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## DEVELOPMENT OF THE VILLAGE PROFILE WEBSITE AS AN INTEGRATED INFORMATION CENTER TO INCREASE COMMUNITY ACCESS TO INFORMATION

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### Abstract

**Background.** The development of information technology encourages digital transformation in government administration, including at the village level. However, information dissemination in Winong Village remains conventional and has not been integrated, as evidenced by the inactivity of the village website and the limited use of digital media. This leads to low accessibility, transparency, and effectiveness in delivering information to the public.

**Aims.** This activity aims to design and develop a profile website for Winong Village to improve information accessibility, government transparency, and community services.

**Methods.** This activity uses a descriptive qualitative method with a *participatory approach*. The activity was carried out in Winong Village as part of the Thematic Real Work Lecture (KKN) program for 40 days, from planning through evaluation. The data collection techniques used include observation, interviews, and documentation.

**Conclusion.** The stages of implementing activities are carried out systematically, from identifying needs to designing systems, developing, testing, implementing, and evaluating. The result of this activity is the formation of a Winong Village profile website that contains important information, including village profiles, news, activities, and village potentials. This shows that a website can provide more structured, accessible information. The existence of the website also supports increasing transparency and efficiency in delivering information to the public.

**Implementation.** Thus, the village website serves as an effective digital information medium for improving the quality of public services at the village level.

**Keywords:** Village Website; Digitization; Village Information System; Public Service



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## INTRODUCTION

The development of information and communication technology in the digital era has driven changes in information dissemination systems across various sectors, including at the village government level. The use of internet-based technologies, such as websites, is an effective means of supporting public information disclosure and improving the quality of services to the community. The village website not only serves as a medium for delivering information but also as a forum for promoting local potential and strengthening transparent and accountable governance. This is in line with the government's efforts to encourage public information disclosure and the digitization of government services to the village level.

Winong Village is one of the villages with a population of approximately 8,168 people who need fast, accurate, and easily accessible information. However, based on existing conditions, the official village website that was previously available is no longer active, so the information dissemination function to the community is suboptimal. As a result, the community faces limitations in obtaining the latest information on village activities, administrative services, and the village's potential. This condition can hinder the delivery of transparent information and reduce the public's effectiveness at the village level.

So far, information delivery in Winong Village is still carried out conventionally, such as through direct announcements via physical and digital channels or social media. This method is considered less effective because it has a limited reach and cannot be accessed flexibly by all levels of society, especially in the digital era, which demands easy access to information anytime and anywhere. This condition shows the need for an integrated and digital-based information system.

Given these problems, developing a village profile website is a relevant solution to increase public access to information. The developed website is expected to become an integrated information center that contains key information, including village profiles, news and activities, public services, and the potential for village excellence. In addition, the website allows the public to access the latest information about Winong Village from anywhere via the internet, and is expected to increase the efficiency of information dissemination and support transparency in the village government's management.

Through the Thematic Real Work Lecture (KKNT) activity, the development of the Winong Village profile website is expected to support the village-level digital transformation, increase information disclosure, and strengthen communication between the village government and the community. Thus, the use of the website as an integrated information center is expected to provide sustainable benefits in improving the quality of service and community participation.

Based on the background that has been described, the formulation of the problem in this activity is how the condition of information dissemination in Winong Village before the development of the village website, designing and developing the Winong Village profile website as an integrated information center, as well as the role of the village website in increasing the access to information of the Winong Village community.

The purpose of this activity is to identify the conditions for the dissemination of information in Winong Village before the development of the website, to develop the Winong Village profile website as an integrated digital-based information medium, and to increase information accessibility for the people of Winong Village through the village website.

The expected benefits from the development of the Winong Village profile website are: 1) Benefits for the community, namely the development of the village website are expected to make it easier for the community to access information quickly, accurately, and up-to-date related to village activities, public services, and the potential that Winong Village has, and can be accessed anytime and anywhere; 2) The benefits for village officials are that the village website can be an official means to convey information to the community effectively and transparently. In addition, supporting the improvement of the quality of public services and documentation of activities and village potentials in a structured manner; 3) The benefits for students are that this activity provides practical experience to students in applying science and technology, especially the development of web-based information systems. As well as improving the ability to analyze problems and provide appropriate solutions, 4) Benefits for institutions (universities) are the results of this activity as a form of real contribution of universities in community service, especially in supporting digital transformation at the village level. As well as strengthening cooperation with the village government.

## **METHOD**

This activity uses a participatory-based community service approach (*participatory approach*) with a qualitative descriptive method. This approach actively involves village

officials at every stage of website development, ensuring the resulting system aligns with user needs and can be used sustainably.

The activity was carried out in Winong Village as part of the Thematic Real Work Lecture (KKN) program for 40 days, from planning through evaluation.

