

Pait Village towards Smart Village with Creation and Support of Village Websites for Public Accountability

¹Tomy Rizky Izzalqurny*, ¹Adrian Hartono Darma Sanputra, ¹Rifaldy Adinandra Ferdiansyah

¹Universitas Negeri Malang, Indonesia

*Corresponding author

E-mail: tomyrizky.izzalqurny.fe@um.ac.id

Volume

6

Issue

1

Edition

May

Page

196-207

Year

2025

Article History

Submission: 31-10-2024

Review: 12-02-2025

Accepted: 14-03-2025

Keyword

Smart Village;
Village Website;
Accountability Public;

How to cite

Izzalqurny, T. R., Darma Sanputra, A. H., Ferdiansyah, R. A. (2025). Pait Village towards Smart Village with Creation and Support of Village Websites for Public Accountability. *Jurnal Pengabdian Masyarakat*, 6(1), 196-207
<https://doi.org/10.32815/jpm.v6i1.2403>

Abstract

Purpose: Community service This aims For develop the Pait Village website as part from effort towards a smart village which aims increase transparency information population and accountability public. The problem faced is lack of access to information village consequence loss of previous website.

Method: Method used in study This covers observation live, discussion group Focus Group Discussion, development website, as well as socialization and training to apparatus village. Data collected through surveys and questionnaires distributed to device village and community.

Practical Application: Research results This potential repair transparency government village and make it easier access information for public through digital platforms. This website can also be used for the promotion of tourist village and improve the growth of local economy.

Conclusion: Website development successfully increases access to information and skill tools for village management in the digital system. This program shows a positive impact on transparency and effective public service in Pait Village.



Introduction

Pait Village is an area with significant potential in agriculture and animal husbandry, and it also possesses various natural resources. The village covers an area of 1,621.812 hectares with a population of 4,460 people, the majority of whom rely on farming and livestock as their main source of livelihood.

Figure 1. Potential of Coban Slimpring in Pait Village



Pait Village is located in a mountainous region and is endowed with numerous natural tourism attractions, such as waterfalls (locally known as "coban"). There are four known waterfalls in Pait Village, which are excellent tourist destinations and have supporting infrastructure that can further enhance their potential.

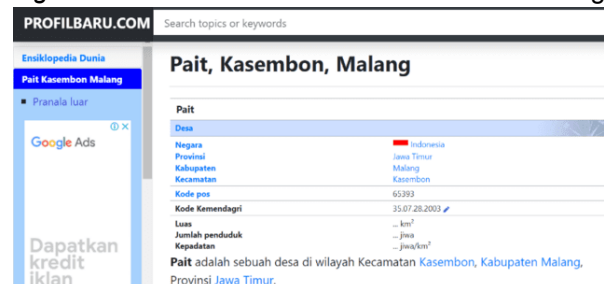
Figure 2. Installation of Internet Network in Pait Village



The internet network in Pait Village is fairly well-developed; however, information distribution about the village through a dedicated website is still lacking. As a result, the village's natural potential is not widely known to the public due to limited promotion and the absence of an updated village profile. According to Muttalib et al. (2021), potential refers to the resources, strengths, and capabilities of a village that can be developed to improve community welfare.

In this digital era, technological advancements can be felt across both urban and rural areas. However, technological disparities are still often found in rural regions, including Pait Village (Nandita et al., 2023).

Figure 3. Lack of Information Related to Pait Village



The community, particularly the village apparatus in Pait Village, still lacks the ability

to utilize technology effectively for transparency and information access. This is evident from the limited available information, making it difficult for outsiders to learn about Pait Village. Information distribution can be carried out through a village profile—a document that comprehensively describes the village's characteristics (Saragih et al., 2023). However, the current village profile of Pait is still very minimal in terms of data related to its characteristics and existing potential.

A number of problems in Pait Village stem from the lack of information technology utilization to showcase and promote the village's potential to the wider public. This is due to the fact that the official village website, previously provided by the Ministry of Communication and Information (Kominfo), is no longer accessible. Therefore, it is necessary to recreate and relaunch the village website.

