

Utilization of Digital Development in the Creation of Village Development Websites and Profile Compilation

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Abstract

Purpose: This study explores the use of information technology in Indonesian Neighborhood Associations (RT), focusing on RT 32 in Sempaja Timur Village. It investigates how a village website enhances community engagement and promotes local SMEs, contributing to smoother governance processes.

Method: Employing qualitative methods, including interviews and document analysis, the study examines the development of the village website. Thematic coding identifies key themes related to community participation and economic empowerment.

Practical Applications: The findings inform community development practitioners, policymakers, and technologists about the benefits of digital platforms for participatory governance and economic growth in similar contexts.

Conclusion: Leveraging information technology can empower communities, as seen in RT 32's case. Digital platforms facilitate communication, economic activities, and community cohesion, offering insights for grassroots development efforts.



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Introduction

The Neighborhood Association (RT) is a community organization recognized and nurtured by the government to preserve and uphold the values of Indonesian community life based on cooperation and familial bonds, as well as to assist in enhancing the smoothness of governmental tasks, development, and community affairs in villages and urban neighborhoods (Ramudin, 2020; Sari, 2023). In fulfilling its role and function as the smallest unit in social institutions, the performance of RT is highly needed to assist the neighborhood in providing services to its residents and to maintain harmony and tranquility in the environment while ensuring the smooth progress of regional development (Rabu, 2023; Sumantri et al., 2023). One of the RT areas in Sempaja Timur Subdistrict, North Samarinda District, namely RT 32 located at Labu Siam Street, Sempaja Timur Village, North Samarinda District, Samarinda City, East Kalimantan, consists of 112 households with most of the population being elderly citizens, married couples, and teenagers. The population is predominantly comprised of elderly citizens aged over 60 years, while the number of children is very minimal.

Currently, technology is widely used as a means of information and promotion, such as the utilization of websites. Websites have become a medium for easily presenting information (Hanu, 2017; Nasution et al., 2022). Information technology is an extremely effective supporting factor in the present era, allowing people to enjoy various conveniences produced by technology (Sucipto, 2022). Technology is widely used as a means of promotion and information, particularly in the field of websites, which currently play a significant role in information dissemination (Harto et al., 2023; Warpindyastuti & Sulistyawati, 2018). RT 32 Sempaja Timur is currently striving to build a participatory and informative RT community, thus it is deemed necessary to have a media platform to introduce its activities to its residents through information technology as a means of providing information about activities in the RT area as well as Small and Medium Enterprises (SMEs) products produced by residents in the RT 32 area as a promotional medium. The promotional media aims to introduce or promote products with the maximum target, which is to provide information to the public. This is also an effort of introducing the community outside and adding value to the RT 32 Sempaja Timur area by utilizing information technology facilities.

RT 32 Sempaja Timur itself has several adequate facilities and services such as a prayer room, Quranic Education Park (TPA), sports field, as well as other facilities and marketing services for SME products of the residents. RT 32 Sempaja Timur has also implemented beneficial programs several times, such as waste banks, valuable waste programs, and so on. Based on the analysis of the situation and conditions, as well as the efforts and aspirations that have been outlined, there is a need to establish an information and promotion media for RT 32 Sempaja Timur in the form of digitalization that can be accessed by the wider community as an effort to utilize digital developments to convey services, facilities, products, and beneficial programs implemented by RT 32 Sempaja Timur.

Method

This service activity is conducted in the RT 32 community of Sempaja Timur Village, North Samarinda District, Samarinda City. The target of this activity is to develop the web profile of RT 32 Sempaja Timur as a promotional and informational medium for the facilities, services, products, and programs of RT 32 Sempaja Timur digitally as a service partner. The steps/stages carried out in the implementation of this activity are as follows:

1. Interview and Direct Observation Method

This method is carried out to find the necessary data such as profiles, facilities, services, products, and programs by RT 32 Sempaja Timur as the initial stage of developing the web profile for partners.

2. Analysis Method

The analysis method is used to determine the functional needs related to the features required in the web profile.

