# Website-Based Village Digitalization Assistance As Information And Promotion Media In Kayubulan Village, Gorontalo Province

## Herinda Mardin & Muh. Nur Akbar*

*Deparment of Biology, Faculty of Mathematics and Natural Science, Universitas Negeri Gorontalo, Jl. Prof. Ing. B. J. Habibie, Tilongkabila, Bone Bolango, 96554, Indonesia*

**Abstrak**

One of the functions of a village website is as an effective promotional tool to introduce the village's local potential to the wider community. Tourism potential, MSME products and local cultural riches can be promoted through interesting and informative content on the website. Websites allow villages to market their uniqueness, both to city residents and the international community. In villages, especially in Kayubulan village, Gorontalo Province, they do not yet have a village website. For this reason, we carry out community service activities in order to realize website-based village digitalization in Kayubulan village, Batudaa Pantai District, Gorontalo Regency as an information and promotional medium. This activity was carried out on Saturday 14 September 2024 at the Kayubulan village office hall, Batudaa Pantai District, Gorontalo Regency. The method of this service activity is demonstration and launching. Demonstrations are carried out for website development training. Websites are created by purchasing a domain and hosting at rumahweb with a term of 1 year. After the website was ready to be used, material was provided regarding how to develop a village website as a medium for information and promotion and the final session was to launch the website. Participants who attended the activity were village government officials and local communities. This activity consists of 3 stages, namely the preparation stage, implementation stage and reflection stage. The activity ran smoothly and the activity participants were very enthusiastic during the activity process. This service activity provides insight for participants regarding the development and use of websites as information and promotional media. A website can be developed and utilized as well as possible by the Kayubulan village government as a medium for information and promotion as well as services to the community.

*Keywords: Digitalisasi Desa; Pengembangan; Website*

## 1. Introduction

Village digitalization technology is an important initiative in encouraging the development and modernization of rural areas. With the help of digital technology, villages can now connect with the outside world more easily, both in terms of access to information, communication and public services. Digital infrastructure such as internet networks and technology-based platforms enable village residents to more easily access education, health services and economic opportunities, which were previously difficult to reach due to geographic and infrastructure limitations (Aulia, S., et. al., 2024; Aromatica, D ., et al., 2024).

Apart from that, village digitalization also opens up opportunities for micro, small and medium enterprises (MSMEs) in rural areas to develop. Through e-commerce platforms and social media, local village products can now be marketed more widely, both to big cities and internationally. This provides a significant boost to the village economy, creating new jobs and reducing dependence on the agricultural sector as the main source of income.

Furthermore, digitalization technology, for example website-based, helps village governments improve administrative and governance efficiency. Digital systems such as e-government applications make data collection, budget management and other public services easier. This not only speeds up the service process, but also increases transparency and accountability at the village government level. This digitalization is a strategic step in creating villages that are more independent, modern and integrated with the global digital economy (Mayasari, R., et. al., 2022; Helmi, S., et. al., 2024; Zein, 2024).

Website-based village digitalization is a modernization effort that utilizes digital platforms to improve access to information and public services in villages. With a village website, residents can easily access various information

---

* Corresponding author:
*E-mail address*: muhnurakbar@ung.ac.id

related to administration, news and village activities in real-time. The village website functions as an information center that makes it easier for people to get services, such as making KTPs, KK, and applying for business permits, without having to come directly to the village office. Apart from that, through the website, villages can also be more transparent in managing and reporting the use of village funds.

Apart from being a communication and information tool, village websites can also be used as promotional platforms for local village potential, such as MSME products, tourist destinations and local culture. By displaying interesting and structured information, villages can be better known to the outside community and even attract investors or tourists to come. This will have a direct impact on improving the village economy and opening up new job opportunities for local residents. With digital marketing, village products that were previously limited to local markets can now be accessed more widely, even at the national and international level (Haqqi, H., & Wijayati, H., 2019; Wangke, H., 2021).

