



UTILIZATION OF INFORMATION TECHNOLOGY THROUGH THE CREATION OF A VILLAGE WEBSITE AS AN EFFORT TO IMPROVE ACCESS TO INFORMATION FOR THE COMMUNITY OF KUBANG PUJI VILLAGE

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Abstract

The development of information technology opens up opportunities for village governments to improve the way they disseminate information and improve the quality of communication with villagers. One way to utilize information technology is to create a village website as a means of information for the community that is faster, easier, and more organized. This activity aims to improve and expand the Kubang Puji Village website as a means of delivering information, as well as assisting the process of developing digital village information carried out by KKM group 31 students with several stages, namely observation, identifying needs, collecting information, designing and creating a website, implementation, mentoring, and evaluation. The data and information used to create the website were obtained from direct observations in the field, interviews with the village head and village officials, documentation, and data collection regarding the profile, government structure, activities and potential of the village. The results of the activity show that the Kubang Puji Village website can be an information medium that combines various village data in one digital platform, the creation of the website is expected to make information more easily accessible to the community, strengthen transparency, and improve communication between the village government and residents.

Keywords: Information Technology, Village Website, Village Digitalization, Public Information.

INTRODUCTION

Advances in information and communication technology have resulted in significant shifts in various aspects of community life, including the implementation of government and public services. The use of information technology is an important strategy to increase the efficiency of conveying information to the public (Lahada et al., 2025). In the digital era, the public requires fast, practical, and accessible access to information through various media. Village governments are expected to adapt to technological advances by providing information media that can support the transparency of public information and improve communication between the village government and the community (Topohudoyo & Budiyo, 2017). Villages, as elements in the government system that interact directly with the community, play a crucial role in providing information related to government implementation, development, community services, social activities, and village potential. The use of information technology in village development can be a tool to increase the efficiency of information distribution and introduce the diverse potential of the village to the wider community. Digitizing village information through websites can help provide more organized and easily accessible information to the community (Rusdianto et al., 2022).

One way to utilize information technology to improve public access to information is by developing a village website. A village website can serve as a means of information and publication, presenting various data regarding the village profile, government structure, village news and activities, development programs, and local potential. Research (Fadlullah et al., 2023) shows that the creation of a village website can be used as a tool for digitizing information and promoting existing village potential. Utilizing a village website can also help convey information to the community more efficiently. The website serves as a platform that can be utilized by the village government to distribute information more widely and in a structured manner. According to research (Salman et al., 2023), the use of websites in village development plays a crucial role as a medium for providing information to the community and supporting transparency and openness of public information.

In addition to serving as a means of disseminating information, village websites can also improve the quality of public services and support the digital transformation process at the village level. Website creation can facilitate village governments in presenting information that is accessible to residents and streamline communication between the village government and the community. Research (Ambarsari et al., 2024) revealed that digital transformation through the development of village websites can contribute to the digitization of information and improve the quality of public services at the village level. Village websites can also be used to introduce local potential to the wider community. Information about tourism potential, superior products, community activities, and various local resources can be published through the website to have a wider reach of information. According to (Hardika et al., 2024) in their research on the development of the Jadi Mulya Village website, it shows that village websites function as a tool for digitizing information and also as a medium to promote village potential.

The website's creation also aims to enable the village government to independently manage and operate the media. Kubang Puji Village, as the location for the Student Work Lecture (KKM) program, requires the use of information technology as a tool to support the distribution of information to the community. With the advancement of digital technology, an information platform capable of combining various village data into a single, easily accessible platform is required. The creation of the Kubang Puji Village website is one step to support the digitization of village information while also offering a publication medium that can be used by the village government and residents.

The Kubang Puji Village website development program is held as one of the KKM activities that focuses on utilizing information technology to support the needs of village government and the community. This activity not only emphasizes the creation of a digital platform, but also aims to create information media that can be used sustainably. The developed website is expected to function as an official medium for disseminating information about Kubang Puji Village, including the village profile, government activities, village news, development programs, and local potential that can be accessed by the community.

Referring to the above explanation, the use of information technology through the development of the Kubang Puji Village website is an appropriate step to support village digitalization and expand public access to information. The village website is expected to be a means of supporting the dissemination of public information, government transparency, publication of events, and the introduction of local potential in Kubang Puji Village. Therefore, this paper reviews the use of information technology through the creation of a village website to improve public access to information in Kubang Puji Village, with an emphasis on the website development process, its use as a public information platform, and its role in supporting communication between the village government and the community. Currently, Kubang Puji Village still uses a manual system for managing reports and conveying information to the community. Therefore, a system is needed to manage reports/data, convey information to the Kubang Puji Village community, and facilitate correspondence without having to visit the village office (Maharani & Ulfa, 2022).

