

Digital Village Governance Programme Gisik Cemandi Sidoarjo East Java through Digital Visual Branding

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Abstract

Purpose: Gisik Cemandi Village, Sedati District, Sidoarjo Regency, aims to enhance its digital visual branding as a key part of its digital communication strategy. The program focuses on creating a digital strategic plan, which includes goals, strategies, policies, and investment priorities for both short and long term. Additionally, training and developing human resources is crucial for effective use of digital governance, alongside proper management and supervision of digital communication technology.

Method: From August to September 2023, the activities included Digital Visual Branding counseling, Creative Content Production training, and CMS mentoring for the village's official website, enabling efficient information dissemination.

Practical Applications: The program produced three key outcomes: Digital Visual Branding Training to help the village community develop their brand identity in the digital world; Creative Content Creator Training to improve content creation for digital marketing, and; the creation of a website for the village's Digital Information Governance.

Conclusion: In conclusion and advice, through this program, the community was provided with the visual design skills and branding understanding needed to strengthen the village's brand image online. The training focuses on creative content development that assists the village's digital marketing and branding efforts. This provides the ability to create engaging and informative content to increase the village's visibility online.



Introduction

Gisik Cemandi Village, Sedati Sub-district, Sidoarjo Regency, is serious in developing its potential as a business aspect. One of them is the establishment of the village's tourism potential and seafood production. From an economic perspective, the tourism sector can also attract public interest in tourism services, both long and short term, and can open considerable employment opportunities. The priority problem in Gisikcemandi Village is the need for digital visual branding in building village digital branding management governance. Digital visual branding is a marketing strategy that can be used to promote products or services through digital media such as websites, social media, email, and so on. The application of digital branding can not only be done by large companies but can also be done by villages such as Gisikcemandi Village, Sidoarjo East Java. digital branding village, digital management governance Gisikcemandi Village, Sidoarjo East Java (Lips, 2019).

With several breakthroughs from the leadership of several village heads, it is hoped that better coordination will be realised. The creation of; Integration, Synchronisation, and Synergy between development actors (stakeholders) between space, between time, between government functions as well as with the Regency, Province and Center. digital village branding, digital management governance Gisikcemandi Village, Sidoarjo East Java.

Figure 1. Activity of Fishermen in Gisikcemandi Village, Sidoarjo



The problems that occur in the community of Gisik Cemandi village, Sidoarjo are Limited knowledge and skills about science and technology and digital branding. Gisikcemandi villagers do not have sufficient knowledge and skills about science and technology and digital branding. This makes it difficult for the village to manage an effective website and social media and conduct good digital branding.

The lack of qualified human resources is a problem in itself, and Gisikcemandi Village experiences limited qualified and competent human resources in the field of science and technology and digital branding. This makes it difficult to develop and manage effective digital technology and develop a good brand image.

The formulation of the question of the problem is how to answer the challenges in developing a digital branding strategy. Gisikcemandi Village experienced difficulties in developing an appropriate digital branding strategy, because it did not have sufficient data and analyses about the target market, competitors, and the prevailing business environment. Challenges in managing and optimising websites and social media. Gisikcemandi Village experiences difficulties in managing and optimising its website and social media, especially in terms of governance and risk management related to the use of websites and social media (Raharjo, 2021).

Gisikcemandi Village is one of the villages in Sedati Sub-district, Sidoarjo Regency. The majority of the community earns a living in the fields of agriculture and fishermen. As a community that lives in an agricultural and coastal village, the livelihoods of the population

are fishermen and farmers, and a small portion are traders, private employees, entrepreneurs, and others. Based on data from the Gisikcemandi Village Government Administration in 2020, the number of family heads is 753 families. Meanwhile, the total population of Gisikcemandi Village is 2,422 people, with details of 1,240 men and 1,182 women.

Figure 2. Village Map



Village digital management governance is a process of managing, developing, and utilising digital-based information and communication technology (ICT) directed at optimising resource management and public services in villages (Karippacheril, 2013; Milakovich, 2012). The following are some steps that can be taken to implement digital management governance in villages:

1. Create a digital strategic plan. This plan should include goals, strategies, policies, and priorities for digital investments to be made by the village in the short and long term.
2. Determine priorities for digital governance development. These development priorities may include the creation of websites, applications, communication networks, or the development of data management systems.
3. Building a reliable digital governance infrastructure. Reliable infrastructure is an important foundation in implementing digital management governance in the village. Ensure that the village has a stable internet network that can be accessed by the community.
4. Conduct training and development of human resources. Training and development of human resources is necessary to ensure that the use of digital governance can be carried out effectively and efficiently. Human resources must have sufficient skills and knowledge of digital communication media.
5. Implement information and data security. Information and data security must be properly maintained and protected. Villages should have policies and procedures governing the management of sensitive and important data and information.
6. Implement good digital governance and management. Good governance and management include setting up and supervising the use of digital communication technology, maintaining infrastructure, monitoring and evaluating usage, and managing risks associated with the use of digital communication media.