Furthermore, website-based village digitization also helps in increasing community participation in village development. Through forums or interactive features on the website, village residents can provide input, suggestions or criticism of village policies online. This strengthens the relationship between the village government and its citizens, creating a more democratic and participatory environment. Village websites can also act as a monitoring and evaluation tool for village government performance, thereby creating a more effectiv transparent and accountable government (Anggraini, et. al., 2023)

The village website has an important role as an information medium that makes it easier for residents to access various services and news about village activities. Through the website, the public can obtain up-to-date information about village government programs, activity schedules, important announcements, and administrative services, such as making population documents or applying for permits. This not only increases the efficiency of public services, but also makes it easier for residents to access information without needing to come directly to the village office, saving time and energy (Helpiastuti, S. B., & Pamungkas, T. S. (2023).

Apart from being an information medium, the village website also functions as an effective promotional tool to introduce the village's local potential to the wider community. Tourism potential, MSME products and local cultural riches can be promoted through interesting and informative content on the website. With an attractive appearance and easy access, village websites help attract the interest of tourists or buyers of local products, thereby contributing directly to improving the village economy. This website allows villages to market their uniqueness, both to city residents and internationally, with a much wider reach than conventional promotions. In villages, especially in Kayubulan village, Gorontalo Province, there is no village website. For this reason, we carry out community service activities in order to realize website-based village digitalization in Kayubulan village, Batudaa Pantai District, Gorontalo Regency as a medium for information and promotion.

## 2. Methods

This activity was carried out on Saturday 14 September 2024 at the Kayubulan village office hall, Batudaa Pantai District, Gorontalo Regency. The method of this service activity is demonstration and launching. Demonstrations are carried out for website development training. Websites are created by purchasing a domain and hosting at rumahweb with a term of 1 year. After the website was ready to be used, material was provided regarding how to develop a village website as a medium for information and promotion and the final session was to launch the website. Participants who attended the activity were village government officials and local communities. This activity consists of 3 stages, namely the preparation stage, implementation stage and reflection stage. The following is an explanation of each stage in this activity.

a. Preparation stage, this stage includes coordinating with the Kayubulan village government and the Village Community regarding the willingness to carry out activities, schedule, place, facilities and infrastructure as well as tools that will be used in this service activity. Prepare invitations and materials and confirm the resource person's willingness to provide material.

b. Implementation stage, this stage is carried out starting from the opening which was opened by the Head of Kayubulan Village, Mr. Zulkifly Vebriyadi Saleh, S.AP. Next, the main activity was the participants receiving material given by resource persons Mrs. Nurul Fajryani Usman, S.Pd., M.Pd., and Herinda Mardin, S.Sc., M.Pd. material related to website development and website management as an information and promotional medium. After that, it continued with the Website Launching session given directly by Mr. Muh. Nur Akbar, S.Pd., M.Pd.

