

Assistance and Development of Website Profile in Curug Sangereng Village

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ABSTRAK

Desa Curug Sangereng, yang terletak di Kabupaten Tangerang, merupakan salah satu desa yang belum memiliki *website* profil, yang dapat digunakan sebagai sarana sosialisasi maupun penyebaran informasi bagi masyarakatnya. Ketiadaan *website* desa ini menjadi salah satu faktor utama rendahnya kesadaran warga terkait dengan kegiatan dan layanan yang ada di desa. Oleh karena itu, kegiatan pengabdian masyarakat ini bertujuan untuk melakukan pengembangan *website* profil untuk Desa Curug Sangereng yang dapat memberikan informasi tentang profil desa, layanan publik, UMKM, fasilitas, kegiatan rutin maupun berita mengenai peristiwa penting di desa. Selain mengembangkan *website* profil, kegiatan pengabdian ini juga melakukan program pendampingan penggunaan *website* yang bertujuan untuk mengenalkan dan memberikan pemahaman mengenai pengoperasian *website* yang telah dirancang kepada staf desa. Website profil ini diharapkan dapat sarana umum yang bermanfaat, dapat meningkatkan serta mempromosikan desa ke masyarakat umum, serta dapat meningkatkan transparansi pemerintah desa.

Kata kunci: Curug Sangereng; Profil Desa; Website

ABSTRACT

Curug Sangereng Village, located within Tangerang Regency, lacks a comprehensive village website profile that can serve as a means of disseminating information to its community. The absence of a village website is a significant factor in the low awareness of residents regarding the activities and services available in the village. Therefore, the aim of this community service activity is to develop a website profile for Curug Sangereng Village that will provide information on the village's profile, public services, MSMEs, facilities, routine activities, and important events. In addition to the website development, a website use assistance program will be implemented to introduce and provide an understanding of the operation of the website to village staff. It is hoped that this website profile will serve as a useful public facility, promote the village to the general public, and increase the transparency of the village government.

Keywords: Curug Sangereng; Village Profile, Website

INTRODUCTION

In today's world, information is vital for any organization or institution to succeed. Effective management and utilization of information is essential for every organization, and institutions must be able to provide accurate and timely information (Abubakar et al., 2019). The development of information technology has led to the widespread use of websites as a medium for disseminating information (Fairuzabadi

et al., 2023; Siman & Wiratama, 2023; Wiratama et al., 2023) Among the websites widely used by government agencies, educational institutions, industries, and public organizations is the profile website (Chandranegara et al., 2020; Fadlan et al., 2022; Novryaldy & Seitadi, 2018; Rochmawati & Oktaviana, 2021; Yulindawati & Ekawati, 2020).

A website profile serves as a platform for an institution to broadcast extensive information to the public. In the context of village communication, this type of website is essential to disseminate information to the public. Through this website, the village can communicate various types of information to people (Garett et al., 2016; Yuliana & Noviyanti. P, 2021).

Curug Sangereng is a village in Kelapa Dua, Tangerang Regency, home to 14,399 individuals and 3,295 families. Spanning an area of 619,190 km², the village comprises an array of rice fields, plantations, animal husbandry, crafts and industries, and services and trade sectors. Furthermore, the village is equipped with essential infrastructure, such as health and public facilities, educational institutions, places of worship, and a village office. Despite the wealth of resources and robust infrastructural framework, a significant proportion of the population remains uninformed about the features available within the confines of the Curug Sangereng.

The absence of a village website has become a prime factor in residents' lack of awareness. Recognizing the need for a method of informing people, a dedicated village website profile was developed as a primary source of information about the village. The website offers a detailed profile of the village, including data on its people, infrastructure, and expansive land area. A catalog of every facility and business, including small enterprises, was also integrated into the website. Additionally, the website provides news updates regarding significant events as well as an archival record of important developments within the village in a gallery. These features, along with many others, aim to foster awareness among the residents of Curug Sangereng by providing information about the village's profile, updates, public services, facilities, and important events.