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3. Development Method

The system development method used is the SDLC (System Development Life Cycle) method, which is a process of creating and modifying systems as well as the models and methodologies used to develop systems and software. SDLC is a pattern used to develop software systems, consisting of stages: planning, analysis, design, implementation, testing, and maintenance (Dwanoko, 2016; Reihansyah, 2019).

4. Practical Method

The practice referred to is to conduct training for administrators/users regarding how to use and operate data on the web profile to the RT Chairman and administrators who handle/manage the website.

Result

This service activity was carried out in April 2022 and took place in the RT 32 community of Sempaja Timur Village, North Samarinda District, Samarinda City. The final product of the activity is the web profile of RT 32 Sempaja Timur, which was then socialized by borrowing space at the Quranic Education Park (TPA) of RT 32 Sempaja Timur with around 25 participants consisting of the RT Chairman and staff/admin who will become web administrators, as well as several residents of RT 32 Sempaja Timur.

The web profile of RT 32 Sempaja Timur is an effort for digital promotion and information dissemination of facilities, services, products, and programs in RT 32 Sempaja Timur. The process of developing the web profile of RT 32 Sempaja Timur began from the initiation stage, system needs analysis, system development, socialization, and admin/user training, until the handover of the website. The detailed steps carried out during the process of developing the web profile of RT 32 Sempaja Timur are as follows:

1. Conducting interviews and direct observations with several sources, such as the RT Chairman, owners of Small and Medium Enterprises (SME) products, and several community members, to explore general data and information needs, such as photos, direct information, etc., as the initial stage of developing the web profile for partners.
2. Analyzing data to adjust functional needs for the required features in the web profile.
3. Building the web profile by applying usability concepts to facilitate administrators/users in the RT community in managing the web profile.
4. Creating a domain and hosting subscription for testing purposes so that the school's web profile can be accessed via the internet.
5. Conducting socialization to several users in the RT community such as the RT Chairman, owners of SME products, and several community members, as well as administrators who will manage/perform next data management.
6. Handing over the web profile by providing account credentials and conducting admin/user training in managing the web profile (editing and adding news, information, photos, and other content on the web).

The implementation of the results of the development of the web profile of RT 32 Sempaja Timur can be seen through the URL <https://rt32bengkuring.com/>. Below are some displays of features or menus that users can access on the web profile:

a. Home Page Display

This page display can be seen in Figure 1. This page is the initial page that displays several menus that can be accessed on the web.

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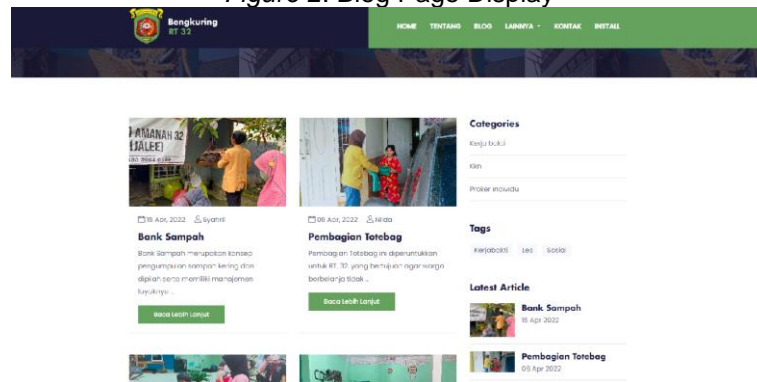
Figure 1. Home Page Display



b. Blog Page Display

This page display shows several summaries of the latest news, or activities carried out in the local RT 32 community. Detailed news can be viewed by clicking on the link to the respective news or activities. The display of this page can be seen in Figure 2.

Figure 2. Blog Page Display



c. Event Page Display

This page display shows several activities carried out in the local RT community as a means of informing programs in the local RT. This can be seen in Figure 3.