The partners in this activity are the Winong Village Government, consisting of the village head, village secretary, and other village officials. Partners act as both users and managers of the developed website.

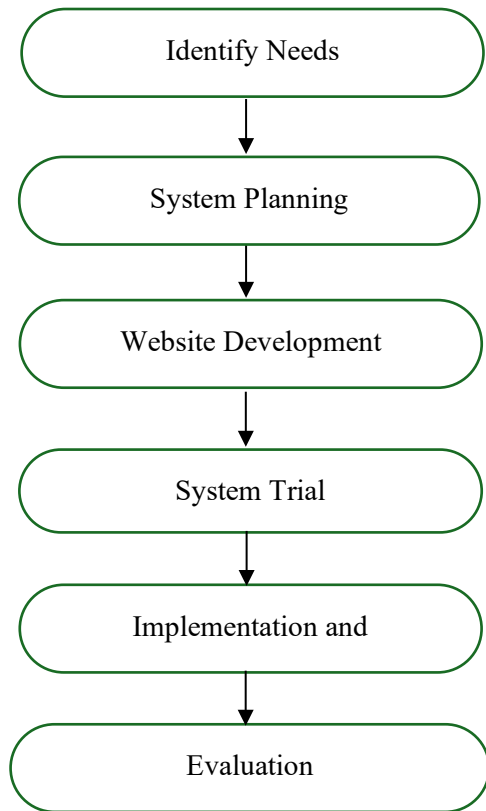
Data collection is carried out to support the development and evaluation of the system through:

1. Observation, to identify the initial condition of the village and the information needs of the community.
2. The interview was conducted in a semi-structured manner with village officials to explore the needs of the system and the obstacles faced.
3. Documentation, in the form of village profile data, administrative archives, and activity documentation.

The implementation of activities is carried out systematically through the following stages:

1. Identification of needs, namely the collection and analysis of village information system needs.
2. System design, including the design of menu structures, interface displays, and navigation flows.
3. Website development, which is the process of creating a web-based website according to the needs of the village.
4. Test the system to ensure functionality and ease of use.
5. Implementation and socialization, in the form of system implementation and training to village officials.
6. Evaluation of activities, to assess the effectiveness of the website in increasing public access to information.

### **Flow of Activity Implementation**



**Chart 1. Flow of Activity Implementation**

## **DISCUSSION**

### **Conditions of Information Dissemination in Winong Village Before the Development of the Village Website**

The condition of information dissemination in Winong Village before the development of the village website can be categorized as still ineffective, not yet integrated, and not fully meeting the community's needs in the digital era. Based on the background description, the information delivery system used remains conventional, namely through direct (physical) announcement media, oral communication, and social media, which have not been managed optimally or structured.

In general, conventional information dissemination has various limitations, especially in terms of reach and efficiency. Information conveyed through bulletin boards or leaflets can only be accessed by people in certain locations, so not all residents can get information equally. In addition, this method is also less flexible because it cannot be accessed anytime and anywhere. This is not in line with the demands of modern society, which requires fast and real-time access to information (Suryanto, 2015).

Oral delivery of information also has weaknesses in terms of information accuracy. Information conveyed from one individual to another can be distorted, leading to misunderstandings in society. According to communication theory, the process of conveying messages without structured media can introduce noise that affects the clarity of information. Meanwhile, the use of social media to disseminate information has been carried out, but it has not been utilized to its fullest. Social media that is not systematically managed tends to produce information that is poorly archived, difficult to trace, and not centralized on a single official *platform*. This makes it difficult for people to obtain complete and reliable information. In fact, in the concept of e-government, the use of information technology should improve the quality of public services, enhance transparency, and promote community participation (Indrajit, 2006).

The main problem facing Winong Village is the inactivity of the official village website, which was previously active. The village website should be a digital information center that presents information in an integrated manner and is easily accessible to the wider community. The website's inactivity prevents the dissemination of information, making it difficult for the community to obtain information on village activities, administrative services, and village potential. This is contrary to the principle of public information disclosure, which requires every public body to provide information that is easily accessible to the public (Law No. 14 of 2008).

In the context of governance, information disclosure is an important indicator of *good governance*. Information transparency can increase public trust in the government and encourage active participation in village development (Mardiasmo, 2009). However, with the information system still in a limited condition, efforts to achieve transparency have not been able to operate optimally in Winong Village.

In addition, the absence of integrated digital media also has an impact on the less optimal promotion of the village's potential. The potential of the village, in the fields of economy, tourism, and culture, requires a wide range of media to be known by the outside community. The village website can be a strategic means of introducing this potential more effectively and efficiently. Without a digital platform, information about the potential of villages is limited and difficult to reach a wider audience (Nugroho, 2010).