METHOD



Figure 1. Method for website development

The Curug Sangereng Village website was developed in four stages: UI design, backend development, data input, and web hosting, as shown in Figure 1. **1) User Interface (UI) design:** The UI design stage of website development was conducted using Figma, a cloud-based design platform. This stage involved creating visual

elements of the website, such as the layout, color scheme, typography, and overall look and feel. The goal was to create a user-friendly and visually appealing website that was easy to navigate and informative. **2) Backend Development:** Back-end development is of utmost importance for websites, as it encompasses databases application programming interfaces (APIs), authentication features, and multiple components that, when integrated with the front-end, allow users to view and interact with applications via their browser. Backend development was implemented using Laravel version 10. **3) Inputting the Data:** The data input stage involved populating the website with content such as the village profile, facility and business catalog, news updates, and event gallery. The data were inputted using the website Content Management System (CMS). CMS made it easy to add, edit, and manage the website's content without having to know how to code. **4) Web hosting:** The website is hosted under the domain name <https://curugsangereng.id/>.

During the website development process, the Faculty of Art and Design and the Faculty of Engineering and Informatics from Universitas Multimedia Nusantara collaborated to ensure that the website not only appeared attractive, but also functional and user-friendly. Additionally, coordination with the Curug Village staff was established to ensure that the features developed on the website were in line with the Village's requirements.

RESULTS

Website Implementation

The Curug Sangereng Village website is divided into eight main pages: home, about, news, regional data, village services, maps, businesses and galleries. These pages are listed on the navigation bar of the website, as shown in Figure 2. The footer of each page contains a short description of the village, contact information, and social media links. Furthermore, the website also has its own CMS, which allows the administrator to update information on the website with ease.

The homepage was divided into three sections. The first section provides an overview of the village including its population, area, and key features. The second section lists the villages' main tourist attractions. The third section provides links to other important pages on the website, such as the village's news and events page, its business directory, and its contact page. The Curug Sangereng Village website displays a list of pages, such as the village profile, vision and mission, institutions, personnel data, and authority data in the form of cards. These cards redirected the user to the corresponding page. **The news page** is displayed in a similar manner to the about page and divided into two parts, namely "Important Information" and "Village Activities." Inside each part are cards that contain related information that can be updated accordingly. Figure 3 illustrates the news pages on the website.



Figure 2. Website navigation bar

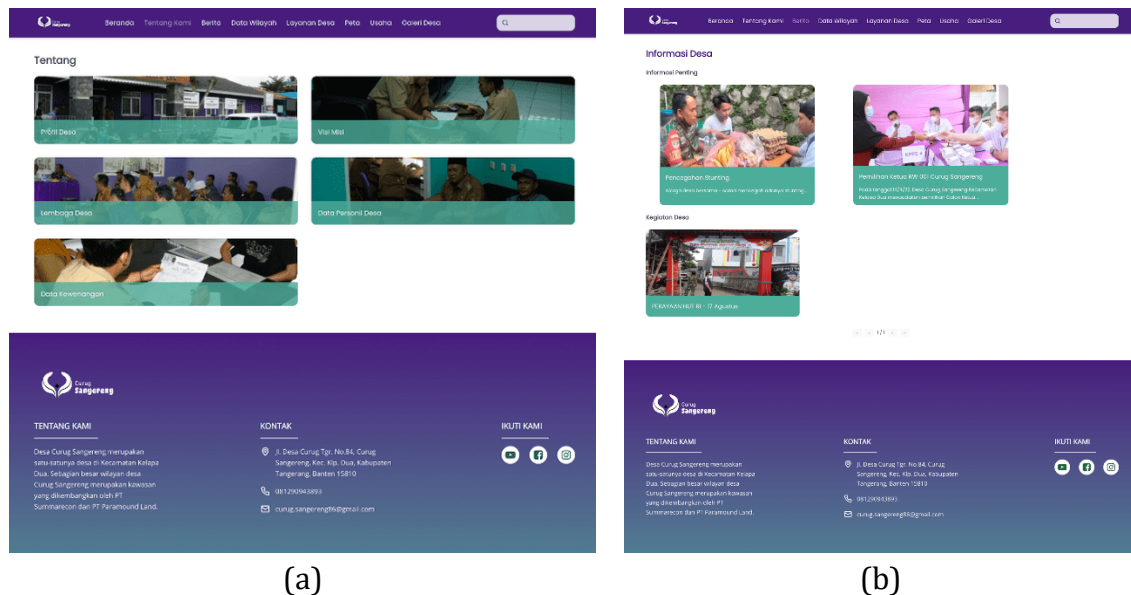


Figure 3. (a) About page (b) News page

Regional data, as depicted in Figure 4, contain information regarding the village landscape. It shows numerical data about the land and its population and visually maps the area into different categories through a topological representation of the village. It also lists the infrastructure available in the village, assets available in the village's inventory, and the financial state of the village.

