



SOCIALIZATION OF PUBLIC INFORMATION GOVERNANCE OF VILLAGE GOVERNMENT HUMAN RESOURCES MANAGEMENT IN PAKUNCEN VILLAGE, BOJONEGARA SUB-DISTRICT

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Abstrack

The right of the people to be guaranteed to obtain public information in order to increase their active role in state administration, both at the level of supervision, implementation of state administration and at the level of involvement during the public decision-making process. The government's obligation is to provide information to the public quickly, easily, and accurately. In the KKM Student Work Lecture activity group 21 invited a lecturer from Universitas Bina Bangsa, Eli Apud Saepudin as a speaker in student activities in the field of human resource management of government, especially village government, in the Pkm Community Service activity Eli Apud Saepudin provided material with the theme Socialization of Public Information Governance of human resource management in the field of village government in Pakuncen village, Bojonegara sub-district which refers to the main Law Number 14 of 2008 concerning public information disclosure.

Keyword: Law, Human Resource Management Public Information Disclosure

IMPLEMENTATION BACKGROUND

Public information dissemination activities are important to carry out where people are currently aware of technology and do not ignore public information that is only displayed in the village or village office, therefore in the process of Community Service PkM KKM group 21 students from Universitas Bina Bangsa made a work program packaged in socialization activities on governance of public information on human resource management which was carried out on Saturday, August twelfth, two thousand and twenty-three years at the Pakuncen village office, Bojonegara sub-district, Serang Regency, Banten.

The activity was carried out with great enthusiasm, attended by Pakuncen villagers as participants with various backgrounds of expertise, on average earning a living as MSME actors, KKM group 21 students invited three presenters, the first of which was Haryanto, S.H., M.Kn works as a notary who provides material on how to legalize the product name or business name of MSME players in Pakuncen village with an interesting delivery to Pakuncen villagers who do not have Intellectual Property Rights IPR, such as Copyright Law, Patents, Industrial Designs, Trade Secrets, Plant Varieties, Integrated Circuits, Trademarks and many more.

Pakuncen villagers have livelihoods as MSME business actors such as Mr. Muslimat, a resident of RT 05 RW 03, has a peking duck farming business that he has been involved in for 3 years, thank God from the peking duck business, he has 3000 peking ducks that can be sent to all restaurants in Banten Province, There are also other preparations, namely prozzen peking duck which can last for 3 years in cold frezzer temperatures due to lack of public information related to trade legality or

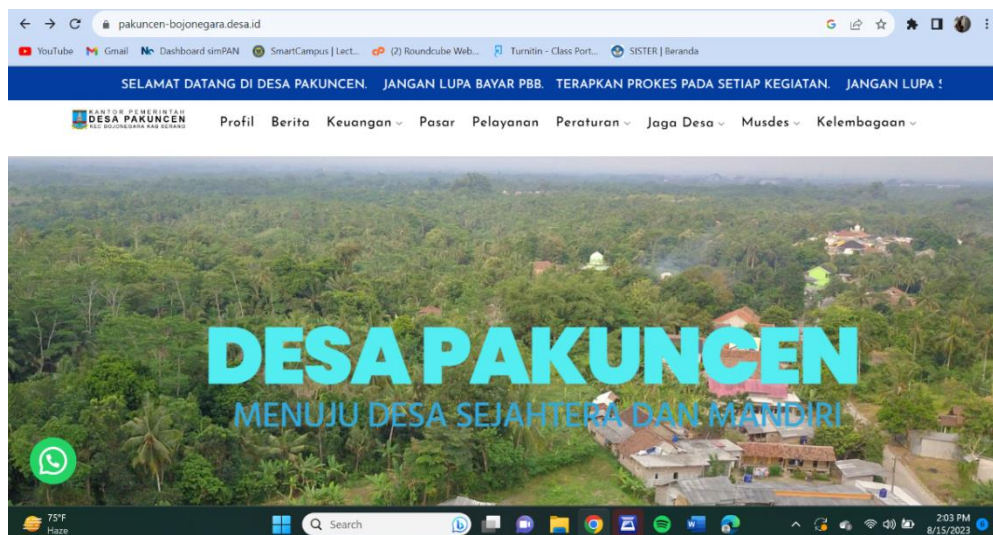
trademarks, Mr. Muslimat has difficulty exporting abroad with the socialization from Haryanto providing fresh air to MSME actors, especially Mr. Muslimat peking duck breeders.