By implementing digital management governance, villages are expected to improve the effectiveness and efficiency of resource management and public services, increase community participation, and accelerate village economic growth (Chen, 2017; Milakovich, 2021). Training and development of human resources (HR) in point 4 is an important component of digital management governance in the village. The purpose of HR training and development is to improve the skills and knowledge of Village government officials and Village communities in managing and utilising information and communication technology (ICT) effectively and efficiently (Rachmawati, 2018). With sufficient training, HR can understand how to use technology and implement appropriate technological solutions to improve existing systems and processes. In addition, with HR development, Village government employees and Village communities can build new skills and develop new skills and adapt to the latest technological changes, such as websites, social media, and visual content as a digital branding process for Cemandi village, Sidoarjo (Kristiyono, 2022).

HR training and development in this case ranges from village officials to residents from Cemandi village, Sidoarjo. Training can cover a range of topics, such as basic computer skills, software usage, information security, data management, e- government and digital branding. Training can also be tailored to the needs and objectives of the Village to ensure training effectiveness and efficiency.

Gisik Cemandi Village, Sedati District, Sidoarjo Regency, is very serious in studying and developing its potential as a business. The establishment of tourism has many important aspects that must be considered. From an economic perspective, the tourism sector can also attract public interest in tourism services, both long and short term, and can open considerable employment opportunity. This will encourage economic growth in Gisikcemandi Village and its surroundings. Gisikcemandi village, located in the southeastern part of Sidoarjo province, has transformed the river into a popular tourist destination using boats. Gisik Cemandi village is becoming more famous among the public due to its proximity to the sea.

Method

In practice, HR training and development can be conducted through various methods such as offline training, mentoring workshops, and mentoring activities. It is important for Villages to choose methods that suit their HR needs and take into account available resources and budgets (Milakovich, 2012; Rachmawati, 2018). Overall, HR training and development is an important step in increasing the capacity and capability of Village government officials and Village communities to manage and utilise information and communication technology effectively and efficiently. By improving the skills and knowledge of human resources, villages can optimise the benefits of technology to advance development at the village level. Through digital branding, villages can be better known by the wider community and increase their economic potential by increasing the number of visitors and buyers of superior products from the village of Gisikcemandi, Sidoarjo (Budiwati et al., 2023; Kristiyono et al., 2021).

The following are some of the solution steps taken for digital visual branding of Gisikcemandi village, Sidoarjo:

Table 1. Table of Community Service Activities

No.	Activities	Destination	Participants	Implementation
1	Creation of a digital village information system in the form of a website gisikcemandi.desa.id	Create an informative and attractive website for Gisikcemandi Village. The website can contain information about the village's potential, tourism,		1 month (August 2023)

2	Digital Visual Branding Strategy Training	superior products, and so on. Ensure the website is attractive to visitors and easy to use Improve the competence of village officials and residents in conducting strategic digital branding	10 people (Village Official and Residents)	August 19, 2023
3	Digital Content Creator Training	Improving the competences of digital citizens content creator to be able to build communication in digital media	10 people (village youth)	August 20, 2023
4	Digital Village Content Management System (CMS) Assistance	Provide basic skills in information on the website gisikcemandi.desa.id	10 people (village officials)	September 23, 2023
5	Creating a YouTube channel with visual branding content for Gisikcemandi village	Create attractive graphic audio-visual digital materials, such as promotional videos or attractive photos. To attracting visitors or potential travellers, digital materials can be posted on village websites, social media, or other platforms		October 2023

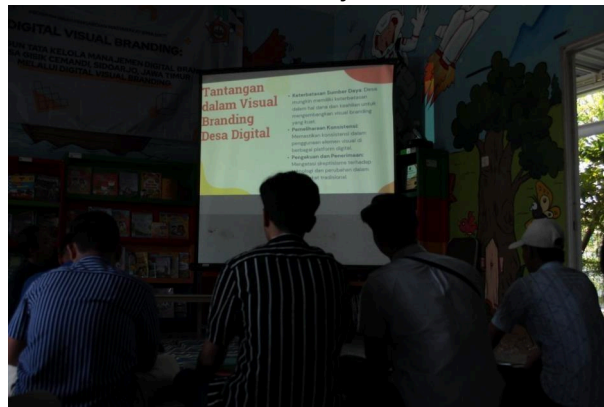
Result

This Community Partnership Empowerment (PKM) activity began with obtaining permission from the Head of Gisikcemandi Village, Sedati Sidoarjo. After obtaining permission from the village, socialisation was carried out with partners, namely village officials and productive residents in Gisikcemandi Sedati Sidoarjo, about the planned activities to be carried out by the PKM team consisting of 30 people.