Furthermore, this condition also shows that Winong Village has not fully implemented the concept of digital transformation in its government system. Digital transformation is not

only about technology, but also about modernizing and improving service and communication systems that are more effective and responsive to society's needs (Westerman et al., 2014).

Thus, it can be concluded that the condition of information dissemination in Winong Village before the development of the village website still faces various obstacles, including limited information coverage, low accessibility, lack of efficiency in information delivery, lack of an integrated information system, and lack of optimal transparency and promotion of village potential. Therefore, a solution is needed: developing a village website as a digital information medium that meets community needs and supports the improvement of public service quality at the village level.

### **Designing and developing the Winong Village Profile Website as an Integrated Information Center**

Village information services play a very important role in creating transparency of information that can be conveyed to the community at large, and this is closely related to the availability of technology-based data storage media.<sup>1</sup> In this context, the design and development of the Winong Village profile website as an integrated information center is essential. A village website is a site that contains a collection of information in various forms of writing, images that can be accessed through the internet network through a URL address, and its existence is very important for a village because it aims to publicize the existence and potential of the village to the wider community, even to the national and international levels.<sup>2</sup>

The process of designing the Winong Village website is carried out through an approach participatory-based community service (*participatory approach*). In developing the village profile website, the system development method uses a participatory approach that actively involves village officials at every stage of the process, ensuring the resulting system aligns with user needs and can be used sustainably. Data collected using observation, interview, and documentation methods.

This website was designed from the beginning to manage basic village data and information, including population and village assets or resources, with only users from the

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<sup>1</sup> Mansur & Kasmawi. (2017). *Development of a Web-Based Integrated Database System for the Provision of Village Website Information Services*. TEKNOSI, Vol. 03, No. 01, April 2017, pp. 73–82

<sup>2</sup> Samboga, et al. (2021). *Development of the Village Website as an Information Media for Introducing the Potential of Patokpicis Village*. Journal of Graha Abdidan, State University of Malang.

village government having full authority and access rights to the system. This ensures that data security and integrity are maintained.

In terms of menu structure and features, the display of the main page of the village information service website in the home menu consists of, village profile, village data, village news, and Bumdes, where each menu has a sub-menu with different functions, for example, the village profile menu displays the sub-menu of the history of Winong village, the Vision and Mission of Winong village, the organizational structure of the village apparatus, and the location of the village that is directly connected to the maps. Meanwhile, the website that functions as a village information center covers various aspects, including village profiles, public information, activity information, and information on village-owned enterprises (Bumdes).

The existence of this village profile website brings wide benefits to the community and the village government. An integrated and complete information media will facilitate the promotion of a village, so that with the existence of a village profile website as the main portal of village information, complete information can be provided that is able to attract tourists and investors to come to the village, which in the end is expected to improve the welfare of the community.<sup>3</sup> In addition, the ease of access to complete and accurate village profiles will also support village development planning and make it easier for devices and communities to obtain information about the village.<sup>4</sup>

Thus, the development of the Winong Village profile website as an integrated information center not only answers the need for transparency and accessibility of information, but also becomes a strategic instrument in encouraging village progress in the digital era in line with the theme of our thematic real work lecture service, namely social innovation for village independence.

The design and development of the Winong Village profile website as an integrated information center is a strategic step in supporting digital transformation at the village level. Based on the initial conditions that show that the information dissemination system is not

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<sup>3</sup> Nugroho, A. & Daniati, E. (2021). *Training on the Use of the Website as a Village Profile Information Medium*. Contributions: Journal of Research and Community Service, 2(1), 9–16.

<sup>4</sup> Ramadhani, et al. *Development of an Integrated Village Information System Based on Web Application in Sidakangen Village*. Telematics, Amikom University Purwokerto.

optimal, a web-based platform is needed that is able to integrate various information systematically, easily accessible, and sustainable.

The initial stage in the website design process is the analysis of system requirements. At this stage, identification of user needs, both from the village apparatus and the community, is carried out. These needs include providing village profile information, publishing the latest activities and news, and presenting the village's superior potential. This analysis is important so that the website developed is truly in accordance with real conditions and can address existing problems.

Next is the system design stage. At this stage, the website structure is prepared, including display design, navigation flow, and the grouping of main menus such as homepages, village profiles, news, services, and galleries. Good design must pay attention to ease of use, responsiveness across various devices, and an attractive appearance to increase user interest in accessing information.

The next stage is development, the process of creating a website using web-based technologies such as HTML, CSS, JavaScript, and a content management system (CMS) if needed. The use of a CMS can make it easier for village devices to manage and update content without requiring high technical capabilities. At this stage, the integration of various features such as news systems, announcements, and public information is also carried out.