Figure 4. Manual Public Services



The second issue is that information services in Pait Village are still conducted manually, resulting in uneven data collection and inaccurate records (Romadhon & Maryam, 2023). The third problem is that Pait Village does not yet have a digital village profile that contains comprehensive information such as population data, village budget usage, local potential, and other current updates about the village. This lack of digital documentation hinders effective information distribution to the entire village population (Mukhsin, 2020).

The fourth issue is the absence of human resources who are skilled in operating a web-based information system. Currently, the information system used by Pait Village relies on manual methods, such as bulletin boards and printed flyers. This is partly because the previous website administrator was selected for the State Civil Apparatus (ASN) program and can no longer manage the site. A new administrator has been appointed, but they still require training and guidance in website management.

The final issue is the lack of detailed Standard Operating Procedures (SOPs). The village government should have SOPs as management guidelines, which serve as a reference for identifying problems and determining the necessary solutions (Husain Habibie et al., 2021).

Therefore, contributions from various parties are needed to help maximize the distribution of the village's potential. The community service initiative aims to address these challenges through the theme: "Pait Village Towards a Smart Village through the Creation and Support of a Village Website for Public Accountability."

As previously explained, the main issues faced by Pait Village include the inability to effectively deliver information about its potential through a comprehensive village profile. The lack of information dissemination by the village apparatus has hindered the optimal contribution of the village's various potentials. In fact, Pait Village possesses several natural resources that could be developed into tourist attractions.

Tourism is a key economic driver and can be a solution for the government to enhance economic development (Elfira, 2022). The tourism sector not only impacts specific economic groups but also supports lower-income communities. Local residents benefit through the growth of economic activities such as accommodation development, service

providers, local stalls, and more (Amin et al., 2023). Therefore, sharing information about natural potential is crucial, as it can increase community income, promote equitable business opportunities, create job prospects, and introduce the region's natural and cultural wealth (Sastraningsih et al., 2023).

The first proposed solution is to create a website that serves as a dedicated information platform (Fauzan, 2020). A website allows for the optimal distribution of necessary information (Arie et al., 2023). Data stored in a database can be processed by users and displayed publicly through a web-based application (Jamaludin et al., 2022).

As part of this community service initiative, the website for Pait Village was developed and optimized by adding new features, updating its appearance, and redesigning the village profile section. Village information was also updated. This aims to make the website more systematic and user-friendly for managing data, information, and public services. Additionally, the creation of a web-based information system is expected to increase the reach of village-related content to a wider audience.

With this initiative, the distribution of village potential information is expected to increase by 70%. The results and impact will be measured by tracking the number of visitors to the village website.

The second alternative is to conduct socialization and mentoring sessions for the Pait Village apparatus on how to use the website. As mentioned earlier, the human resources at the village office currently lack sufficient understanding of how to operate the website. The proposed solution includes periodic training sessions and hands-on mentoring (Al Misri et al., 2023a).

The village website serves as a platform to promote the village's various potentials (Sudirman et al., 2023). This solution can help introduce the village profile more broadly to the public through the website (Nababan et al., 2023). With proper socialization and mentoring, it is hoped that the distribution of important information will improve, ultimately enhancing the welfare of village residents.

Through this initiative, the knowledge level of the village apparatus regarding website operation is expected to increase by 60%. This can be measured through a questionnaire distributed to the village staff to assess the impact of socialization and mentoring. The questionnaire will help evaluate the success level of these activities.

Currently, the Pait Village Government delivers information through banners, pamphlets, bulletin boards, and flyers—methods that are time-consuming and often ineffective. The information shared is limited and sometimes fails to reach the intended audience. As a result, the public lacks understanding and awareness of the village profile, activities, and achievements due to suboptimal access to information.

Creating a dedicated website for Pait Village provides an opportunity to make information more accessible to the public. It also allows the village office to facilitate easier access to important information for residents. This goal can only be achieved if the website is built with the necessary systems in place (Suhendar, 2020).

Thus, the village website must contain relevant content for the community. Content planning should begin with structuring a menu that includes pages such as the village profile, vision and mission, organizational structure, performance reports, potential areas, and the latest village news (Al Misri et al., 2023).

An SOP (Standard Operating Procedure) is also essential for managing the website. This SOP should be arranged chronologically to provide a clear and consistent procedure for website management tasks (Artaya et al., 2023).

With this solution, it is expected that the renewal level of the village profile will increase by 70%. This will be measured using a questionnaire distributed to the village staff assigned to manage the website, helping determine the effectiveness of the profile update process.