1. Digital Visual Branding Training

Digital Visual Branding training is a training program designed to help individuals or organisations, in this case the community of Gisik Cemandi Village, Sidoarjo, to understand, develop and apply visual design elements in an effort to build and strengthen their brand identity in the digital world. Digital Village Visual Branding training is very important because visual branding is one of the most important ways to communicate with the target audience of Gisik Cemandi Digital Village and differentiate the village identity from others.

Figure 3. Digital Visual Branding Training for residents of Gisik Cemandi Village, Sidoarjo



Here are some of the main components of the Digital Visual Branding Training that was conducted on 19 August 2023, at the reading room of the village hall with the material:

- 1) **Brand Understanding:** The training starts with a solid understanding of what a brand is and how it affects customer perception. Participants are taught to identify their core values, mission, vision and brand messaging.
- 2) **Visual Design:** This is the core component of the training, where participants learn the basics of visual design, including colour, typography, composition and the use of graphic elements. They will also understand how these design principles can be used to create a strong visual identity for their brand.
- 3) **Logo Design:** A logo is the most striking visual element in a brand identity. Participants will learn how to design an effective logo, which clearly reflects the brand's values and message.
- 4) **Social Media Usage:** This training will also cover how to use visual design for social media. This includes creating graphics for posts, page headers, and how to maintain visual consistency across different platforms.
- 5) **Graphic Design:** Participants will understand how to produce various promotional materials, such as brochures, posters, and digital adverts that are cohesive with the brand identity.
- 6) **Video and Multimedia:** In the digital age, video and multimedia are also an important part of brand identity. Training can cover the basics of creating videos, animations, and other multimedia content.
- 7) **Branding Consistency:** Participants will be taught the importance of maintaining consistency in all aspects of a brand's visual design, from websites to marketing materials.
- 8) **Analysis and Measurement:** Finally, training may also include how to analyse the effectiveness of their visual design in achieving business and brand goals. This includes understanding how to measure the impact of visual branding on brand awareness and customer engagement.

Figure 4. With Village Officials and Young Citizens at Digital Visual Branding Training



The Digital Visual Branding training, which was attended by 5 village officials and 5 young village residents, is very important in an increasingly competitive and digital business environment. It helps Gisik Cemandi village, Sidoarjo to optimise the village's online presence and build stronger relationships with audiences or the public through strong and consistent visual design (Kristiyono, 2020).

2. Creative Content Creator Training

The second community service programme in Gisik Cemandi village, Sidoarjo is a special training known as the Creative Content Creator Training for Digital Visual Branding of Gisik Cemandi Digital Village. This training aims to help people in Gisik Cemandi Digital Village or similar areas gain skills in creating creative content that will help their digital marketing and branding efforts. Thus, local communities can more easily promote their village and sell goods or services.

Figure 5. Creative Content Training for Gisik Cemandi villagers, Sidoarjo



The training, which was held on 20 August 2023 in the reading room of the village hall, was attended by 10 young residents from Gisik Cemandi village, Sidoarjo who have an interest in multimedia and will later become admins in the process of creating creative content for the digital village. Some important parts of the Creative Content Creator Training for Digital Visual Branding in Gisik Cemandi Digital Village:

- 1) Understanding Digital Marketing: The training starts with a basic understanding of digital marketing, which includes things like email marketing, websites, social media, and SEO. Participants will understand how these concepts relate to creative content creation.
- 2) Visual Design: Participants will learn about the basics of visual design, such as

the use of colour, typography and composition. They will also learn to create logos, posters, and social media graphics.

- 3) Photography and Videography: This training may cover the basics of photography and videography, including the use of simple photography and video equipment to produce high-quality visual content.
- 4) Use of Design Software: Participants will learn to use graphic design programmes and photo or video editing using simple programmes on their smartphones.
- 5) Content Development: This includes knowledge on how to create relevant and engaging content for social media, websites and other digital platforms.
- 6) Multimedia Content: Training may also include the creation of multimedia content such as infographics, simple animations, and short video materials.
- 7) Digital Marketing Strategy: Participants will learn how to incorporate the content they have created into a broader digital marketing strategy, such as the use of social media, online advertising, and measuring success.

Figure 6. Practical training on graphic applications and video editing using mobile phones



As part of the training, participants undertook hands-on practice in content creation for the village branding project, allowing them to apply their knowledge and skills directly. After this training, the residents of Gisik Cemandi Digital Village will have the ability to be more independent in managing the elements of digital marketing and visual branding. With the skills gained from this training, they will be able to help boost the local economy, enhance the brand image of Gisik Cemandi Digital Village in the digital world, and improve the overall image of the village.