Figure 3. Event Page Display

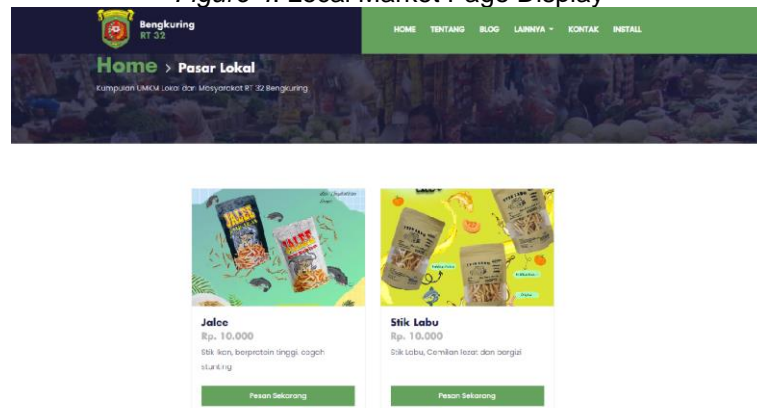


d. Local Market Page Display

This page display, as shown in Figure 4, showcases products from Small and Medium Enterprises (SMEs) owned by local RT residents. Thus, this website also serves as a promotional platform for marketing products produced by several local RT residents.

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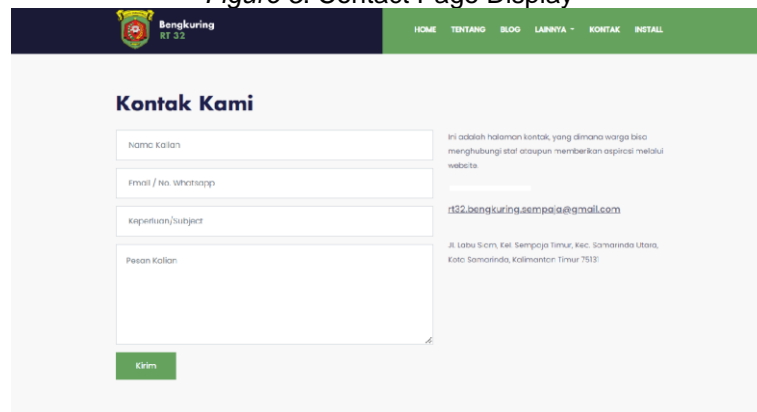
Figure 4. Local Market Page Display



e. Contact Page Display

This page display, shown in Figure 5, is a page that displays fields as a facility to contact the web administrator.

Figure 5. Contact Page Display



Discussion

The development of the web profile for RT 32 Sempaja Timur began with the initiation stage, which involved the process of collecting data and information from relevant parties, primarily the local RT Chairman, owners of Small and Medium Enterprises (SMEs) products, and several community members to understand the information needs and functional requirements that would be applied in the RT web profile. At that time, the Chairman of RT 32 Sempaja Timur was Mr. Sukri, with whom an interview was conducted to gather more information about profiles, facilities, services, programs, and other information to be promoted in the web profile of RT 32 Sempaja Timur. After obtaining the data and information needs, a system analysis was conducted to determine the functional system requirements for content features and menus on the web. Once all the needs analysis was completed, the system was developed by applying the concept of usability, as this was the first time a web profile was being implemented in the local RT, so it was expected that the usability concept would provide easy access for users/administrators who would manage the web.

The implementation results of the web profile were then socialized to the RT Chairman and residents to gather feedback and input for web improvement. Additionally, admin/user training was conducted to ensure that the web could be managed independently by the local RT in the future, leading to the handover of the web to the Chairman of RT 32 Sempaja Timur, represented by local RT members. Documentation of the socialization and user/admin training activities can be seen in Figure 6 and Figure 7.

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Figure 6. Socialization and Handover Activity



Figure 7. User/Admin Training Activity



Conclusion

Based on the results and discussions of the service activity that has been conducted, it can be concluded that the web profile of RT 32 Sempaja Timur can serve as a promotional and informational medium for the local RT, providing information about activities/programs in the local RT area, as well as the services and facilities available within the RT. Additionally, it serves as a promotional platform for marketing products from Small and Medium Enterprises (SMEs) produced by residents in the RT community. The web profile of RT 32 Sempaja Timur can be accessed through the web address <https://rt32bengkuring.com/>. The development of this web profile adds value in the field of information technology and marks the beginning of sustainable information system development.

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