Method

This community service activity was carried out in Pait Village, chosen because it is a partner of the State University of Malang. Additionally, based on various references and field observations, it was found that Pait Village still does not have a well-structured village profile. Therefore, the implementation of this service is planned from April to September 2024. The focus of the activity is to support the village apparatus so they can effectively manage and present updated information and maintain an accurate and informative village profile. In this context, the partners play a crucial role by participating in the activities and providing support in various aspects that can accelerate the success of the community service program. The implementation follows a structured model, illustrated in the figure of the Community Service Implementation Method.



To ensure the effectiveness of the program, several methods are applied, including observation, focus group discussions (FGDs), website development, socialization and training on website usage, and a post-implementation evaluation. In the early stages, a proposal for the community service activity was developed to obtain formal support from the State University of Malang. This proposal was aimed at facilitating the creation of a website to enhance the village profile and showcase the potential of Pait Village. This stage also included a review of relevant literature and direct observation in Kebobang Village.

Following the initial observations, FGDs were conducted to identify village needs and coordinate with the village apparatus to formulate an optimal community service scheme. These discussions sometimes involved inviting expert teams to provide recommendations, especially in managing population administration systems. The effectiveness of this stage was evaluated through questionnaires distributed to the village apparatus to determine their understanding of the improvements needed for the village profile via the website.

Subsequently, the development and improvement of the village website and database were carried out based on the outcomes of the FGDs. The website was designed to serve as a medium for enhancing the village profile. It involved creating relevant content and developing standard operating procedures (SOPs) for website management. The website was also expected to improve the speed and efficiency of information dissemination to the public.

Socialization and mentoring for the village apparatus were conducted over a period of three months. During the FGDs, a curriculum for mentoring and training was established. This stage included the selection of village officials and team members responsible for managing the website, creating content to fill the initially sparse website, training the village team in website management based on the established SOPs, and mentoring the team to ensure that the website could continue to be managed effectively even after the university team completed its involvement. In addition, efforts were made to socialize the website's use

among the village residents to encourage broader engagement.

The final stage of the activity was the evaluation of the program. This was done to assess and review the success of the mentoring activities that had taken place. Evaluation was conducted throughout the service period, but a more detailed assessment was carried out at the end. This included documenting the problems encountered during the program, identifying and implementing solutions, gathering participant feedback, compiling meeting records, and reviewing all findings. The results of this evaluation will be used for immediate follow-up and serve as valuable input for future community service efforts.

Result

Initial observations revealed that Pait Village is facing serious issues in information and communication management, particularly regarding access to the village profile and its potential. The village website that was previously developed is now inaccessible and has disappeared from the network, resulting in the loss of critical data such as the village profile, population statistics, tourism potential, and reports on the use of the Village Budget (APBDes). This has impacted on transparency and made it difficult for the public to access up-to-date information. As a result, the village apparatus has been forced to revert to manual methods such as bulletin boards and physical flyers, which are ineffective in reaching the wider community. The need to rebuild a digital information system has become increasingly urgent to overcome these limitations.

Figure 6. Observation with Village Party



The observation process served as the foundation for planning the development of a new, more stable, and integrated website. The development aims not only to replace the old website but also to enhance the quality and availability of information for the public and external stakeholders. The new website is expected to become a reliable data center, providing real-time information about the population, village potential, and budget utilization. Additionally, the website will play an important role in promoting the village's tourism potential, which can support local economic growth and increase public engagement in village governance.

The results of the Focus Group Discussion (FGD) with village officials showed high enthusiasm for the idea of developing a village website as part of the initiative towards a smart village. Village officials recognize the importance of the website as a means of distributing information more effectively and transparently. However, most of them also acknowledged their limited technical skills, especially in operating digital-based systems. This lack of experience in managing information technology has raised concerns about their ability to independently manage and update website content in the future. This issue became a key point in the discussion, as the success of a village website largely depends on the competence of village officials to maintain and operate the system sustainably.

Through further discussion, it was decided that the main priority, in addition to

building a functional website, is to provide intensive training and mentoring for the village officials. The primary goal is to enable them to understand and operate the website system properly, including how to update population data, publish important information, and manage other features independently. Experts involved in the FGD also recommended the development of Standard Operating Procedures (SOPs) for website management. These SOPs are designed to guide the village officials in the routine operation of the website, ensuring that system management follows clear and consistent procedures and minimizes technical errors.

