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Strengthening Accessibility and Regional Identity Through The Installation Of Hamlet Name Signs In Tanggungharjo Village

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Abstract

Purpose: This Community Service Program (KKN) activity aims to improve accessibility and strengthen regional identity in Tanggungharjo Village through the installation of hamlet name signs. The lack of hamlet identity markers in the village makes it difficult for residents and visitors to recognize the area and access various public facilities.

Method: The implementation method for this activity uses a participatory approach involving KKN students, village officials, and local residents. The activity stages included a location survey and identification of 5 hamlets, coordination with village officials, sign design, sign production using teak wood, and installation at 1 strategic point at the Tanggungharjo Village Hall.

Practical Applications: This program provides real benefits in the form of easier access for residents and visitors in finding hamlet locations, strengthening regional identity, and raising public awareness in maintaining village facilities. The presence of the sign also supports the smooth operation of public services such as couriers and emergency services.

Conclusion: The installation of hamlet name signs in Tanggungharjo Village succeeded in strengthening regional accessibility and identity, marked by the availability of 1 sign at a strategic point, the identification of 5 hamlets, and a positive response from the community. This activity proves that a simple intervention based on community participation can have a significant impact on inclusive and sustainable village development.

Introduction

Kuliah Kerja Nyata (KKN), or Student Community Service Program, is an intracurricular activity that combines the implementation of the Tri Dharma of Higher Education with a method of providing learning and working experience to students in community empowerment activities (Syardiansah, 2019). The KKN activity is based on the Law of the Republic of Indonesia Number 20 of 2003 concerning the National Education System, Article 20 Paragraph 2, which states that higher education institutions are obliged to carry out education, research, and community service (Lestari et al., 2025). Through KKN, students not only apply the knowledge acquired in lectures but also contribute directly to solving real problems faced by the community.

One of the most important factors in the success of village development is the availability of adequate supporting facilities and infrastructure (Farhan et al., 2023). Basic infrastructure such as direction signs and regional identity plays a strategic role in supporting community mobility, smooth administration, and access to public services. The presence of clear and legible name signs or regional markers is essential to facilitate navigation for residents, drivers, and visitors within an area (Lestari et al., 2025).

Tanggungharjo Village is one of the villages still facing the problem of a lack of visual identity, particularly at the hamlet level. This village consists of 5 hamlets that do not yet have adequate name markers. This condition often makes it difficult for local residents and visitors to find specific locations, including access to public facilities such as the village hall, schools, and health centers. In line with the findings of (Hasmi & Anggraini, 2024), the absence of road signs in villages often complicates the mobility of residents and village guests. A similar condition was also found in the study by (Hanif & Khusna, 2025) in Taji Village, where the lack of directional facilities caused many road users to get lost.

In addition to functioning as a navigation tool, name signs also play an important role as identity markers and differentiators within social and physical environments (Lestari et al., 2025). As an identity marker, a name sign functions to provide clear information about a place, making it easier for individuals to recognize and access that location. As explained by (Jonathan Hardy, 2013) every environment or community often wants to highlight its distinctive characteristics. Name signs can serve as a means of creating a sense of belonging and strengthening the identity of that environment.

According to visual communication theory, every graphic element such as color, font, and icons can convey a certain message to the reader (Lestari et al., 2025). In the context of hamlet name signs, a clear, legible design, along with the appropriate use of symbols or colors, can make it easier for the public to understand the information conveyed. Providing information through name signs also helps residents know which area they are entering or are located in, which is useful in both social and legal contexts (Lestari et al., 2025).

Various similar KKN programs have shown success in addressing the problem of insufficient regional markers. (Lestari et al., 2025) reported that the installation of 11 hamlet name signs in Prapat Janji Village, Asahan Regency, succeeded in improving the spatial order of the village and strengthening the collective identity of its residents. (Hanif & Khusna, 2025) also reported that the installation of directional road signs in Taji Village, Klaten, succeeded in improving accessibility and reducing the potential for people to get lost. (Hidayat et al., 2025) added that a social sign-making program in Nglengkong Lor Village succeeded in raising public awareness and community participation in village development.

Based on the description above, the novelty of this activity lies in the participatory approach involving KKN students from Universitas Muhammadiyah Semarang, village officials, and the community of Tanggungharjo Village in realizing the installation of hamlet name signs. This activity aims to strengthen regional accessibility and identity through the

installation of hamlet name signs at a strategic point in Tanggungharjo Village. It is hoped that this activity can provide long-term benefits in the form of improved mobility comfort, a stronger village identity, and support for inclusive and sustainable village development.