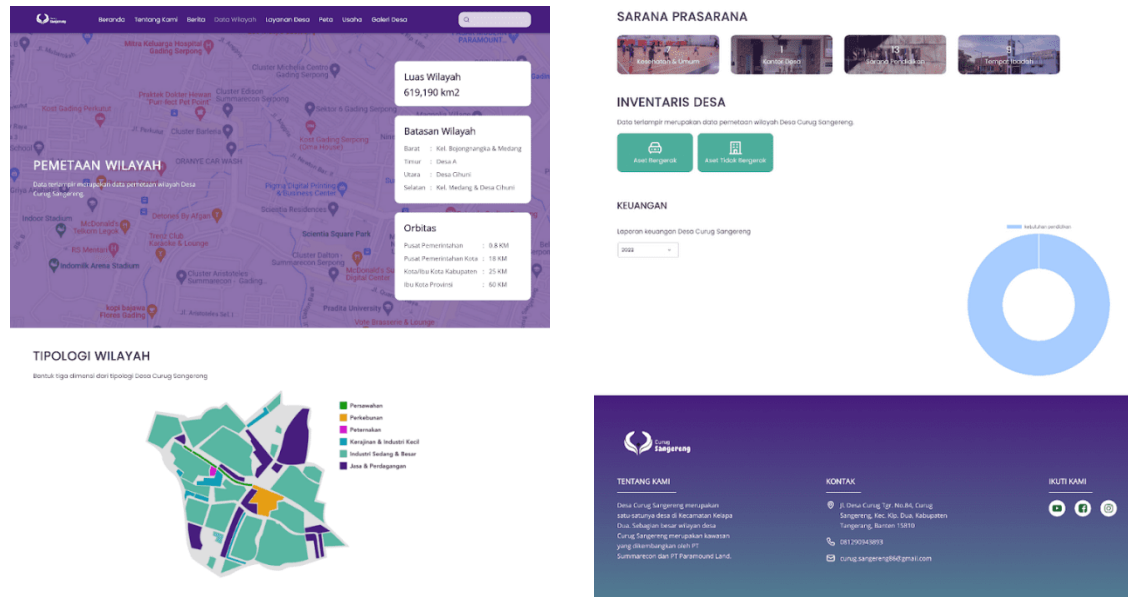


Figure 4. The regional data page of the website

The village services page contains a list of the services available in the village. A standard operating procedure (SOP) was added to guide users seeking to use the available services. Underneath, a list of services is available to choose from a set of categories, “Documents” and “Assistance Programs.” Additionally, a button allowing users to submit a request for services through WhatsApp was also added to the page. Figure 6 shows a screenshot of the website’s map page. The map page contains an interactive map with a list of the facilities and businesses in the village. Users can scroll through the list and click any card from the list displaying the selected area on the interactive map. Figure 5 illustrates the village service pages and the regional data on the website.



Figure 5. (a) Village service page (b) Regional data page

The business page categorizes the many businesses available in Curug Sangereng Village into accommodation, technology, tourism, service, culinary, and automotive. Clicking on categories redirects the user to a list of facilities available within the category. **The gallery page** is an archival record of all the significant developments in the village. Similar to the aforementioned pages, the events are displayed on cards that make it easy for the user to navigate into pages with a detailed account of each event. Figure 6 shows the business and gallery pages on the website.