The development of the village website was successfully implemented with a focus on providing functional and relevant features according to village needs. The website is equipped with a village profile feature that includes detailed information about its history, vision and mission, and organizational structure. Additionally, population data is presented in a structured manner and can be easily accessed, offering greater transparency for both citizens and external parties. Another integrated feature highlights the village's tourism potential, allowing visitors to explore a complete list of local attractions such as waterfalls and agricultural areas. This aims to enhance the village's appeal to tourists and stimulate local economic growth. The website also includes periodic updates on the use of APBDes funds, allowing the public to monitor village budget use transparently and accountably.

Figure 7. Focus Group Discussion (FGD) with Village Party



More than just serving as an information platform, the website is also equipped with interactive features that make it easier for residents to access various public services. Through this platform, citizens can view the latest announcements, submit administrative requests, and read up-to-date news about village activities. These features are designed to improve communication between the village apparatus and the community, reducing dependence on printed materials and manual announcements. Village officials actively update the content to ensure that the available data is always current and relevant to the needs of residents. With this complete integration and functional design, the website is expected to become a central hub for digital information and services, facilitating public access and supporting transparency in village governance.

The development of the village website was successfully implemented with a focus on providing functional and relevant features that align with the needs of the village. The website is equipped with a village profile feature containing detailed information about the village's history, vision and mission, and organizational structure. Additionally, population data is presented in a structured manner and is easily accessible, offering greater transparency for citizens and external stakeholders. Another integrated feature highlights the village's tourism potential, allowing visitors to view a complete list of local attractions such as

waterfalls and agricultural areas. This is intended to increase the village's appeal to travelers and boost local economic growth. The website is also equipped with periodically updated reports on the use of APBDes (Village Budget), allowing the public to monitor budget utilization transparently and accountably.

Figure 8. Pait Kasembon Village Website



In addition to functioning as an information platform, the website includes interactive features that allow residents to easily access various public services. Through the website, citizens can view the latest announcements, submit administrative applications, and access news related to village activities. These features are designed to facilitate communication between the village apparatus and the community, reducing reliance on printed materials and manual announcements. Village officials actively update the information, ensuring that the data remains current and relevant to the needs of the citizens. With this comprehensive integration and functional design, the website is expected to become a central hub for digital information and services, improving public access and supporting transparency in village governance.

Intensive training on the operation of the village website was provided to all village apparatus with the goal of enhancing their skills in independently managing and updating website content. The training covered various technical aspects, such as entering population data, updating the village profile, publishing news and announcements, and utilizing other interactive features on the website. In addition to technical training, participants were also given an understanding of the importance of consistency in updating information to ensure that the website remains relevant and useful to the community. Hands-on mentoring was conducted to ensure that the village apparatus not only understood the theory but could also apply these skills practically.

Figure 9. Website socialization and assistance to Village Apparatus



Based on post-training evaluations, it was recorded that 80% of the village apparatus were able to manage and update website content smoothly. This result was confirmed through questionnaires completed by the participants, which indicated that their

understanding of digital technology had increased by 60% compared to before the training. Ongoing mentoring was also provided to help village apparatus address any technical challenges they might encounter in the sustainable management of the website.

With the implementation of training and mentoring, it is expected that the village apparatus will be able to maximize the website's potential to disseminate information and provide faster and more efficient digital services to the community. The program concluded with the formal handover of the completed village website from the service team to the village apparatus.

Figure 10. Website socialization and assistance to Village Apparatus



The evaluation of the community service program titled "Pait Village Community Towards a Smart Village through the Creation and Mentoring of Digital-Based Population Dynamics for Public Accountability" was conducted through a series of targeted assessments to measure the program's effectiveness and its impact on the community and village apparatus. The evaluation involved data collection from various sources, including surveys, questionnaires, and interviews with program participants. The key aspects evaluated included website development, the effectiveness of village apparatus training, public reception of digital technology, and the sustainability of the program following the completion of the community service.

