PUBLIC SERVICE TRANSFORMATION: OPTIMIZING INFORMATION TECHNOLOGY THROUGH THE CREATION OF DIGITAL WEBSITES AND APPLICATIONS

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Abstrak

Tujuan pengabdi adalah ingin membangun kesadaran dan keterampilan digital pada masyarakat melalui pembuatan website dan aplikasi desa yang terintegrasi. Dengan pendekatan Participatory Action Research (PAR), pengabdi mendorong keterlibatan aktif perangkat desa dan warga dalam proses transformasi digital di Desa Campor. Setelah dianalisis, diketahui bahwa lambatnya pelayanan publik disebabkan oleh ketergantungan pada sistem manual yang tidak efisien serta keterbatasan akses digital bagi UMKM. Melalui dukungan pemerintah desa dan partisipasi masyarakat, program yang berupa meluncurkan dan pelatihan aplikasi digital, ternyata secara bertahap mempercepat proses administrasi, meningkatkan transparansi, dan memperluas jangkauan pasar bagi produk UMKM lokal. Keberhasilan terlihat terlihat dari peningkatan akses layanan digital oleh warga dan optimalisasi platform digital untuk pemasaran produk UMKM, seperti produk kerajinan dan kuliner. Implementasi teknologi ini diharapkan dapat terus berkelanjutan, memberikan solusi inovatif yang memperkuat pelayanan publik dan ekonomi desa di masa depan.

Kata Kunci: *Pelayanan Publik; Transformasi Digital; Teknologi Informasi.*

Abstract

The program aims to build digital awareness and skills in the community by creating an integrated village website and application to address these issues; using a Participatory Action Research (PAR) approach, the program encourages the involvement of village officials and residents in the digital transformation process in the Campor Village. After conducting an analysis, it was found that slow public services are caused by reliance on inefficient manual systems and limited digital access for SMEs. With support from the village government and community participation, the program gradually accelerates administrative processes, increases transparency, and expands market reach for local SME products. Success is reflected in residents' increased access to digital services and optimizing digital platforms for marketing SME products, such as handicrafts and culinary goods. Implementing this technology is expected to be sustainable, providing innovative solutions that strengthen public services and the village economy in the future.

Keywords: Digital Transformation; Public Services; Information Technology.

INTRODUCTION

The rapid development of information technology has brought major changes in various aspects of life, including the village government sector (Jatmiko & Legong, 2023). Information technology is no longer limited to urban areas, but

has begun to reach rural areas to increase the efficiency of public services and improve the quality of administrative management (Fauzi et al., 2022). Whether you realize it or not, the implementation of digital-based public services in Indonesia still experiences several obstacles. One of the challenges is the lack of accessibility to technology, especially in rural areas. Although the government is trying to provide internet access in all regions, there are still areas that experience limited accessibility to digital technology (Susilawati et al., 2024). Not only that, another challenge is the low level of digital literacy among several community groups. This problem, of course, hinders a person's ability to use digital-based public services. The process of adapting to digital public services can be difficult if it is not followed up so that the community and village apparatus can provide digital-based services to their citizens.

In 2021, Kominfo RI and Katadata issued Indonesia's Digital Literacy Status with digital literacy measured through 4 pillars, namely proficiency, ethics, security, and digital culture (Ria Jayanthi et al., 2022). The results of the survey stated that Indonesia's digital literacy status is not very good, or still at 3.49 (scale 1-5), where the digital skills and digital culture pillars have increased their scores to 3.44 and 3.90 respectively. Meanwhile, there was a decrease in scores for the digital ethics and digital safety pillars to 3.53 and 3.10 respectively. From these findings, the internet network in Indonesia is relatively unstable, but the internet is getting more even when viewed in recent years.

Campor Village, Proppo District, Pamekasan Regency, is one of the villages that has great potential in terms of Human Resources (HR) and Micro, Small and Medium Enterprises (MSMEs). This village has a population of 9,161 people, with details of 5,497 men and 3,664 women, as well as more than 20 active MSMEs. However, this potential has not been utilized optimally, due to the limitations of technological infrastructure and the lack of use of digital systems in village administration. Currently, Campor Village still relies on a manual administration system that is slow, inefficient, and often prone to errors.