Public information disclosure and socialization of public information is very important to do where not all people are technologically literate, only a few can use technology to promote their merchandise or products, then the second speaker is from Bank Syariah Indonesia or BSI which was attended by Mrs. Neneng Mulyati, S. E as a telemarketing Bank Syariah Indonesia where she explained that to increase the amount of income, of course, it must be supported by strong capital in order to obtain production materials, dropout DO peking ducklings, medicines, feed and many more materials to increase production, besides there are peking duck breeders, in Pakuncen village there are also banana chips MSMEs, there is freshwater fish farming such as tilapia and tilapia and become a food commodity, there is a welding ornamental plant place in paint and distributed to various regions.

The purpose of Ms. Neneng Mulyati, S.E from Bank BSI to provide socialization on strengthening Pakuncen Village MSMEs provides information on how to get a loan from Bank BSI without usury without burdensome installments on the condition that the business already has a trademark IPR, the maximum age is as low as 20 years, it is clear that every month the income from MSMEs is five to one hundred million, so you can go directly to the nearest Bank BSI according to your domicile.

DISCUSSION AND IMPLEMENTATION

In improving public information, the Pakuncen Village Government has improved public information, which originally printed banners about the village budget used in the village, now it has a website that can be accessed through the link page <https://pakuncen-bojonegara.desa.id/profil/> In improving human resources, the head of Pakuncen Village, Mr. Saefulloh, sent their village officials to take part in village apparatus training. Alhamdulillah the results of the training the village apparatus can make public information in the form of a website that is assisted by the KKM 21 Student Group of Universitas Bina Bangsa.



Gambar 1 Website Resmi Desa Pakuncen

In an effort to serve the community, PkM Lecturer Eli Apud Saepudin conducted socialization activities to the Pakuncen village community on the importance of Governance related to Public Information on Village Government Human Resource Management in Pakuncen Village, Bojonegara District on Saturday, August 12, 2023 the activity was held at the Pakuncen village office, Bojonegara sub-district, Serang Regency, Banten for about four hours, the socialization event went smoothly which was attended by many men, the first speech was by Mr. Iron Fajrul Aslami as the DPL field supervisor of the KKM21 Group, then continued by Mr. Fuad as the village secretary of Pakuncen village PkM Lecturer Eli Apud Saepudin gave material at eleven to twelve o'clock western Indonesian time, the activity ended smoothly until the photo process together.

The socialization activities ran until twelve o'clock in the afternoon because the Pakuncen villagers were very enthusiastic in receiving socialization from the three expert naras umber in accordance with their scientific fields, Mr. Fuad delivered remarks at the end of the event that this activity should not be stopped after the KKM event was over but there was a follow-up and communication with KKM participant students, DPL Lecturers, PkM Lecturers, Presenters, and Pakuncen Village community members in particular "silaturahmi should not be cut off concluded Mr. Fuad".



Gambar 2. Socialization of Village Government Public Information Governance



Gambar 3. Socialization Participants attended by Pakuncen Village Fathers



Gambar 4 Documentation of KKM21, DPL, Sekdes, PkM Lecturers and Presenters

CONCLUSION

Based on the results of the PkM Community Service, socialization is very important in terms of increasing the knowledge of the Pakuncen village community, especially in the field of public services, so that people have no difficulty in obtaining public information, besides being able to see outside the Pakuncen village office, a 2-meter billboard has been printed on the wall outside the Pakuncen village office, besides that it can also be accessed through the official website <https://pakuncen-bojonegara.desa.id/>.

To improve the quality of performance of the village apparatus, every year the Pakuncen village apparatus sends 2 people to attend training held by the Serang Regency Government so that there is no doubt that in terms of public services, public information, and Human Resource Management already have expertise in the field of public information, public services in order to get reliable updated information according to what is expected by the Pakuncen Village community.

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