Method

This community service activity was carried out in Tanggungharjo Village on 18 August 2026 by 12 KKN students from Universitas Muhammadiyah Semarang. The implementation method used a qualitative-descriptive approach combined with a participatory method (*Participatory Rural Appraisal*), which involved KKN students, village officials, and local residents at every stage of the activity, from planning to evaluation (Hidayat et al., 2025).

The first stage was carried out by conducting a field survey to identify problems and determine the strategic point for installing the sign. This activity was carried out together with village officials to ensure that the installation location matched community needs and supported the spatial order of the village (Lestari et al., 2025). Coordination with the Head of Tanggungharjo Village was also carried out to obtain permission and full support for this program.

The second stage was the design of the sign to be produced. The sign design was created by KKN students with attention to readability, aesthetics, and suitability with the village's identity. The design was made simple yet clear, taking into account the choice of colors and font size so that it could be easily read by road users (Farihin, 2023); (Lestari et al., 2025).

The third stage was the production of the hamlet name sign. The sign was made using teak wood, known for its high resistance to weather. The production process included cutting the wood, assembly, writing the hamlet name, and painting. The paint used had a contrasting color so the writing could be easily read both day and night (Hanif & Khusna, 2025). Sign production involved KKN students and local craftsmen to support the economic empowerment of the local community.

The fourth stage was the most important one, namely installing the hamlet name sign at the predetermined point, in the area of the Tanggungharjo Village Hall. The installation was carried out by KKN students assisted by village officials and local residents. To ensure the sign would last a long time, the post was firmly planted and cemented in place (Farihin, 2023).

The final stage was an evaluation of the activity, carried out informally through reflective discussion with village officials and the community. The success of the activity was measured based on four indicators: (1) the availability of the hamlet name sign at a strategic point, (2) the identification of all hamlets in Tanggungharjo Village, (3) the accuracy of the sign's installation point, and (4) the level of community satisfaction and response to the program (Farihin, 2023); (Hidayat et al., 2025). The evaluation aimed to measure the program's level of success, community response, and to identify obstacles and solutions during the implementation of the activity.masyarakat, serta mengidentifikasi kendala dan solusi selama pelaksanaan kegiatan.

Result

The implementation of the hamlet name sign installation program in Tanggungharjo Village proceeded according to the planned schedule, namely on 18 August 2026. This activity involved 12 KKN students from Universitas Muhammadiyah Semarang, village officials, and local residents. Below are the results of each stage of the activity that was carried out.

Based on the results of the survey and coordination with village officials, it was found that Tanggungharjo Village consists of 5 hamlets that do not yet have adequate name markers. This lack of hamlet name signs often makes it difficult for residents and visitors to find specific locations. The Head of Tanggungharjo Village gave full support for the hamlet

name sign installation program and approved installation at the strategic point, namely the area of the Tanggungharjo Village Hall, as an information center for residents and visitors. This is in line with the findings of (Lestari et al., 2025) that the legal aspects carried out in the early stage ensure that all activities run smoothly without administrative obstacles.

The design of the hamlet name sign was created by KKN students with attention to readability and aesthetics. The design created was simple yet clear, using contrasting colors so the writing could be easily read both day and night. This design choice refers to previous research showing that a clear and legible design is essential to facilitate navigation for road users (Lestari et al., 2025).

The hamlet name sign was produced using teak wood, known for its high resistance to weather. The production process included cutting the wood, assembly, writing the hamlet name, and painting. The resulting sign was of good quality, both in terms of functionality and aesthetics. Teak wood was chosen for its durability, in line with the recommendation of (Lestari et al., 2025), which emphasizes the importance of using weather-resistant materials to ensure the program's sustainability.

The hamlet name sign was installed on 18 August 2026 in the area of the Tanggungharjo Village Hall. The installation was carried out by KKN students assisted by village officials and local residents. The sign was installed firmly using a planting and cementing method to ensure long-term durability. The installation results showed that the hamlet name sign was installed neatly and strategically, making it easily visible to residents and visitors who come to the Tanggungharjo Village Hall.

Figure 1. Installation of the Hamlet Name Sign at the Tanggungharjo Village Hall



Source: Author's Work, 2026.