Processes such as population registration, document management, and licensing require residents to come directly to the village office, which is time-consuming and costly (Wiranti & Frinaldi, 2023). According to the village's internal report, the average administrative processing time reaches 3-5 days, and there are often delays due to information uncertainty. In addition, a lack of transparency in data management can reduce the level of public trust in village government services. As many as 72% of residents complained about the lack of clarity in administrative procedures. This condition illustrates the urgent need to adopt information technology in public services to improve efficiency, transparency, and accuracy (Hidayatullah et al., 2024).

The main problems faced by Campor Village are the low use of technology in public administration and limited access for local MSMEs to expand market

reach. Only 2% of MSMEs in the village have used digital technology for marketing (Wakil, et al., 2019). The problems in Campor Village, Proppo District, Pamekasan Regency, have been experienced by several villages. One of them is in Sumbawa Regency, which is geographically located in a remote area. Limited infrastructure and human resources (Dimas et al., 2024).

In response to this challenge, this community service program focuses on creating a website and digital application for Campor Village. The purpose of this service is to provide innovative solutions in building digital awareness and skills in the community through the creation of an integrated village website and application. This goal will certainly modernize the public service system and encourage local economic empowerment through digital platforms. Through this website and application, the public is expected to be able to access administrative services from anywhere, speed up the service process, increase data transparency, and reduce the risk of errors in administrative management.

In the all-digital era, village officials are required to be pro-active or innovative in providing services to their citizens based on digital. The service is able to provide a fast, precise, and cheap way out in the pocket. Through the use of technology as a means of accelerating public services, it certainly makes it easier for the needs of the community, such as administrative services that do not have to be done in the office, but can be accessed online. This online service, residents can fill out a form that can be downloaded in the village application and can monitor the performance of the village apparatus on the website without having to ask the local village head (Rijlan, 2022).

To implement these digital services, village officials must provide adequate infrastructure, human resources and internet connections; provide training and hold socialization so that they can easily operate village applications; encourage their citizens to be literate with advanced technology. (Nugroho, et al., 2023). So, public services, of course, make it easier for the needs of the community, such as administrative services that do not have to be done in the office, but can be accessed online. For this online service, residents can fill out a form that can be downloaded in the village application and can monitor the performance of village officials on the website without having to ask the local village head.

This service also refers to various similar efforts that have been carried out in several other villages. (Yulanda & Adnan, 2023) and (Susanto & Ridwan, 2024) stated how digitalization is the key in improving the efficiency of public services and the competitiveness of MSMEs. Karanganyar Village reported an increase in resident satisfaction of up to 30% after the digital application was introduced. However, the program implemented in Campor Village has its own uniqueness by combining administrative modernization and MSME development through a single digital platform, so that it has a wider impact both in terms of public services and local economic development (Satria et al., 2022).

The above discussion shows that the uniqueness or novelty of this program lies in an integrated approach that combines the modernization of village administration and the empowerment of MSMEs in one digital platform. This allows Campor Village not only to improve the efficiency of public services, but also to strengthen the economic foundation of its community. Previous studies have shown the effectiveness of digitalization in improving the quality of public services, but not many have integrated MSME-based economic empowerment into similar programs

In the end, the impact of the implementation of digital websites and applications in Campor Village is expected to bring significant changes. Villages that were previously left behind in the use of technology can now move towards digitalization, improve service efficiency, and strengthen the economy through MSMEs. Through the training and assistance provided, as many as 70% of residents are expected to be able to use the digital platform independently at the end of the program. This program is also expected to be a model for other villages in Indonesia in efforts to modernize public services and economic empowerment based on information technology.

MATERIALS AND METHODS

This community service activity uses the Participatory Action Research (PAR) approach which aims to overcome the practical problems and needs of the community, as well as produce knowledge that can support the process of social change (Afandi et al., 2024). The PAR approach was chosen because it allows for active collaboration between the service team, the village government, and the community in facing the challenges that exist in Campor Village, especially related to the low utilization of information technology in public services and the empowerment of MSMEs. This service starts from July 29 to September 25, 2024

In this approach, active community participation is very important to identify problems that occur in the village and find solutions together. This process is expected to awaken the collective awareness of the community to the importance of information technology in daily life, both in terms of village government administration and in the development of economic potential through digital technology-based MSMEs. This service is oriented towards community empowerment, with a focus on increasing digital literacy and the use of technology to encourage community independence.