ACTIVITY METHODS AND PROCEDURES

The Kubang Puji Village website was created using a descriptive approach. The process consisted of several stages: observation, identifying needs, gathering information, designing and creating the website, implementing it, providing guidance, and conducting evaluation. The activity was carried out by 20 students from KKM 31, Universitas Bina Bangsa, Indonesia.

Observation

Observations were conducted to gain an understanding of the conditions in Kubang Puji Village and the information needed to develop the website. The information observed included the village profile, village data, community activities, and potential within the village. Observations were conducted directly by observing government and community activities, as well as identifying the types of information that should be presented on the website. This stage served as the basis for determining the website's content and layout to meet the village's needs.

Identification

Needs identification was conducted by interviewing village heads and village officials. The interviews were conducted to obtain information about the village profile, government functions, activities, potential, and information that needed to be shared with the community.

The audit revealed that Kubang Puji Village needed digital media to deliver information more efficiently and effectively. Before the website, village information wasn't aggregated into a single digital system, making it difficult for residents to access information about the village. Based on this

situation, the website was created as a tool to help provide information about the village and increase public access to that information.

Implementation

The implementation of the creation of the Kubang Puji Village website was carried out by collecting information about the Kubang Puji Village and providing assistance in using the village website as an information medium for the Kubang Puji Village.

1. Information Collection

The information gathering phase was carried out to become the main foundation in designing and developing the Kubang Puji Village website, Pontang District, so that the system built is right on target and in accordance with the needs of local governance and the community. In the initial phase, the KKM student team conducted participatory observation by directly engaging in the dynamics of community activities and operations at the Kubang Puji Village Office. This step aimed to map the flow of public services, understand the obstacles to manual administrative recording, and identify the village's potential that has not been optimally publicized outside the region. The information collected included:

- a. Profile and History of Kubang Puji Village
- b. Village vision and mission
- c. Village government organizational structure
- d. Information on village heads and village officials
- e. Regional and village information
- f. Village news and activities
- g. Village Development Program
- h. Economic and social potential of the community
- i. Information on community activities

The information gathering stage is carried out so that the content displayed on the website is related to the real conditions of Kubang Puji Village.

2. Website Design and Creation

Once the data has been collected, the next step is to design the website. The design involves determining the menu structure, page layout, information categories, and content requirements. The website's information structure is designed to ensure the public can easily find the information they need. The website's menu can include the main page, village profile, village government structure, current news, ongoing activities, development progress, village potential, and contact information. KKM students create and customize the website based on the data they have collected. The collected information is then entered into the website's pages according to its categories.

3. Implementation

The website was then used as an information resource for Kubang Puji Village. Implementation involved uploading verified information and customizing the website's appearance for community use. The website serves not only to share information but also as a digital repository and provider of village data. This concept aligns with research on village websites, which shows that websites can represent village governments online while also providing information on various services and village potential.

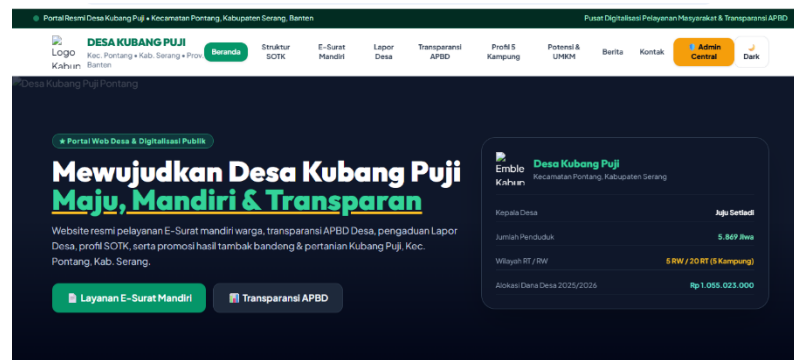


Figure 1 Realization of the Kubang Puji Village Website

4. Mentoring

Mentoring is provided to village officials so they understand how to manage and update information on the website. This includes an introduction to web pages, news management, uploading activity documents, and updating village information. Mentoring is crucial because the success of a website depends not only on the creation process but also on the ability to maintain it sustainably. Recent research shows that village website development must be accompanied by increased skills and understanding of digital technology among village officials to ensure its continued use.

5. Evaluation

The evaluation was conducted to determine the extent to which the website met the needs of the village government and the community. The evaluation included checking the appearance, completeness of information, ease of navigating different sections, and the ability to update content. The evaluation also involved coordinating with village officials to identify areas of the website that needed improvement. The evaluation results were used as a reference for website improvements and identifying future development needs.

RESULTS AND DISCUSSION

The Kubang Puji Village website creation initiative created a digital information platform that combines various village information into a single platform. This website was created to allow the community to access information without having to visit the village office for basic information.

Information available on the website includes the village profile, government structure, current news, ongoing activities, development programs, and the village's potential. By grouping this information, the community can access information in a more organized and organized manner.

