20]. In its implementation, there were five stages in implementing the program, namely, the preparation stage, the program execution stage, monitoring evaluation, program improvement, and follow-up plans.

3.1. Preparation Stage
This stage was divided into 3 parts. First, it began with socialization with partners, namely the Wirokerten Village government, represented by the Wirokerten village officials. This socialization discussed the logo, mascot, and video profile which aims to provide an understanding to the Wirokerten Village regarding the importance of the logo, mascot, and video profile. Second, it proceeded with the discussion. This discussion aimed to gather information related to the Wirokerten village as the basis for creating a logo, mascot, and video profile. Third, it was finalizing the maturation of the concept. In this stage, a Focus Group Discussion (FGD) had been carried out by the community service team of Universitas Muhamamdiyah Yogyakarta to facilitate, find, and get perceptions from partners. The FGD was also attended by Wirokerten village officials and students from the Yogyakarta Indonesian Art Institute.

![Focused Group Discussion with village partners](image)

3.2. Program Execution Stage
In facilitating the creation of the Wirokerten village logo, Visual Communication Design Students (DKV) of the Indonesian Art Institute (ISI) of Yogyakarta assisted the community service team of the PPDM scheme of Universitas Muhamamdiyah Yogyakarta. This logo appears as the result of the Focus Group Discussion between the community service team and the Wirokerten Village officials previously.

![The Logo of Wirokerten Village](image)
Various symbols contained in the Wirokerten Village logo have their meanings, namely:
a) The headband symbol means persistence and hard work; b) The symbol of the pavilion (joglo) is a symbol of the Wirokerten sub-district which has a firm stance, protects, protects and facilitates its people; c) The symbol of radiating light is a symbol of belief and glorious progress from the various potentials that exist in the Wirokerten Village; The Logotype of Wirokerten of Hambuka Karya Hanggatra Bumi has the meaning as the identity of the Wirokerten Village itself; The silhouette symbol of the head of Wirokerti illustrates the intelligence and concern of the Wirokerten people to take part in thinking about and developing Wirokerten to become an advanced and beneficial village for many people.

In the logo, there are also colors, each of which has a meaning. The green color of the leaves in "WIROKERTEN" means an area that always wants to grow. The yellow and orange colors symbolize enthusiasm, optimism, and harmony to achieve the shared hopes of Wirokerten Village. While the blue color symbolizes mutual trust and support for one another.

Meanwhile, the mascot designing project also involved Visual Communication Design Students from the Indonesian Institute of the Arts (ISI) Yogyakarta. In this creation, the mascot was inspired by the history from the Wirokerten Village. The history taken is a character named Tumenggung Wirokerti. Therefore, to honor him, the name "Wirokerten" from the word "Wirokerti" is used as the name of the village until nowadays.

![Figure 6. The Mascot of Wirokerten Village](image)

The mascot of the Wirokerten Village has several meanings, namely the character does not have eyes to reflect the figure of Wirokerti, who is still a mystery to this day. A round silhouette that symbolizes a sense of enthusiasm, coupled with a *wirokarti* pose that looks dashing and mighty, but still seems easy to approach.

The Wirokerten Village through the Wira Jaya Tourism Awareness Group (Pokdarwis) held the second Blumbang Market. This second Blumbang Market also launched the village logo and mascot which was created by Yogyakarta Art Institute (ISI) students together with the Universitas Muhammadiyah Yogyakarta community service team. The launching of this logo and mascot is the manifestation of the creation of a unique identity in the Wirokerten Village. This logo and mascot also symbolize a historical hero whose name is immortalized in the history of the Wirokerten Village, namely Tumenggung Wirokerti.
Figure 7. The handover of The Mascot and Logo of Wirokerten Village

The handover of the logo and mascot was represented by students from the Yogyakarta Indonesian Arts Institute and Universitas Muhammadiyah Yogyakarta who submitted them to Rakhmawati Wijayaningrum as the Wirokerten Village Head, witnessed by the Chairperson of the Bantul Regency National Crafts Council (Dekranasda) together with Bantul Regency offices, Panewu Kapanewon Banguntapan, and all guests and tourists who attended this second Blumbang Market attraction. The handover was carried out symbolically through two frames containing the logo and mascot framework of the Wirokerten Village.

3.3. Monitoring and Evaluation, Program Improvement and Follow up Plan

The participation of the Wirokerten Village government as a partner in the implementation of the PPDM Scheme Community Service Program was very significant therefore the program had run smoothly. The Wirokerten Village Government provided a place and human resources who were ready to help and were willing to carry out monitoring and evaluation, assisting in evaluating program achievements that had been carried out between service teams and partners. The Wirokerten Village government officials were involved since the beginning of this program, which was formulated based on the results of observations of partners. In addition, the Wirokerten village Government also contributed to financing consumption, space, and equipment.

In addition, the Wirokerten village government also showed their commitment to actively participate in program implementation and program sustainability through a cooperation agreement (PKS) between the Wirokerten Village Head and Yogyakarta Muhammadiyah University, namely the Cooperation Agreement (PKS) Number 0113/C.5-VIII/X/2022 and Number 556/313.

Meanwhile, Yogyakarta Art Institute students were also very helpful in creating the outputs of this community service program. Their skill in visual communication design contributed significantly to this community service program.

The Community Service Team for the PPDM scheme of Universitas Muhammadiyah Yogyakarta monitored and evaluated Wirokerten Village partners during the program. From the monitoring and evaluation results, it can be concluded that the next problem faced by the Village is how to use a good and correct logo by digitizing it. Therefore, the next program improvement is to hold digitalization training to provide an understanding of Wirokerten Village officials. With this digitalization training, it is hoped that it will be able to increase understanding and progress, especially in providing information, access, and services to the people of the Wirokerten Village.
4 Conclusions

The conclusion drawn from this community service is that the PPDM scheme community service team of Universitas Muhammadiyah Yogyakarta had worked together with partners from the Wirokerten Village and Visual Communication Design Students (DKV) of the Indonesian Art Institute (ISI) Yogyakarta. This collaboration had managed to make the logo and mascot for the Wirokerten Village, and also the profile video of Wirokerten Village. In designing the logo and mascot, the community service team of Universitas Muhammadiyah Yogyakarta, ISI Yogyakarta students, and the Wirokerten Village government conducted focus group discussions involving stakeholders around Wirokerten Village to find ideas that were used to make logos, mascot, and profile video. The hope is that the logo, mascot, and profile video will be able to improve the branding of the Wirokerten Village effectively.

References


[15]. Ibid.