This method of service not only places the community as a passive object, but also as an active subject in the process of change (Aisyah et al., 2023). The service team acts as a facilitator who assists the community to take advantage of the website and digital applications developed. In addition, the village government is also actively involved in efforts to digitize public services and support the sustainability of the program (Yunus et al., 2023) after the implementation of

community service ends. Thus, this service not only provides short-term solutions but also builds a strong foundation for sustainable social change in Campor Village.

To achieve this goal, the service members carry out a series of special activity steps, including:

Socialization to Village Officials (August 29, 2024 at 20:15-21:00 WIB).

Socialization was carried out for all village officials to introduce the importance of digital technology in facilitating public services and the development of MSMEs. The success of socialization was measured by the level of participation and understanding of participants which were evaluated through questionnaires and interviews after the activity, as well as observations. The results can be seen from the positive attitude and willingness of village officials to use technology in service. As for the measuring tool, it can be assessed from the proficiency of the village apparatus when operating the village application after receiving training from the service provider.

Webinar with Digides (September 12, 2024 at 08:00-11:00 WIB)

This webinar was held as an initial stage of introducing the concept and importance of information technology in village public services. This webinar was attended by village officials and community leaders, where PT. Digital Desa (Digides) explained the technology solutions they offer, as well as the benefits and ways to use their platform in supporting public services in the village. Success was measured by participants' attendance and their understanding was tested through questionnaires. The success rate is seen from the change in the perspective of village officials and the community towards the importance of technology in daily life.

Talkshow *(September 20, 2024 at 08:30-10:45 WIB)*

The talk show was held to discuss the challenges and opportunities for technology implementation at the village level. Several technology experts and local officials were present as speakers to share insights and experiences regarding the digitization of public services. This activity aims to provide a deeper understanding to the public about the importance of innovation in public services. Feedback from participants, collected through a survey after the event, will be used to measure the success of the activity. Changing people's attitudes towards technological innovation is the main benchmark.

Digital Website and Application Management Training (September 23, 2024 at 08:30-10:45 WIB)

Training was carried out for village officials related to the management of village websites, ranging from uploading information, managing online administrative services, to system maintenance. This training aims to ensure that village officials are able to operate the website independently after this service ends. In addition, Android-based digital applications were also introduced and taught to use them to village officials and community representatives. The success

of the training was measured through the participants' ability to operate the website independently, which was tested with technical simulations after the training. The success rate is measured by how well the village apparatus is able to carry out administrative tasks online.

Launching the Village Website (September 27, 2024 at 10:00 – 12:00 WIB)

After all stages of training and technical preparation were completed, the official village website was launched in a launch event involving the community, village officials, and Digides. This website is expected to be a village information center as well as a means to make it easier for the community to get administrative services, such as submitting certificates and applying for population documents online.

The success of the launch is measured by the response of the community and the initial use of the website, judged by the number of users and requests for digital services. Success is seen from changes in people's habits, such as the switch to using services from manual to digital. The success of the community service program mentioned above is certainly supported by the important role of various parties, namely: the campor village government, Digides (Digital Village), village MSME actors, campor village communities, village officials, campor village youth.

RESULTS AND DISCUSSION

After conducting a thorough analysis of the problems of public services and MSME empowerment in Campor Village, the service provider identified a number of significant challenges, ranging from limited access to technology to the lack of digital knowledge among village officials and local business actors. Based on these findings, we formulated a series of strategic community service programs designed to improve digital literacy and facilitate the implementation of information technology in the form of: socialization to all village officials, village digital development webinars, integrated service shows, system operation training and launching digital websites and applications. These programs are not only focused on administrative improvements, but also on economic empowerment through MSMEs, so that they have a direct impact on improving people's welfare.

This program not only aims to overcome existing challenges, but also serves as a catalyst in encouraging the active participation of all village apparatus. We realize that digital transformation will only succeed if it is accompanied by collective commitment, from village heads to officials on every front. Therefore, we offer a number of initiatives that are expected to not only be well received, but also implemented in a sustainable manner to create real change.

The village head underlined that increasing digital literacy is not only a technical matter, but also a matter of changing the mindset, both among village officials and the wider community. He believes that this program will pave the way for Campor Village to not only overcome administrative and public service

problems, but also develop the MSME sector through digital technology. With a more integrated system and more accessible information, administrative processes such as mail management, business registration, and MSME management will become more efficient.