Creating a website also allows the village government to upload various ongoing or past activities and programs. This is important because information transparency depends not only on the website itself but also on the quality and up-to-dateness of the information contained therein. Research on the management of Kauman village websites (Rosida & Noviyanti, 2024) shows that some village websites still face challenges in providing comprehensive information, such as the latest news, public services, and general information. The Kubang Puji Village website serves as a means of disseminating public information to residents. Data that previously had to be obtained through direct interaction with village officials can now be presented digitally. This website provides the community with more convenient access to information. Details about activities, development programs, and village profiles can be obtained without being tied to village office hours.

The use of village information systems also supports the principles of open and accountable government. Studies on improving village information systems show that their use can strengthen good governance, transparency, and accountability, while providing public access. Furthermore, they serve as a platform to showcase the potential of the surrounding area. This potential includes products from micro, small, and medium enterprises, community economic activities, social activities, cultural traditions, and various other potentials within the village. Through this website, publications about village potential can reach a wider audience, so that information about local potential is not only accessible to villagers but also accessible to communities outside the village itself.

A study of village websites (Fathurrobbani et al., 2023) revealed that this platform can be used to market agricultural products, tourist attractions, and products from small and medium enterprises. Therefore, the Kubang Puji Village website has the opportunity to be developed not only as a means of government information, but also as a tool to promote the community's economic potential. Utilization of the website can serve as an initial step to change the way public services are provided at the village level. Through the website, information about service procedures, administrative requirements, service hours, and village government contacts is easily accessed. Residents obtain information about services in advance without having to go to the village office. The implementation of a web-based village information system has been proven to accelerate and improve the efficiency of public services. Research conducted by (Aji et al., 2023) shows that a web-based information system can facilitate public access to information and support village government services.

Mentoring for village officials is a crucial element in program implementation. The established website needs to be continuously managed to ensure the information remains relevant and up-to-date. During the implementation of the program, village officials are introduced to how to manage website content. This mentoring aims to enable the village government to independently update information after the KKM program ends. This is crucial because a website that is not regularly updated will lose

its role as an information resource. Therefore, the sustainability of the website needs to be supported through the division of managerial tasks, a schedule for information updates, and basic skills for village officials in managing content.

In the process of developing a village website, several things need to be considered. First, the sustainability of content management. Websites require regular updates to ensure the information provided remains relevant. Second, human resource capabilities. Website managers need to have basic skills in uploading news, organizing documentation, updating information, and maintaining account security. Third, the availability of infrastructure and internet access. Website development will not run smoothly if the necessary devices and internet connection are not available. Research (Kurniawan et al., 2024) also shows that limited internet infrastructure, supporting facilities, and the technological capabilities of officials can be obstacles to village website development. Therefore, the sustainability of the Kubang Puji Village website requires support from the village government, particularly in appointing managers, providing facilities, updating information, and improving resource skills.

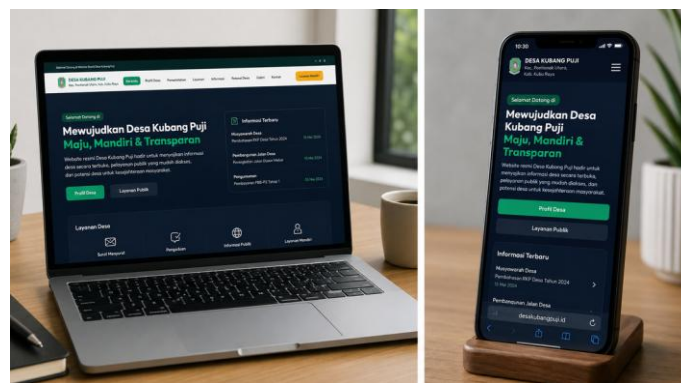


Figure 2 Display of Activity Results

CONCLUSION

The use of information technology by creating a website for Kubang Puji Village is an important step in supporting the digitalization of village data and increasing public access to public information. Based on the activities carried out by KKM group 31, the website development process was carried out through several stages, namely observation, needs identification, data collection, website design and creation, implementation, mentoring, and assessment. The designed website can be an information channel that combines various data from Kubang Puji Village, such as village profiles, government structures, development activities and local potential. The presence of the website provides an opportunity for the village government to disseminate information more widely, in an organized manner, and easily accessible to the community.

Websites have the potential to support government transparency, publicize activities, promote village potential, and develop digital-based public services. However, the success and sustainability of

a website depend heavily on the village government's consistency in updating information, the capabilities of its managers, the availability of infrastructure, and community participation. Therefore, the Kubang Pujii Village government is expected to continue managing the website independently after the KKM program concludes. Regular content updates and improvements in the capabilities of village officials in managing information technology are necessary for the website to function as a sustainable channel for village information.

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