to the Kayubulan village government, Batudaa Pantai District, Gorontalo Regency. An overview of the material provided by the resource persons is presented in Figure 1.
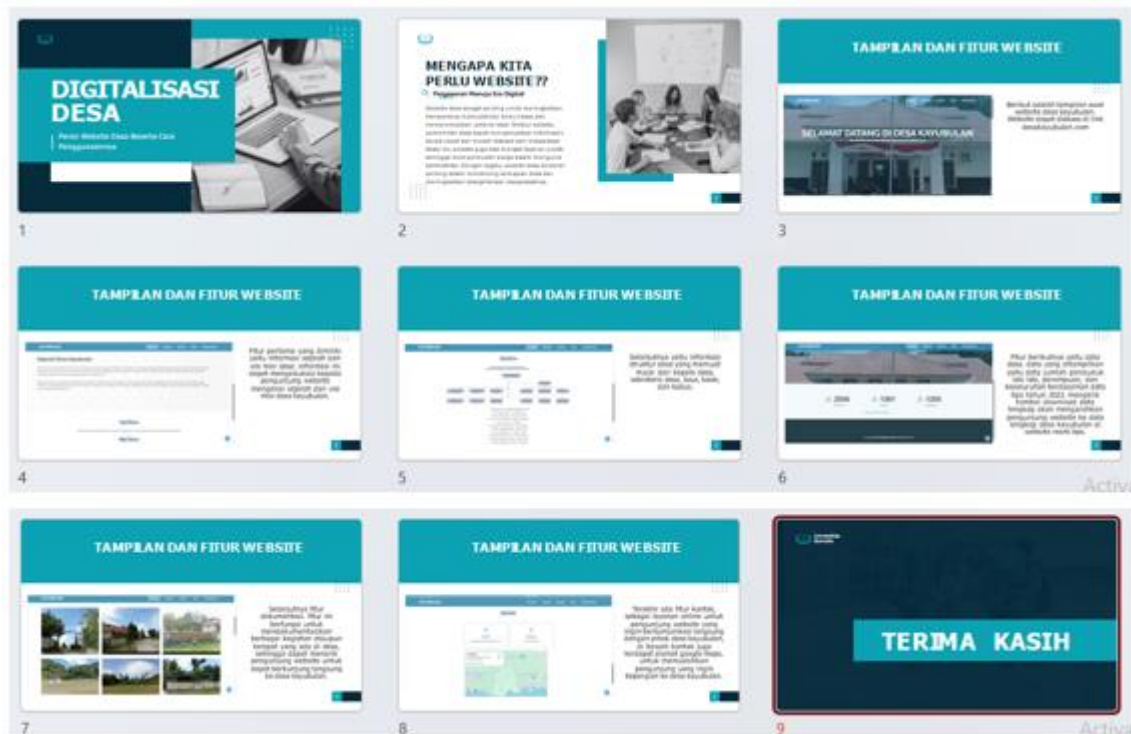


**Figure 1.** Presentation Materials

c.  Reflection stage, this stage is carried out to reflect on the progress of this service activity and the benefits felt by the participants who attended. Reflection is carried out directly by asking reflection questions to the participants and invitees present

## 3. Result and Discussion

The opening activity was carried out smoothly and solemnly in the Kayubulan village office hall. The activity started at 09.00 WITA guided by the MC. After the opening activity, the resource person provided material guided by the moderator and asked questions and answers as well as discussions related to website development and website management as an information and promotional medium. After providing material by the resource person, it was continued with the launching of the village website and received directly by the Kayubulan village head. The following is an overview of the launch and handover of the village website to the Kayubulan village government, presented in Figure 2.

Developing and managing a website as a medium for information and promotion for villages is a strategic step to introduce village potential to the wider public. A village website can function as a digital storefront that displays various important information about the village, ranging from history, culture, to economic potential such as superior village products (Purna, et. al., 2020). In this digital era, outsiders, tourists and investors can easily access relevant information about the village just by visiting the website. In this way, the village website can become a bridge connecting the village with the outside world.

Managing village website content is very important to ensure the information presented is always up to date and relevant. The management team, which can consist of village officials or competent parties, needs to regularly update news, activity agendas and information regarding village developments. Apart from that, interactive features such as forums or community complaint services can be added to make it easier for village residents and visitors to

communicate and provide input. With good content management, village websites are not only a means of information, but can also increase citizen participation in village development.



**Figure 2.** Launching Website Desa Kayubulan

In terms of promotion, village websites can be used to promote tourism potential, superior products and natural resources owned by the village (Anwar, R., et al., 2020; Marliana, R., et. al., 2022; Purnomo, et. . al., 2022). For example, villages that have the potential for natural tourism, handicrafts or typical culinary delights can display interesting photos, videos and reviews about these tourist attractions. With good search engine optimization (SEO), village websites can be more easily found by internet users when looking for information related to tourism or certain products. This can increase tourist visits and attract the interest of investors or business actors who want to collaborate with villages in developing the local economy.