The synergy between the service team and the village is not only seen in the planning, but also in the implementation of the program later. With the full support of the village head and all officials, we are confident that this initiative will have a sustainable impact on public services and the empowerment of MSMEs in Campor Village, making it a technology-based village model that can inspire other villages. With this solid support, we immediately implemented these programs. The initiatives we carry out include:

Socialization to the Village Head and All Campor Village Officials

In the early stages of the implementation of the digitalization socialization program in Campor Village, we realized the importance of building a strong foundation for village officials regarding their understanding of digital technology (Satria et al., 2022). This socialization not only serves as an introduction to the concept, but also as a gateway to transformation for villages oriented towards public service efficiency and technology-based economic development. The main focus of this activity is to provide a comprehensive insight into the role of digital technology in accelerating village administration, improving the quality of community services, and supporting local MSMEs to develop in the digital era.

This socialization program lasted for four days, with a structured and interactive approach. All village officials and one of the community leaders were escorted one by one to their homes, ensuring with a personal touch that they can participate and play an active role through Focus Group Discussion. This method was chosen because it allows active participation, so that each participant can contribute, either in the form of questions, suggestions, or personal experiences related to the administrative challenges they face. This activity is designed to ensure that participants not only hear our presentation, but also have the opportunity to interact directly with the new concepts introduced.

In this socialization, we introduced a special website and digital application designed for Campor Village. This application not only offers convenience in terms of village administration, such as the mailing process and population data management, but also provides a directory of village MSMEs that can be used to promote local products more broadly. For example, in this application, MSMEs can display their product catalogs, which will be accessed by the wider community through the village's digital platform. The process aims to digitize the village economy and provide opportunities for local entrepreneurs to connect with the wider market.

The socialization session was complemented by a demonstration video screening explaining how this technology works. The video describes practical

steps in using the application, such as how to automatically create letters, search for population data based on certain criteria, and how MSMEs can upload and manage their product catalogs. The visualization through this video aims to make it easier for participants who may still feel unfamiliar with the concept of digital technology. Participants were given a concrete overview of how this application can facilitate their daily lives, especially in terms of public services and business management.

However, it is undeniable that the socialization process faces a number of challenges. One of the biggest challenges we face is the low level of digital literacy among village officials. Many of them are not used to using devices such as smartphones or computers in an administrative capacity. Therefore, the implementation team must simplify the delivery of the material, use visualizations that are easier to understand, and provide examples of technology applications that are relevant to their daily lives. Repetition of explanations and adaptation to the learning rhythm of participants is the main key in delivering material effectively.

Overall, this socialization succeeded in creating initial awareness of the importance of digital technology in public services and village economic empowerment. With a deeper understanding of the potential of digitalization, village officials are expected to gradually adopt this technology in their daily operations. The obstacles that emerged during the outreach gave us important insights to improve our approach in the future, especially in terms of digital literacy and the provision of supporting infrastructure. We are optimistic that with the right support, the digitalization of Campor Village will be a successful model that can be adopted by other villages.

Figure 1. Socialization to several Village Officials in several Hamlets of Campor Village

Webinar Coaching Digital Village (On Zoom Meeting)

After the socialization stage was completed, it was followed by the implementation of an intensive webinar that lasted for a full day. The goal is to deepen the understanding of village officials about the use of digital technology in integrated public services. This webinar was held through a strategic collaboration

between Campor Village and the Digides platform, a platform dedicated to supporting village administration online. It is known that Digides is a brand with integrated information and communication technology services for public services and the acceleration of economic development. This application is an effort to switch the administrative work and management of village offices that were previously done manually, which switched to digital management. This makes it easier for village apparatus to carry out village government work, and can be monitored in real time and more transparently on other devices (Maatang et al., 2024).

The main focus of this event is the introduction and in-depth training on the superior features owned by the Digides platform, which will later be implemented directly in Campor Village. In the webinar, competent speakers from Digides provided a comprehensive tutorial that explained in detail various technical aspects of the system. The webinar began with a session on registering for online administrative services, including how people can apply for ID cards, family cards, domicile certificates, and various other administrative documents digitally. The resource person then showed how to manage population data efficiently, allowing village officials to access, update, and monitor citizen information in real-time and accurately.

Not only the administrative aspect, the webinar material also touched on the empowerment of local MSMEs through the use of digital technology. This feature allows village officials to map and record MSMEs in Campor Village, so that information about small and medium enterprises operating in the village can be easily accessed. This helps village officials in providing more targeted support to MSME actors. In addition, the application also provides the ability to search and process specific demographic data according to the needs of the village, such as the number of male population aged 17 years and above or other data categories needed for strategic decision-making with just one click.