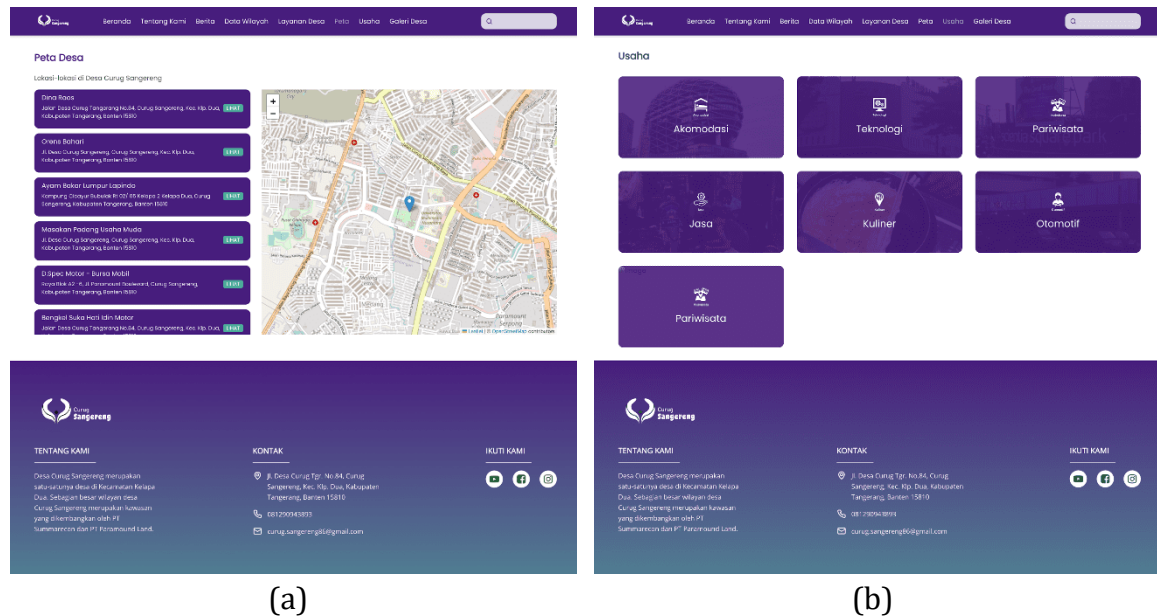


Figure 6. (a) Business page (b) Gallery page

To maintain the longevity of the project, the website should be independently updated by residents of the village appointed as website administrators. This is so that the website can be maintained without the help of the development team involved in this project. Therefore, a CMS page was created to support the administration of this website. Upon landing on the CMS page, admin meets with a login page, as depicted in Figure 7. The admin is given login credentials by the development team to access CMS. After logging in, the admin has access to several menus displayed on the navigation bar, as shown in Figure 8. These menus include pages to update the contents of the regional data, inventory, news, businesses, services, institutions, finance, village officials, galleries, static pages, and the website's settings.

The process of updating information on the website is simple for administrators, who are non-technical users. On every section of each page, the admin can add new data to the system by clicking on the blue "Add Data" button on the selection section of a page. For example, the "Add Data" button in Figure 8 adds new information to the news section of the website. The admin was then directed to a page to add news, as shown in Fig. 9. On this page, the admin can add a name to the news, choose a category, add a description, customize visibility and highlights, and add an image. Clicking on "Save" confirms the changes and updates the content on the website.