The success of the hamlet name sign installation program in Tanggungharjo Village can be measured through four main indicators, as follows:

1. Number of Signs Installed

This program succeeded in producing and installing 1 (one) hamlet name sign made of teak wood. The sign was designed with a clear and informative layout, and uses contrasting paint colors to make it easy to read. This sign lists information on the 5 hamlets in Tanggungharjo Village, thereby functioning as a central point of directional information for residents and visitors.

2. Number of Hamlets Identified

Based on the results of the survey and coordination with village officials, 5 (five) hamlets in Tanggungharjo Village were successfully identified. This identification is important as an initial step for planning future sign installations, as recommended by Lestari et al. (2025), who state that regional mapping is a crucial stage in a village spatial-planning program.

3. Number of Installation Points

The hamlet name sign was installed at 1 (one) strategic point, namely the area of the Tanggungharjo Village Hall. This location was chosen based on the consideration that the

village hall is the center of governmental activity and public service, making it easily accessible and visible to both residents and visitors. This is in line with the findings of (Hanif & Khusna, 2025), who emphasize the importance of placing signs in locations that are easily visible and accessible to the public.

4. Community Response Results

Based on the results of reflective discussion and observation during the implementation of the program, the community's response to the installation of the hamlet name sign showed a very positive reaction. The Head of Tanggungharjo Village expressed appreciation for this program and hoped that the installed sign would be well maintained by the community. Residents also felt helped by the presence of the hamlet name sign, which made it easier for them to give directions to visitors. Several residents stated that, with the sign in place, they no longer needed to give lengthy explanations of a location, since visitors could directly see the directions shown on the sign.

This is in line with the findings of (Lestari et al., 2025) that after the installation of name signs, residents and hamlet heads felt more pleased and found it easier to direct guests and visitors to the location of each hamlet. (Hanif & Khusna, 2025) also reported a similar finding, that the installation of directional road signs succeeded in reducing the number of people getting lost due to the lack of road signs in the village. (Hidayat et al., 2025) added that a social sign-making program succeeded in fostering a spirit of togetherness and increasing resident participation in village development.

Discussion

The implementation of the hamlet name sign installation program in Tanggungharjo Village has had a significant impact on strengthening regional accessibility and identity. Based on the results presented, this activity not only produced physical changes in the form of the availability of hamlet name signs, but also generated important social and cultural impacts for the community of Tanggungharjo Village. The presence of the hamlet name sign in the area of the Tanggungharjo Village Hall provides easier access for residents and visitors in recognizing the hamlet areas within Tanggungharjo Village. This is in line with the findings of (Lestari et al., 2025) which state that clear name signs installed at strategic points allow residents and visitors to easily recognize the boundaries and position of a hamlet. That study also emphasizes that this is very important for reducing spatial disorder and strengthening the village's administrative system and orientation.

This strengthening of accessibility also supports the smooth operation of various public services. As reported by (Hanif & Khusna, 2025) the installation of directional road signs in Taji Village succeeded in reducing the number of people getting lost and improving the safety of road users. The presence of the sign also makes it easier for logistics couriers and emergency services to find their destination address, thereby supporting the efficiency of public services. According to wayfinding theory, the presence of landmarks or visual markers is essential in helping individuals understand and navigate their environment. The hamlet name sign functions as a landmark that helps residents and visitors orient themselves within Tanggungharjo Village. This is supported by research from (Ram et al., 2016) which shows that *place attachment* and place identity have a positive relationship with the perception of authenticity and comfort in navigating an area.

The installation of the hamlet name sign also succeeded in strengthening the regional identity of Tanggungharjo Village. Each hamlet now has a clear marker, which sharpens the regional boundaries and creates a more organized environment. As explained by (Jonathan Hardy, 2013), name signs can serve as a means of creating a sense of belonging and strengthening the identity of that environment. This is in line with research by (Stefvany,

2025) which shows that the application of *environmental graphic design* to strengthen the visual identity and navigation of a tourism village has a positive impact on the village's image. Hamlet name signs with an attractive and informative design function not only as directional markers but also as aesthetic elements that beautify the village environment (Lestari et al., 2025).

In the context of visual communication, a clear and legible sign design, along with the appropriate use of symbols or colors, can make it easier for the public to understand the information conveyed (Lestari et al., 2025).The use of teak wood with contrasting paint colors on the hamlet name signs in Tanggungharjo Village demonstrates attention to aesthetics and readability, thereby strengthening the village's visual identity.