Webinars not only focus on delivering material in one direction, but also provide opportunities for direct interaction for participants. They can ask questions and discuss directly with the resource person about the challenges they may face, such as technical problems, device limitations, or internet connection problems. The speakers quickly provided practical solutions to these challenges, ensuring that each village apparatus was ready to operate the Digides platform with confidence after the webinar.

Although the webinar ran smoothly overall, there were several obstacles that had to be overcome, especially in terms of technology adaptation among village officials. For most participants, this was their first time participating in online training, so they had difficulty adjusting to the new learning method. This caused some participants to not be able to immediately follow the webinar flow properly at the beginning of the session. In addition, the limitations of the devices

owned by the participants and the uneven quality of the internet network in the village area also pose its own challenges.

However, this problem was successfully overcome with a more personalized approach, where participants who had difficulty were given additional assistance through easy-to-understand video tutorials. The video contains real-life simulations, such as the process of automated mail generation, citizen data search, and administrative management, which help clarify the benefits of Digides technology for their daily work. In addition, the use of visual aids such as interactive presentations and concrete case examples also speeds up the learning process. Based on the Digides platform used to manage the Campor Village website, here are some of the main features presented:

First, Population Data Management: This feature allows village officials to manage population data digitally, including quick access to population information based on specific categories such as age, gender, and employment status. This accelerates the administrative process and decision-making related to village policies (Hidayat, 2023).

Second, Online Administrative Services: Villagers can apply for various administrative services online, such as making automatic letters, making ID cards, family cards, or domicile certificates. This service reduces the burden on residents who previously had to come directly to the village office, as well as making it easier for village officials to process the application.

Third, Village MSME Mapping: With this feature, village officials can map and record small and medium enterprises (MSMEs) in Campor Village. This data is useful to facilitate the provision of assistance or information related to business development.

Fourth, Public Information Service: This website also serves as an information center for villagers, where they can access the latest news, official announcements, and other important information. This increases transparency and openness in village government.

Fifth, Interactive Dashboard: Presents village data in the form of graphs and tables, making it easier for village officials to monitor various important indicators such as the population, the level of participation in online administration services, and the development of MSMEs.

With the implementation of these features, Campor Village transitions to more modern and efficient public services, where the administrative process becomes more transparent and fast, and the community can access various services easily without having to be trapped in a slow manual bureaucracy. This digitalization is expected not only to improve the quality of services but also to strengthen the empowerment of the village community as a whole.

Figure 2. Webinar on Village Digital Development (On Zoom Meet)

Integrated Services Talk Show

The talk show entitled "Smart Village: Technology Implementation for Integrated Services" was held as an interactive discussion forum designed to introduce and invite the community and village officials to understand the importance of applying technology in improving public services. This event was designed with the vision of creating a more modern, efficient, and inclusive environment for all villagers through digital transformation. Through this talk show, village officials, MSME actors, and the community are encouraged to better understand the concrete benefits of technology in facilitating access to administrative services and supporting village economic empowerment, especially through the digitalization of the MSME sector.

This event began with an introduction from the Head of Campor Village, who emphasized the importance of technological innovation to improve the quality of village services. Furthermore, Mr. Arief R Sukardi, S.T., a representative from the Pamekasan Regency Communication and Information Office, appeared as the main speaker. He shared his insights and experiences on the implementation of information technology in various villages in Pamekasan. With his in-depth experience in the field of technology, Mr. Arief was able to clearly explain how technology can be a revolutionary tool in the implementation of public services and more transparent and efficient village management.

This discussion also presents or involves village officials, local MSME actors, and community leaders. This event was not only broadcast live on the spot, but also accessed online through a streaming platform, so that it reached more audiences from various circles who were interested in the issue of village digitalization. The talk show lasted for two hours and covered several key topics raised by the speakers:

First, Village Service Efficiency through Information Technology: The main speaker explained how the implementation of digital information systems can accelerate the village administration process. For example, with a digital system, the management of population data, the submission of official papers, and the

preparation of village financial reports can be done more efficiently, reducing the pile of manual files that usually take a long time. This administrative process has become more integrated, transparent, and accessible at any time by village officials.