Figure 11. Community Service Evaluation



The evaluation results indicated that the website development progressed well, meeting the community's informational needs and improving access to village data. The website is functioning effectively as a digital information center, although some technical challenges remain, such as server maintenance issues and the need for more diverse content. The training provided to the village apparatus also showed positive outcomes, with improvements in their ability to operate the website, though a few participants still require

additional mentoring to ensure smooth system management. From the community perspective, the socialization efforts have increased residents' understanding of digital technology, although continued outreach is necessary to boost participation across all segments of the community. This evaluation will serve as the basis for refining and expanding future programs to ensure they are more comprehensive and effective.

Discussion

The results achieved from this program show that the implementation of digital technology in the form of a village website has significantly improved efficiency in information management and distribution. The village website has become a primary tool for providing broader access to information, both for village residents and external parties. This improved accessibility has also contributed to promoting the village's potential, such as tourism, which is expected to have a positive impact on the village's economic growth.

An important success of the program is the improved understanding among village officials regarding website management. Although initially most village apparatus lacked adequate technical skills, through intensive training, they have become more confident and independent in managing village information digitally. The success of this training serves as proof that proper guidance can enhance the capacity of human resources within the village.

Socialization efforts in the community have also shown increased participation from residents in using the website, though continued effort is still needed. Technologically less aware communities still require ongoing guidance and education so that the benefits of the website can be felt by all layers of society. Therefore, improving digital literacy among village residents should become a focus for further program development.

Overall, the program has successfully achieved most of the set targets, particularly in terms of developing and operating the website. However, to ensure the sustainability of the program, further support is needed in terms of website maintenance, feature development, and ongoing training for both village apparatus and the community.

Conclusion

The implementation of the community service program has successfully achieved a significant portion of the planned objectives. The development of the village website has had a notable impact on improving information accessibility, data transparency, and the effectiveness of public services. The newly developed website now functions as a central hub for digital information, making it easier for the community and external parties to access population data, village potential, and budget usage reports. With its functional and relevant features, the website also plays an important role in promoting tourism potential and encouraging the village's economic growth.

In addition, the training and mentoring provided to village officials have enhanced their skills in independently managing and updating the website. Socialization efforts have also led to improved public understanding of digital technology use, although digital literacy among the general public still requires continuous attention. Technical challenges, such as server maintenance and the need for more diverse content, must continue to be monitored and addressed to ensure the sustainability of this program. Overall, the evaluation shows that the program has had a positive and sustainable impact, though continued efforts are needed to improve digital literacy among the community and maintain the long-term sustainability of the digital information system in Pait Village.

Acknowledgements

We extend our deepest gratitude to all parties who have supported and contributed to the implementation of this community service program. Our heartfelt thanks go to the Pait Village Government, especially the Village Head and all village officials, for their cooperation,

support, and active participation throughout the program. We also express our sincere appreciation to the people of Pait Village, who enthusiastically participated in the socialization activities and supported the implementation of the village website. Without the involvement and enthusiasm of the entire community, this program would not have achieved its success.

Lastly, we would like to thank the service team from the State University of Malang, the experts, and all parties involved in the planning and execution of this program. We hope the results of this initiative bring long-term benefits to Pait Village and serve as the first step toward a more digitally advanced and well-managed rural community.