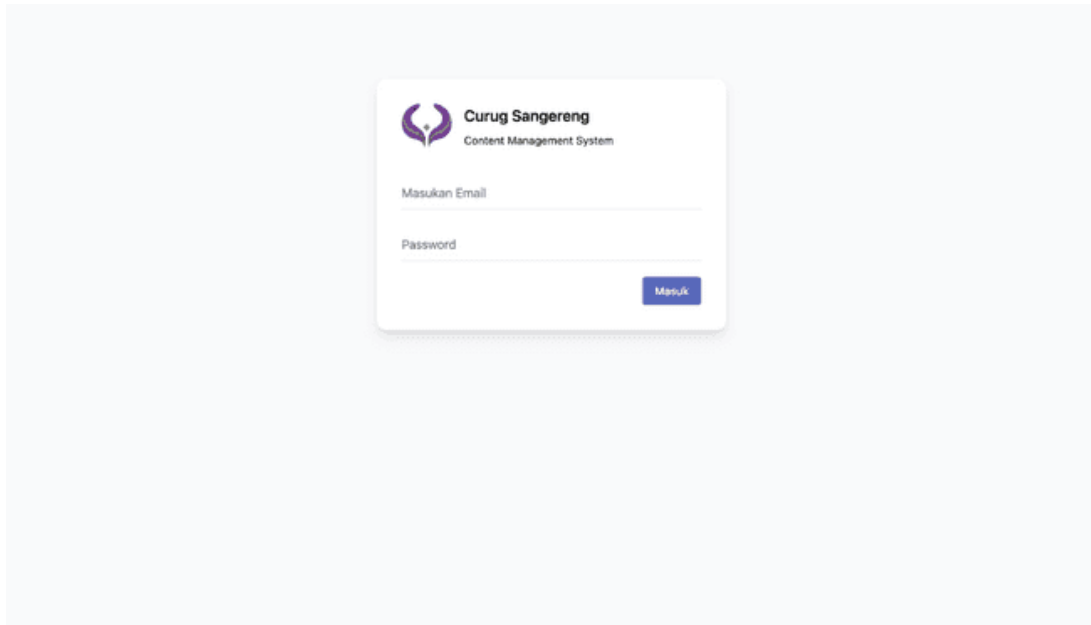


Figure 7. CMS login page

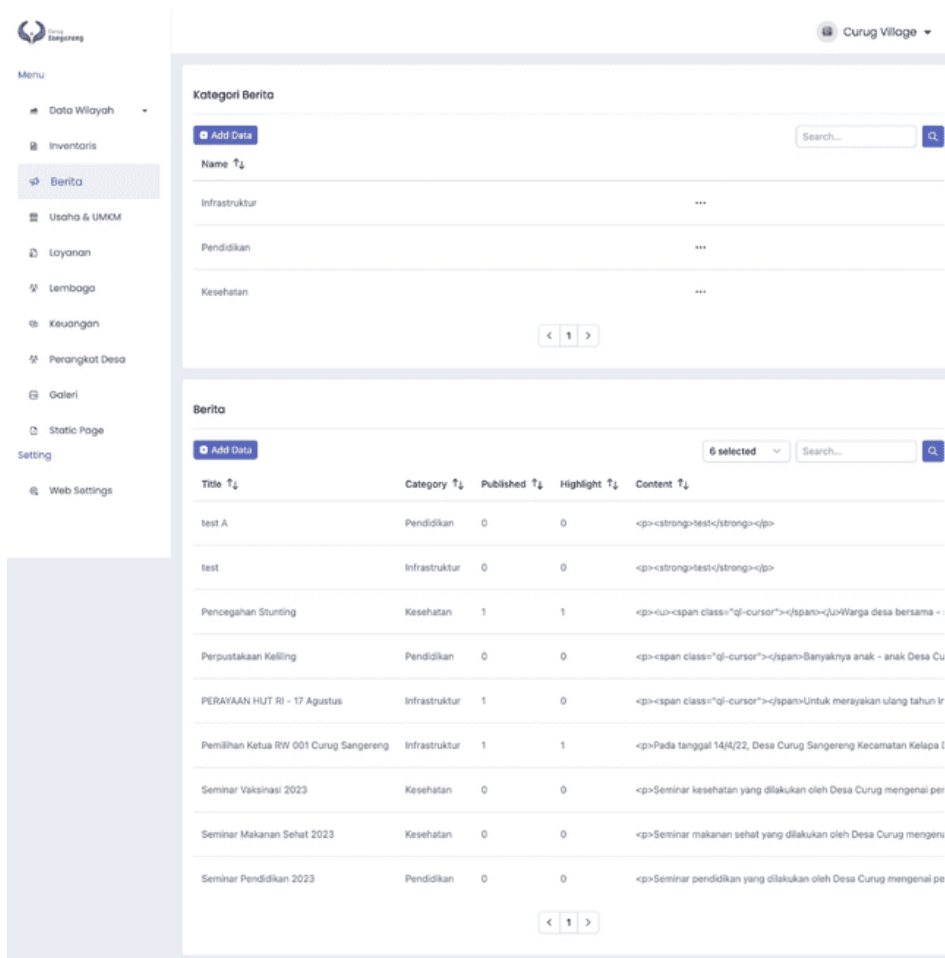


Figure 8. CMS news page

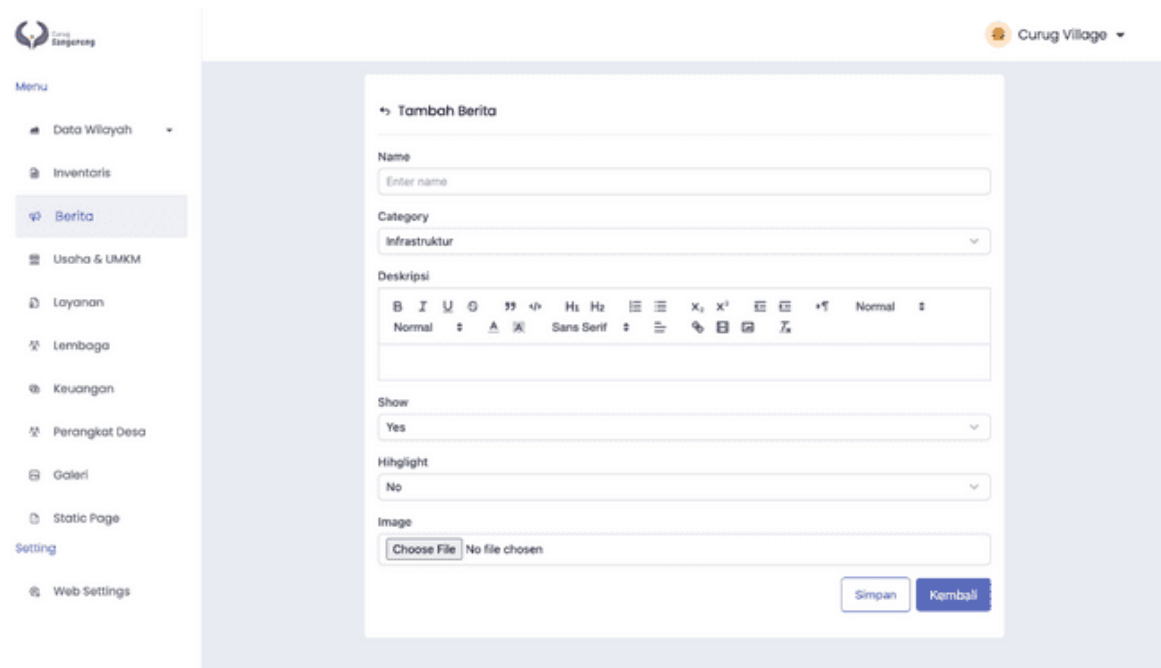


Figure 9. CMS add news page

Training and assisting Village Staff to use the website.



Figure 10. Website assistance program with Curug Sangereng Village Staff

The assistance process for utilizing the previously constructed website profile aims to impart an understanding of the website's operations to Curug Sangereng staff members. This process involved the participation of 11 Curug Sangereng staff members, including village chiefs. The mentoring activities provided relevant material on the procedures for website utilization, commencing with user management and concluding with the uploading of news or content. The documentation of this process is shown in Figure 10. The team provided an explanation of the Curug Sangereng website to the village staff representatives who participated in the activity. The website's assistance activities were completed within one session, and overall service activities were successfully conducted.

The success of this activity can be attributed to excellent communication with partners, which facilitates a smooth and seamless process from commencement to

conclusion. In addition, these activities can be undertaken with full support from the partners. The final output of the service activities, in the form of a website profile and multiple stages of assistance in utilizing the website, enables the Curug Sangereng Village Staff to disseminate various types of information in an integrated manner to the community. To further facilitate the utilization of the website, a Website User Manual was provided to the staff. The documentation of the handover of the user manual with village staff is shown in Figure 11.



Figure 11. The handover of the Website User Manual

CONCLUSIONS AND FUTURE WORKS

A website profile was created to disseminate information and act as a communication platform for Curug Sangereng village. All features of the website function as intended, and the staff members expressed satisfaction with the website profile. Through the assistance program, stakeholders came to understand and appreciate the significance of a website profile for their communication and information needs. Further work will be conducted to develop an online website service for public and administrative purposes in Curug Sangereng village.

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