3. Digital Information Governance Website Development & Content Management System (CMS) Assistance

The third programme of this community service is Technology Innovation provided to the village in the form of a website as a digital communication media with the aim of Digital Information Governance of Gisik Cemandi Village, Gresik. The purpose of the project to create the Gisik Cemandi Village Digital Information Governance website and Content Management System (CMS) assistance is to create a website that will be used to manage the village's digital information. to disseminate information about Gisik Cemandi Village and to manage the site's content effectively through the use of a CMS.

The following is a further explanation of this project Technology Innovation for villages; First is Website Creation: The project started with building the official website of Gisik Cemandi Village. This is an online platform where important information about the village can be shared, such as the village profile, news, events,

public services and more. The visual identity of the village, including the logo and colours used for branding, should be represented by the website design. Second, the selection of a Content Management System (CMS): A CMS is a platform that can be used to facilitate website content management without having strong technical expertise. The CMS selected and used was the Village Information System (SID) web application (Desa, 2015). This web application was developed by the ICT community and supported by the Directorate General of APTIKA of the Ministry of Communication, Information and Technology (KOMINFO). SID is a specialised platform for digital village information governance that continues to be developed for the needs of villages such as Gisik Cemandi, Sidoarjo.

The third stage is CMS assistance: This CMS training is given to the administrator or team who will manage and update the site content after the website is built, in this case the village officials of Gisik Cemandi, Sidoarjo. The training was held on 23 September 2023 at BPSDMP Kominfo Surabaya and was attended by 10 village officials from Gisik Cemandi, Sidoarjo. The training included instruction on how to use the CMS interface, upload and edit text, images and videos, and organise content structure. Next up is Content Management: The educated team will learn how to use tags, set up categories or classifications, and organise collaborative publishing. Periodic Maintenance: In addition, CMS mentoring will include regular website maintenance, which includes data recovery and software updates. Finally, Continuous Content: A clear process for collecting, editing, and uploading new content on a regular basis is required in this programme.

Figure 7. Content Management System Assistance for Gisik Cemandi Village Website



Gisik Cemandi Village will have an effective platform to disseminate information to the community and stakeholders through this website creation and CMS assistance. With proper use of the CMS, the trained team can independently maintain and update the website, making it a valuable tool in the village's digital information governance and online branding efforts.

This community service programme is a programme of activities funded by the Ministry of Education and Culture Ristek Dikti scheme of Beginner Community Service (PMP) in 2023 with the title "Digital Visual Branding: Building Digital Branding Management Governance of Gisik Cemandi Village in Sidoarjo.

Discussion

The results of the batik training of the younger generation using natural dyes showed high enthusiasm from the participants. This can be seen from the large number of participants who registered and attended the training with enthusiasm. Participants also

seemed enthusiastic about following every material presented by the speaker. The trainees also seemed to really enjoy the batik-making process. They seemed happy and satisfied when they succeeded in making batik tulis with natural dyes. This shows that this batik training has succeeded in fostering interest and talent in batik making among the younger generation.

Conclusion

The aim of the three training courses discussed was to help Gisik Cemandi villagers acquire relevant digital skills, particularly in terms of village branding and information management. These trainings included: Firstly, Digital Visual Branding Training: Providing participants with the visual design skills and branding understanding needed to strengthen the village's brand image online. This will assist villages in building a strong and consistent visual identity in the digital world (Kristiyono, 2022; Kristiyono & Ida, 2021). Second, Creative Content Creation Training for Village Digital Marketing and Branding: The training focuses on developing creative content that assists the village's digital marketing and branding efforts. It provides the ability to create engaging and informative content to increase the visibility of the village online. Third, Creation of Village Digital Information Governance Website and CMS Assistance: Building the official website of Gisik Cemandi Village enabled effective information dissemination and trained the team to manage content well through CMS. The website also provides an effective platform to communicate with villagers and stakeholders.

The suggestions that can be given to this community service programme are as follows: Training Integration: There is a possibility of synergy between these three trainings. It is highly recommended that participants understand how website management, creative content, and visual design are related and support each other. Sustainable Content: The training should include an element of continuous content as content creation and website management is a continuous job. Participants should be educated on how to keep content and websites current and relevant. Performance Evaluation: After the training, a process of evaluation and impact measurement should be conducted. Each training should be monitored and evaluated periodically to determine how they have helped improve the digital image and brand of Gisik Cemandi Village. Continued Support: Once the training is complete, the community of Gisik Cemandi Village may require additional support. This could include access to additional resources, technical guidance, or forums where people can exchange ideas and experiences. Local Empowerment: The main goal of the training is to empower the local community, so after the training is completed, participants are asked to support and take responsibility for managing their own village branding and digital information projects. With the above suggestions, it is hoped that Gisik Cemandi Village can optimise its digital presence, increase its visibility, and improve its brand image online by following these recommendations and continuing to develop their skills and abilities.

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