Second, Success Stories of Villages-Digitalization in Other Regions: In this discussion, the resource person raised case studies from other villages that have successfully implemented digital systems for public services. One of the success stories is Tegalrejo Village, which successfully implemented a village application that allows residents to apply for administrative services without the need to come directly to the village office. The resource person also emphasized that the success of the village started with digital education for village officials and residents, which ultimately created a new culture of interacting with technology.

Third, MSME Empowerment through Digital Technology and Online Marketing: One of the focuses of the talk show is village economic empowerment through MSME digitalization. Speakers from the digital economy sector explained the importance of digital presence for village MSMEs, which allows small and medium-sized business actors to significantly expand their markets through e-commerce platforms. The marketing of village products, which previously only relied on local networks, can now reach a wider range of consumers through digital marketing. The speakers provided practical guidance on how to start an online store, build a digital brand, and utilize social media and content-based marketing strategies (Tahir et al., 2023).

This talk show became more dynamic with an interactive question-and-answer session. Village officials, MSME actors, and community leaders who attended were allowed to ask questions directly to the speakers. The questions asked ranged from technical problems in the use of village information systems, how to deal with infrastructure constraints such as slow internet, to concrete guidelines for starting a digital business. The enthusiasm of the participants was very high, with many village officials showing great interest in this technology as a solution to improve the administrative system that had been perceived as inefficient.

But not everything went smoothly. One of the obstacles that arose was the lack of understanding of the technical language used by the speakers at the beginning of the event. Some participants, especially those who are not familiar with the term digital technology, had difficulty understanding the explanations presented. To overcome this problem, the moderators and the organizing team took the initiative to simplify technical terms and use analogies that are easier to understand, such as describing the digital system as an "online village office" that is always open and ready to serve at any time.

Another obstacle faced is limited internet access in several village areas, which results in some participants not being able to participate in the full talk

show through streaming platforms. To overcome this, the talk show recordings are uploaded online and can be reaccessed by villagers at any time, so that they can still get the information conveyed in the discussion.

The success of this talk show is evaluated in several ways. First, the high level of participation from village officials and local communities reflects the great interest in the topics discussed. Second, the number of questions and interactive discussions that occurred during the event was an indicator that the material presented was relevant to the needs and interests of the participants. In addition, a questionnaire distributed after the event showed that most of the participants found the talk show very useful, with many of them interested in implementing the technology in their villages immediately.

Overall, the talk show with the title "Smart Village: Technology Implementation for Integrated Services" was successful as an important starting point in digitalization efforts in Campor Village. This event not only increases the understanding of village officials about the benefits of technology in public services but also opens up new opportunities for local MSMEs to develop in the digital era. This transformation is expected to create a smarter, modern, and highly competitive village, and be able to face the challenges of the times by utilizing technology as the main tool in managing village administration and economy.

Figure 3. Integrated Services Talk Show

System Operation Training

The Campor Village website management training and village digital application was carried out for three days with the main goal of improving the competence of village officials in utilizing the digital platform that has been developed. This training aims to provide the technical skills needed to accelerate public services, simplify village administration, and increase information transparency for the community. This training is an important first step in the journey towards digital transformation in Campor Village.

This training involves village officials, village operators, and several local youth who are prepared as a technical team to maintain websites and applications

in the future. Youth involvement is not only an effort to ensure the sustainability of the program, but also as a youth empowerment strategy in the village digitalization process. Their presence is expected to bring new energy and fresh insights, ensuring that the digital transformation of the village continues even after the KKN program ends. During the training, participants received a variety of comprehensive materials, including:

First, Village Information Upload: Participants are taught how to manage and update content on the village website, such as announcements, village news, activity agendas, and village profiles. This aims to ensure that important information is always available and accessible online by the public. That way, village information becomes more transparent and easily accessible to all levels of society, both inside and outside the village.

Second, Online Administration Management: The training also includes online administrative management simulations, such as applying for certificates, making population documents, and other correspondence services. This is an important step in reducing the community's dependence on coming directly to the village office so that services become more efficient and fast. The community can apply for services from home, and village officials can process it quickly through a digital platform.

Third, Village MSME Information Upload: In this session, trainees were taught how to upload MSME data in Campor Village to the village website. The information uploaded includes the business profile, the type of product sold, the contact of the business owner, and the location of the business. The goal is to make it easier for village and non-village communities to access information about existing MSMEs, so that it can increase the visibility and competitiveness of local products in the digital market. Participants are also taught to ensure that the information uploaded is always accurate and up-to-date so that they can give more trust to potential buyers or business partners (Nilam et al., 2023) and (Agustina, 2020).