Apart from that, developing a village website must also consider technical aspects, such as a responsive display and ease of navigation. A well-designed website will provide a better experience for users, whether accessing via computer or mobile device. It is also important to ensure that the website has a good security system so that village data and information is protected from potential cyber attacks. With good management, the village website will not only be an effective promotional tool, but also a forum for building a positive image of the village in the eyes of the world.

The first challenge faced by village governments in developing and managing websites is limited human resources with technical expertise in the field of information technology (Nuralim, I., & Navasari, S., 2023; Sudirman S., et. al., 2023). Many villages, especially in remote areas, lack staff with the knowledge and skills necessary to build and maintain a website properly. This includes the ability to design a user-friendly site, update content regularly, and address technical issues. Without adequate expertise, village website management is less than optimal, and villages often have to rely on external parties, which can increase costs and make it difficult to manage independently.

The second challenge is the limited budget for information technology development. Creating and maintaining a website costs money including daily management. Village governments are often faced with other priorities in budget use, such as building physical infrastructure or community welfare programs. Because of this, village websites often receive little attention, even though with good management, websites can be an important means of promoting village potential, attracting investment, and expanding citizen participation in village development activities.

Apart from that, limited internet access and low digital literacy in society are additional challenges. Internet infrastructure in many villages is still inadequate, making it difficult for both village residents and potential visitors outside the village to access websites smoothly. On the other hand, the low level of digital literacy in society means that the use of websites as a source of information and communication is not optimal. Village governments need to make efforts to improve internet infrastructure and provide education to the community so that they better understand and utilize websites as a means to support village development (Kurnia, N., & Astuti, S. I.. 2017; Santoso, A., et. al., 2024 ).

After the launching session, it was continued with a session on handing over plant seeds from DPL to the village government. The handover was carried out symbolically and was received directly by the head of Kayubulan village,

Batudaa Pantai District, Gorontalo Regency. The following is an overview of the handover of plants to the Kayubulan village government, presented in figure 3.



**Figure 3.** Handover of Plant Seeds to Kayubulan Village Government

A reflection session was held after handing over the plant seeds. Participants were immediately asked reflection questions regarding the course of this service activity. Several participants explained that they were very happy and enthusiastic about participating in this activity because it provided insight for participants regarding the use of websites. Participants also said that this activity was extraordinary because the village was given a website so that it could be developed and utilized as well as possible by the village government as a medium for information and promotion as well as services to the community. The final session in this activity is the closing and group photo. The closing activity was held at 12.00 WITA and the activity took place solemnly. The picture of the post-closing group photo is presented in Figure 4.



**Figure 4.** Group photo

## 4. Conclusion

The conclusion from this service activity is that the activity ran smoothly and the activity participants were very enthusiastic during the activity process. This service activity provides insight for participants regarding the development

and use of websites as information and promotional media. A website can be developed and utilized as well as possible by the Kayubulan village government as a medium for information and promotion as well as services to the community.

**Acknowledgements**

**References**

Anggraini, R., Baharuddin, M. R., & Wafda, A. (2023). Membangun Desa Digital untuk Meningkatkan Pelayanan dan Kemandirian Masyarakat Desa Pasca Pandemi Covid-19. *Jurnal IPMAS*, *3*(3), 183-191.

Anwar, S. A., Sulton, M., Zufri, A. K., Arif, R., Khoirudin, M., Rochman, S. F., & Tasya, R. A. (2020). Website Desa Sebagai Wadah Potensi Ekonomi Mandiri Desa di Era Revolusi Industri 4.0. *Jurnal Pembelajaran Pemberdayaan Masyarakat (JP2M)*, *1*(2), 125-130.

Aromatica, D., Santoso, A., Ningsih, Y., Netti, H., Rela, I. Z., Selly, R. N., & Oktaviani, E. (2024). *Membangun Desa Dengan Revolusi Digital*. Mega Press Nusantara.