This activity involved the active participation of village officials and local residents at every stage, from survey, planning, and production, to installation. This participatory approach is in line with the findings of (Hidayat et al., 2025) that community involvement at every project phase ensures that a program is not only relevant to the community but also receives strong support from local stakeholders. Community participation in this program also fosters a sense of ownership and collective responsibility for the facilities that have been built. This is important to ensure the sustainability of the program, as the community will be more motivated to maintain and care for the installed sign (Hidayat et al., 2025). As stated by (Farihin, 2023) the community has a responsibility to maintain and care for such directional road signs for the sake of the program's sustainability.

In addition, the production of the sign, which involved local craftsmen, also had a micro-economic impact by encouraging the circulation of money at the local level. This is in line with the findings of (Hidayat et al., 2025) that the procurement of local materials and labor creates a micro-economic cycle that directly benefits the community. The success of the hamlet name sign installation program in Tanggungharjo Village can be evaluated through four main indicators that have been established. First, in terms of the number of signs installed, 1 sign was successfully produced and installed at a strategic point. Although the number is only one, this sign holds strategic value because it is placed at the Village Hall, which is the center of information and public service, so its benefits can be felt by the entire community and visitors.

Second, in terms of the number of hamlets identified, 5 hamlets in Tanggungharjo Village were successfully identified. This identification is important as an initial step for planning future sign installations, as recommended by (Lestari et al., 2025) who state that regional mapping is a crucial stage in a village spatial-planning program. Third, in terms of the number of installation points, the sign was installed at 1 point, namely the Village Hall. This location choice is in line with the findings of (Hanif & Khusna, 2025) who emphasize the importance of placing signs in locations that are easily visible and accessible to the public in order to maximize their informational function.

Fourth, in terms of the community response results, the response given was very positive. The community and village officials stated that this sign is very helpful in providing directions, reducing the potential for getting lost, and strengthening village identity. This is in line with the findings of (Farihin, 2023) who reported that the community felt satisfied with the presence of directional signs because they make access easier and improve the comfort of road users. This positive response also indicates that the program has successfully addressed the community's real needs, as stated by (Hidayat et al., 2025) that community involvement and satisfaction are key indicators of the success of a participation-based community service program.

The sustainability of the hamlet name sign installation program depends heavily on maintenance and upkeep by the community and village officials. The use of weather-resistant teak wood was chosen to ensure the sign can last a long time without requiring intensive maintenance (Lestari et al., 2025). Nevertheless, educating the community on the

importance of maintaining village facilities is still needed to ensure the sustainability of the program's benefits. As suggested by (Hidayat et al., 2025) KKN students left behind simple documentation and standard operating procedures so the activity could be replicated by residents in the future. This is important to ensure that similar programs can be continued by the next batch of KKN students or independently by the community.

The hamlet name sign installation program in Tanggungharjo Village shares similarities with various other KKN programs in Indonesia. (Lestari et al., 2025) reported the installation of 11 hamlet name signs in Prapat Janji Village, which succeeded in improving the village's spatial order. (Hanif & Khusna, 2025) reported the installation of 2 directional road signs in Taji Village, which succeeded in improving accessibility and reducing the potential for people to get lost. (Farihin, 2023) reported the installation of 10 hamlet directional road signs in Kalensari Village, which received a positive response from the community.

The main difference in this program lies in its focus on installing a single, representative hamlet name sign in the area of the Village Hall, which functions as an information center for residents and visitors. This approach ensures that the hamlet name sign is placed in the most strategic location, easily accessible to all parties.

Conclusion

The hamlet name sign installation program in Tanggungharjo Village by KKN students from Universitas Muhammadiyah Semarang has been successfully implemented. The success of this program is marked by the achievement of four main indicators, namely the availability of 1 hamlet name sign made of teak wood at a strategic point at the Village Hall, the identification of 5 hamlets in Tanggungharjo Village, the accurate selection of 1 installation point at the center of village government activity, and a positive response from the community and village officials, who felt helped by the presence of a clear regional marker. This activity proves that a participatory approach involving students, village officials, and the community can have a significant impact on strengthening regional accessibility and identity, even when carried out on a simple scale. This program is expected to serve as a model for the development of inclusive and sustainable village infrastructure in the future.

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