Fourth, the use of Village Mobile Applications: Mobile applications are designed to speed up and simplify services to villagers. Through this training, participants learn how to use the app to quickly process service requests, from registration to document verification. This application is also expected to make it easier for residents to access village services wherever they are.

During the training, participants not only received theory, but also engaged in hands-on practice with the help of a team from Digides. Participants are trained to operate important features such as population data management, online administration service management, and village news and announcement publications. They also gained an in-depth understanding of the platform's workflow, from data input to how the final results can be accessed by villagers.

Not only that, the community service team also actively assists the trainees by providing direct direction and assistance. Each participant is accompanied in each practice session to ensure they master all the features of the digital platform well. The laptops provided are the main media for website and application management simulations, so that participants can directly try to upload information, process services, and use village mobile applications.

The evaluation of the success of the training was carried out through a simulation of village service management carried out by the participants. They are tested in various scenarios, such as uploading announcements, processing mail requests, and managing population data. Participants who are able to complete these tasks well are considered to have mastered the training material. In addition, the team also conducted direct observations to ensure that all participants truly understood the workflow of the village digital platform.

Of course, in the training process, some obstacles were found, especially in terms of differences in technological abilities among participants. Some village officials who are not familiar with the use of technology have difficulty understanding the training material, especially in the technical aspects of platform management. To overcome this, the coaching team provides more intensive assistance and increases the number of practice sessions so that participants who experience difficulties feel more comfortable and are able to operate the platform properly.

Overall, this training on the management of the village's digital website and application is a strategic step in encouraging digital transformation in Campor Village. The success of the training is not only measured by how well participants master technical skills, but also by the long-term adoption of this technology. With a better understanding of information technology and how to apply it in public services, it is hoped that Campor Village can become a more modern, transparent, and responsive village to the needs of the community. This sustainable digital transformation is expected to bring significant changes in the quality of life of the people of Campor Village.

Figure 4. System Operation Training

Launching a Digital Website and Application

The launching event of the Campor Village digital website and application is a historic moment that not only marks the inauguration of the digital platform, but also as the culmination of various technological transformation efforts carried out in the village. This event was designed very carefully, presenting various important parties such as village officials, the general public, village heads, representatives from the Communication and Information Service (Kominfo), and community leaders. Their presence shows their enthusiasm and commitment in supporting the long-dreamed digitalization agenda to accelerate public services and transparency in Campor Village.

The launch began with remarks by the village head who emphasized the importance of technology adoption as a means to facilitate access to public services and improve connectivity between the village government and the community. The village head also appreciated the hard work of the community service team who have collaborated with various parties in building and developing this village digital website and application. With this technology, village administration services that have taken a long time are expected to be shortened and more efficient.

The main session of the launch event was the introduction of the features on the Campor Village website and digital application. The community service team and technical representatives from Digides conveyed in detail how the community can use this platform to access services such as applying for certificates, submitting population documents, to the latest information about various village activities. One of the best features is the local MSME directory, which helps promote the products of the village community to a wider market. This feature is expected to improve the village economy by facilitating product marketing.

More than just theoretical explanations, the technical team consisting of local youth provided a hands-on demonstration of the use of the application and website. They guide the public, starting from how to download the application, register users, to how to apply for services online. This activity is designed to make the community feel comfortable in using this new technology, as well as encourage their involvement in the village digitalization process. The demonstration was highly interactive, where participants carrying smartphones could follow a live guide from the technical team. In fact, for those who are not familiar with technology, the team provides personal assistance to ensure that no one is left behind.

The success of this launching event is measured through several indicators. One of the most obvious things to see is the enthusiasm of the community during the event. Many residents are interested in trying the application directly, even asking about further ways to use it for daily needs, such as paying taxes or

monitoring public information. The community service team also designed a mechanism to evaluate the success of this platform through user surveys conducted for several weeks after launch. They assessed the community's satisfaction with the accessibility of services, the speed of response from village officials, and the ease of use of the platform. In addition to surveys, active user data is another indicator in assessing how effectively this platform is used by the public.