Aulia, S., Anisa, S. N., Indah, A., Dipa, M. A. K., & Panorama, M. (2024). Analisis Peran Infrastruktur Dalam Pertumbuhan Ekonomi Pembangunan di Kota Palembang. *Jurnal Publikasi Ekonomi Dan Akuntansi (JUPEA)*, *4*(1).

Haqqi, H., & Wijayati, H. (2019). *Revolusi Industri 4.0 di Tengah Society 5.0: Sebuah Integrasi Ruang, Terobosan Teknologi, dan Transformasi Kehidupan di Era Disruptif*. Anak Hebat Indonesia.

Helmi, S., IP, M., Nofriadi, S., IP, M., Hasan, E., Muliawati, S., & Attaqwadinur, I. (2024). *Digitalisasi Tata Kelola Pemerintahan Gampong Dalam Mewujudkan Percepatan Pelayanan dan Pembangunan Melalui Sistem Informasi Gampong (Sigap)*. CV. Green Publisher Indonesia.

Helpiastuti, S. B., & Pamungkas, T. S. (2023). Inovasi Produk Layanan Administrasi Desa Melalui Aplikasi Banyuwangi Smart Kampung. *Electronical Journal of Social and Political Sciences (E-SOSPOL)*, *10*(4), 341-356.

Kurnia, N., & Astuti, S. I. (2017). Peta Gerakan Literasi Digital di Indonesia: Studi Tentang Pelaku, Ragam Kegiatan, Kelompok Sasaran dan Mitra. *Informasi*, *47*(2), 149-166.

Marliana, R. R., Sejati, W., Nisa, W. A., Pujayanti, U., Sopian, R., & Noergana, W. (2022). Rancang Bangun Website Desa Citengah Untuk Pengembangan Promosi Potensi Desa. *JPPM (Jurnal Pengabdian dan Pemberdayaan Masyarakat)*, *6*(1), 193-197.

Mayasari, R., Febriantoko, J., Putra, R. R., Hadiwijaya, H., & Kurniawan, D. (2022). *Digitalisasi Desa: Pilar Pembangunan Ekonomi Desa*. Penerbit Nem.

Nuralim, I., & Navasari, S. (2023). Efektivitas Sistem Informasi Desa Berbasis E-Government di Desa Kertasaya Kecamatan Panawangan. http://repository.unigal.ac.id/bitstream/handle/123456789/3138/23.pdf?sequence=1&isAllowed=y

Purba, R. A., Sudarso, A., Silitonga, H. P., Sisca, S., Supitriyani, S., Yusmanizar, Y., & Teri, T. (2020). Aplikasi Teknologi Informasi: Teori dan Implementasi.

Purnomo, N., Albab, R. U., & Husen, H. (2022). Pengabdian Masyarakat Implementasi Promosi Potensi Desa melalui Media Online Website. *Jurnal Pengabdian Masyarakat Bumi Raflesia*, *5*(2), 882-885.

Santoso, A., Alfiyah, S., Miftahurrohmah, Z., Latifah, D. U. L., & Zidyani, N. (2024). Tantangan dan Peluang Digitalisasi Pelayanan Publik di Desa Karangsemanding. *Jurnal Ilmu Pendidikan dan Pembelajaran*, *6*(4).

Sudirman, S., Fauzan, A., & Mustakim, R. A. W. (2023). Pembuatan Website sebagai Media Pencitraan dan Promosi Pada Desa Kamiri Kecamatan Balusu Kabupten Barru. *Ilmu Komputer untuk Masyarakat*, *4*(1), 1-8.

Wangke, H. (2021). *Diplomasi Digital dan Kebijakan Luar Negeri Indonesia*. Yayasan Pustaka Obor Indonesia.

Zein, H. H. M., & Septiani, S. (2024). *Digitalisasi Pemerintahan Daerah: Katalis Untuk Integrasi dan Optimasi Good Governance*. Sada Kurnia Pustaka.