Once the website is developed, system testing is conducted to ensure that all features function properly and there are no errors. The test includes navigation functions, access speed, device compatibility, and basic system security. This stage is important to ensure the website's quality before it is widely used by the public.

The next stage is implementation and training. The completed website is then implemented and introduced to the village apparatus and the community. In addition, training was conducted for village operators to enable them to manage, update, and use the website independently. This aims to ensure that the website's existence is sustainable, not merely active in the early stages.

The last is maintenance, the process of periodically maintaining and managing the website. Maintenance includes updating content, fixing system issues, and improving features as needed. With good maintenance, the village website can continue to function as an active and relevant information center.

By going through these stages, the Winong Village profile website is expected to become an effective integrated information medium, increase government transparency, and make it easier for the public to access information anytime and anywhere.

### **The Role of the Village Website in Increasing Access to Information for the Winong Village Community**

E-government theory refers to government institutions that use information technology to deliver better public services to the community (Indrajit, 2006). The implementation of e-government at the local government level requires developing digital information systems, including local government websites.

#### **1. Village Website as a Media for Public Information Disclosure**

The village website plays an important role as a public information channel, widely accessible to residents. In contrast to traditional methods that are bound by time and place constraints, village websites allow residents to access information flexibly, anytime and anywhere, according to their needs.

Thanks to the characteristics of interactive and unlimited digital media, village websites are an effective means of disseminating public information to the community at large. The use of village websites also contributes to increasing information transparency and making it easier for people to access various information and public services (Napitupulu, 2020; Ministry of Communication and Information of the Republic of Indonesia, 2021).

Winong Village provides a variety of important information on its website, including administrative affairs, development programs, social welfare assistance, and administrative services. The operation of this website also contributes to changing citizens' attitudes toward accessing information, from being passive to more proactive and independent.

#### **2. Village Website as an Instrument of Transparency and Accountability**

In addition to serving as a medium for disseminating information, the village website also plays a crucial role in increasing openness and accountability in the implementation of village government. With clear information delivery, the community can directly understand the village government's policies, programs, and activities.

The use of village websites clearly shows an increase in residents' transparency and trust in village leaders. This is in accordance with the principles of good governance, which emphasize the importance of openness and responsibility in the management of government.

With transparent access to information, the residents of Winong Village can also serve as social supervisors of the government process, helping minimize the possibility of irregularities.

### 3. Village Website as a Means of Improving Digital Literacy

The use of village websites also helps increase the community's digital understanding. Digital understanding includes not only skills in using technology, but also involves the ability to understand, organize, and utilize information in an efficient way.

People in rural areas still face various obstacles to digital literacy, including limited access to technology and low ability to use it effectively. This condition prevents digital technology at the village level from operating optimally (Ministry of Communication and Information of the Republic of Indonesia, 2021; Central Statistics Agency, 2022).

In this context, KKN students function in an important way as drivers of change through educational activities, education, and guidance for the community. Through this effort, it is hoped that Winong Village residents can improve their digital literacy skills and use the village website more effectively.

### 4. Village Website as a Media for Promotion and Development of Village Potential

The village website can also serve as a marketing tool to strengthen the local community's economic growth. Data on MSME products, tourism opportunities, and local culture can be effectively disseminated through digital media.

In the era of the digital economy, the use of information technology plays an important role in enhancing a region's competitiveness. Digitalization at the village level can expand marketing reach and increase the community's economic value by promoting local potential more broadly (Ministry of Villages, Development of Disadvantaged Regions, and Transmigration of the Republic of Indonesia, 2020; Central Statistics Agency, 2022).

In Winong Village, the use of village websites as a promotional tool still needs improvement, especially in delivering information on the village's economic potential.

## CONCLUSION

Based on the results of the community service activities carried out, it can be concluded that the condition of information dissemination in Winong Village before the development of the website remains suboptimal, as it is conventional, not integrated, and limited in reach, accessibility, and efficiency. This has an impact on the low transparency of information and the lack of optimal public services.

Through a participatory approach in the Thematic Real Work Lecture (KKN) program, the Winong Village profile website has been successfully designed and developed as an integrated information center. The development process is carried out systematically through the stages of identifying needs, designing, developing, testing, implementing, and evaluating, involving village officials as the main users. The resulting website contains important information, including village profiles, population data, news, activities, public services, and village potential.

The implementation results show that the village website can increase the community's information accessibility faster, more easily, and more flexibly. In addition, the existence of the website contributes to greater transparency and accountability in the village government, encourages community participation, and supports improvements in digital literacy. The village website also serves as a medium to promote local potential that supports the development of the village economy.

Thus, the development of the Winong Village profile website can be considered an effective and sustainable solution to support digital transformation at the village level and improve the quality of information technology-based public services. Regular website management and development are essential to sustain the benefits for the community.

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