Reference

- Al Misri, M., Premana, A., Yulianto, A., Muttaqin, A., Pembuatan dan Pelatihan Pengoperasian Website Desa Ciawi, D., Brebes Pembuatan dan Pelatihan Pengoperasian Website Desa Ciawi, K., Brebes, K., & Premana, A. (2023a). Creation and Training for Website Operation in Ciawi Village, Brebes Regency (Vol. 1, Issue 1). <http://desaciawiwebsite.blogspot.com>.
- Amin, M., Idrus, Y., Puturuhu, D., & Said Perintah, S. (2023). Pengaruh Pengembangan Objek Wisata dan Tingkat Kunjungan Wisatawan Terhadap Pertumbuhan Ekonomi Masyarakat. *Journal of Business Application* | Mei, 2, 16–29. <https://doi.org/10.51135/jba>
- Desa Kamiri Kec Balusu Kab Barru Sudirman Sudirman, P., Fauzan, A., & Amalia Wahyuni Mustakim, R. (2023). Pembuatan Website sebagai Media Pencitraan dan Promosi Informasi Artikel Abstrak. *Ilmu Komputer Untuk Masyarakat*, 4(1), 1–8.
- Elfira. (2022). Dampak Desa Wisata Pentingsari Terhadap Kondisi Ekonomi Masyarakat Di Dusun Pentingsari Desa Umbulharjo Kecamatan Cangkringan Kabupaten Sleman. *Society: Jurnal Jurusan Tadris Ilmu Pengetahuan Sosial*, 13(1), 28–34.
- Fauzan. (2020). Sistem Informasi Manajemen.
- Gumawan Arie, Ningsih Sari, & Dhieka Avrilia Lantana. (2023). Pengantar Basis Data. [Www.Penerbitlitnus.Co.Id](http://www.penerbitlitnus.co.id)
- Husain Habibie, F., Arafah, W., Ratnaningtyas dan Amalia Mustika Jurnal Pemberdayaan, H., Mustika, A., Ratnaningtyas, H., & Tinggi Pariwisata Trisakti, S. (2021). Pelatihan dan Penyuluhan Sertifikasi Desa Wisata di Desa Cibuntu. 3(2), 2021. <https://doi.org/10.30647/jpp.v30647/jpp.v3i2.1599>
- Jamaludin, Khairunnisa samosir, Wahyuddin S, Elmi Devia, Leo Willyanto Santoso, Yuniansyah, Junaidi, Sri Rezeki Candra Nursari, Noor Azizah, & Muhamad Hadi Saputra. (2022). Sistem Basis Data.
- Mukhsin. (2020). Peranan Teknologi Informasi Dan Komunikasi Menerapkan Sistem Informasi Desa Dalam Publikasi Informasi Desa Di Era Globalisasi.
- Muttalib, A., Basri, B., & Wahyu, S. (2021). Digitalisasi Profile Desa Menggunakan Website Untuk Meningkatkan Potensi Desa Tandung. *SIPISSANGNGI: Jurnal Pengabdian Kepada Masyarakat*, 1(3), 55. <https://doi.org/10.35329/sipissangngi.v1i3.2801>
- Nababan, A., Eijaya, S., & Muzaki, M. S. (2023). Prosiding Seminar Hasil Pengabdian Kepada Masyarakat Pendampingan Pembuatan Website Desa Dan Pengembangan Umkm Desa Berbasis Digital Desa Sumberkarang Kecamatan Dlanggu Kabupaten Mojokerto.
- Nandita, P., Zahra, A., Kurniati Maulida, N., Rahmawassti, E. N., Arifin, A. F., Muhammad, B., Audin, N., & Susetyo, A. M. (2023). Pelatihan dan Pembuatan Website Profil Desa Karanglo Lumajang.
- Putu Artaya, I., Rifani, L., Imana, K., Putri, C., Syifa, F., Vindy, V., Prayogo, A., & Shafira, S. (2023). Pelatihan Pengoperasian Website Desa Barengkrajan Sidoarjo Sebagai Media Penyebaran Informasi dan Komunikasi Masyarakat (Vol. 4, Issue 4). <https://madaniya.biz.id/journals/contents/article/view/562>

207) Pait Village towards Smart Village with Creation and Support of Village Websites for Public Accountability, Izzalqurny, T. R., Darma Sanputra, A. H., Ferdiansyah, R. A.

- Romadhon, A. L., & Maryam, M. (2023). Rancang Bangun Sistem Informasi Layanan Administrasi Desa Berbasis Web Di Desa Dukuh. *JUPI (Jurnal Ilmiah Penelitian Dan Pembelajaran Informatika)*, 8(2), 514–524. <https://doi.org/10.29100/jipi.v8i2.3553>
- Saragih, D. P., Nugraha Purnama, E., Lekatompessy, R. L., Irawan, A., & Kontu, F. (2023). Pendampingan Partisipatif Pendataan Dan Pembuatan Profil Kampung Kuper Distrik Semangga Kabupaten Merauke (Vol. 1, Issue 2). <https://cesmid.or.id/index.php/world-management>
- Sastraningsih, E., Diana, H., & Yulefnita. (2023). Enhancement Of Regional Tourism Sector To Improve Community Economy. In *Community Engagement & Emergence Journal* (Vol. 4).
- Suhendar, M. (2020). Pembuatan Profil Desa Gunungleutik Berbasis Web.