The most important moment in this event was the ribbon cutting carried out by Kominfo representatives, who symbolically inaugurated the Campor Village website and application. The ribbon cutting symbolizes the beginning of a new era for the village, an era in which public services are quickly and easily accessible. Not only that, this event was also marked by the signing of a Memorandum of Understanding (MoU) between the village head, Kominfo, and the community service team. This MoU is a form of real commitment from all parties to continue to support the management and development of this digital platform in the future, ensuring that its sustainability can be guaranteed and provide long-term benefits for the community.

However, behind the successful launch, several obstacles have arisen, especially related to the familiarity of technology among the public. Some participants who are not familiar with digital technology face difficulties in understanding the use of village applications and websites. Most of them are older people or those who are not used to using digital devices on a daily basis. To overcome this problem, the community service team and village youth who have been trained previously conducted intensive assistance. They are not only helpful during the event, but also ready to provide support after the event ends. This assistance is carried out periodically so that the community can really master the technology introduced. The community service team also initiated an advanced digital literacy program for people who need more in-depth training. This program aims to ensure that all levels of society can adapt quickly to technological changes, so that no one is left behind in the village digitalization process.

The launching event of the Campor Village website and digital application is a strategic step in presenting real changes in public services in the village. The participation of various parties, ranging from the village government, Kominfo, to the community, shows that this village is ready to face the challenges of the digital era. With the continued support of all parties, this technology is expected to be a means that not only facilitates but also accelerates the process of more inclusive and participatory village development.

Through this initiative, Campor Village is expected to become a smart village model, which uses technology to improve the quality of public services, empower the community's economy, and open wider access to information. The success of this launching event is just the beginning of a long journey towards a more modern, transparent, and efficient village. Thus, Campor Village can provide

inspiration for other villages in utilizing information technology to build a more prosperous and independent society (Mardinata et al., 2023).

Figure 5. Website and Digital Application Launches

Before launching the village application, training in the operation of the system, had a positive impact. Village officials began to learn to operate the application, however, they were always accompanied by volunteers for approximately 3 days. In the training, the service party prioritized the Village Secretary, and 12 Hamlet Heads (East Jenglateh Kadus, West Jenglateh Kadus, Bendingan Kadus, Morsokon Kadus, Jelbudan Kadus, Dumpol Kadus, Sakante Kadus, Bulu Kadus, Angsanah Kadus, Air Tears Kadus, Sorok Kadus, Kadus Centren).

This training aims to improve the performance of village officials to be responsible, adapt to digital systems, and develop soft skills. So, this training encourages the productivity of the apparatus in developing the application independently. Because the existence of service is only one month at the KKN location. Theoretically, this training program is part of on the job training. That is, they learn the work while working on it directly. In addition, this training includes off the Job Management Training and Development Methods. A development method that is carried out outside the work environment. (Wijaya, 2023)

After training them, the village officials can realize independently in the form of public services. Starting from one-click quick administrative services and guaranteed authenticity accompanied by barcode signatures, population data based on age and profession, Village MSMEs can be accessed by online citizens or build the economy and create new jobs, and residents can directly see village financial information as a form of transparency, improve communication between

residents and village officials, and educate residents in the field of digital technology. That's roughly the positive impact felt by village officials and local communities after they successfully operate the village application launched by the service provider.

Thus, the devotees feel happy when they apply it independently. They can do it at home, or they don't have to do their homework at the village hall. This service is the first step given to village officials so that they work professionally, without having to depend on the village secretary. Training on the operation of the system is not only given to village officials, but residents also feel it, even though it is limited to basic training. In order to improve this application, village officials must improve coordination between work units (Nur Laila et al., 2024). Therefore, more active educational measures and promotion of public services through social media are needed so that the public better understands and utilizes the services launched by the service providers.

CONCLUSIONS AND SUGGESTIONS

By launching a village application, and providing training to village officials and socializing community affairs. This digital transformation has significantly succeeded in providing a solution in public services, increasing efficiency and transparency. This initiative is in line with the theory of modernization of public services which states that the application of technology can accelerate public access to more effective and accountable services. In addition, this digital platform opens up new opportunities for MSME actors to expand the market through digital marketing which is in line with the concept of a technology-based economy.

Recommendations from this program include increasing the frequency and quality of digital literacy training, as well as collaborating with external parties such as local governments or technology companies to overcome infrastructure constraints. This means that this program needs continuous collaboration with local governments or technology institutions. Because the service program has great potential to be developed as a digital innovation model that can be applied in other villages, with the aim of accelerating the modernization of public services and technology-based local economic empowerment.

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