

Website Development and Management Training as Information Publication Media in Tambong Village Banyuwangi

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Abstract— Tambong Village is a regional unit in Banyuwangi Regency, which was currently a priority for the government to develop because it has potential that needs to be explored and developed to improve its citizens' welfare. Likewise, the development of human resources in rural areas should be prioritized so that regional competitiveness increases. One of the things that can trigger increased competitiveness between villages is to utilize information technology to provide information to residents and the broader community about what is in the village (for example, tourist attractions). For this reason, a website page is needed to convey information, and this page can also be used to report activities or other information to increase community enthusiasm to participate in the activities carried out. However, the village website page that has been provided has yet to be filled in with a content management system, so it cannot display information on activities and tourist attractions in Tambong village. It is because the village officials in charge of managing the village website still need more knowledge about the technical management of the information on the website. In addition, village officials also need knowledge and skills so that the information conveyed on the website can be packaged in an informative manner. Based on the needs of Tambong Village officials, this community service activity will train village officials on how to manage the website and use the Google Maps application so that the village website can be continuously updated and maximized to display quality information to the community and become information media to attract tourists to Tambong Village tourist attractions. After undergoing training, village officers were assigned to create website content, and villagers were asked to assess the quality of the content through a survey. The survey consisted of 9 questions and was conducted on 20 village residents. The survey results showed that the quality of the content created by the village officers was already good.

Keywords— Village, Maps, Website, Tambong, Village Officers.

I. INTRODUCTION

Rural areas are an essential issue to pay attention to, especially in terms of community human resources in rural areas. Considering that the area of Banyuwangi Regency is extensive, many residents of Banyuwangi are in rural areas. Thus, the development of human resources in rural areas should be prioritized so that regional competitiveness increases. Reporting from the Changes in the Banyuwangi Regency Medium Term Development Plan for 2016-2021 (Banyuwangi Government, 2016), increasing community empowerment in rural areas is still not optimal due to the lack of village institutional capacity so the quality of village management is not very effective and efficient (Aziz & Putri, 2021). Therefore, expanding the range of services through improving essential services, especially information technology-based services, needs to be improved. The district government itself has a smart village program. Where this program aims to maximize information technology to improve services to the community (Baru et al., 2019). The smart village program is also expected to improve the quality of human resources and the economy (Sekarsari & Winarno, 2018). This program has positively impacted the community in terms of service quality and increasing economic activity (Hakim et al., 2022). the implementation of the Smart Kampung Policy in Banyuwangi Regency is going well. Policy implementation is not only influenced by internal factors but also by external factors (Ardiyasa & Rahayu, 2022). The quality of Internet networking is also crucial to organize the Smart Village Innovation program based on information technology (Fitrianti et al., 2021).

Tambong Village is located in Kabat District, which is 13 Km from the City Center of the Government of Banyuwangi Regency. The area of Tambong Village is approximately 576.2 HA. Currently, every village in the Banyuwangi district has a website address facilitated by the Office of Communication, Informatics, and Encryption of Banyuwangi Regency, with the hope that it can be used to provide information regarding the area and boundaries of geographical areas, potential natural

resources, land use, and other information. However, the Tambong village site address has yet to be fully utilized.

Based on an interview with one of the Tambong village officials, one of the causes of the Tambong village website not being managed is that village officials need to understand the technicalities of managing a website page, so its use still needs to be improved.

According to Akbar et al., one of the village website's functions is to provide development information services to village communities by utilizing Information Computer and Technology (ICT), which is often referred to as e-Government (Akbar et al., 2019). E-Government can be used as a tool to provide accessible communication and reporting from the government to the public in order to achieve efficiency, effectiveness, and transparency (Kusnadi & Ma'ruf, 2015). With a website, village communities will more easily access information related to administrative requirements for document management and village activities to be carried out (Mubarok & Mustafidah, 2017). Websites can also be used to promote and recognize a village's tourism potential (Prihatiningtyas et al., 2020). However, most websites were last updated around 2017-2018, and there are even websites that still need updated information. It is not very good because the Banyuwangi Regency Government intended to create a website for each village so that the wider community could access the necessary information related to activities and developments in the village. After conducting further interviews, information was obtained that each village official had been given a username and password so that village officials could manage the website independently.

Based on the problem described previously, provision and training are needed in managing a website page to be maximal in conveying information to the broader community through pictures and writing about village developments and activities. The training for village officials that will be carried out can improve the quality of information services accessed by the community regarding every village in Tambong Village. Thus, the information provided can increase competitiveness between villages to continue innovating in village development activities and increase community participation in tourism activities.

II. IMPLEMENTATION METHOD

The planned implementation method for this community service activity is as follows:

1. Identification of field conditions and discussions related to the capabilities of Tambong Village Human Resources
2. Identification of village website pages provided by the Communication, Informatics, and Encryption Office of Banyuwangi Regency.
3. Analysis of the benefits of village website pages that have been owned.
4. Upgrading the information system so that it is more informative and has many benefits.

5. Training for partners to manage information on website pages and basic training on banner and infographic designs.
6. Training and assistance in managing village website pages and using the Google Maps application as a guide for tourists to go to tourism sites in Tambong village.
7. Preparation of reports on the results of community service activities
8. Evaluation and Monitoring Stage.

At this stage, an evaluation is conducted to assess the quality of the website created by the training participants. The evaluation is done by conducting a survey to the village residents who have accessed the village website. The list of questions asked during the survey is shown in table 1.

Table 1. List of Website Quality Survey Questions

No.	Questions
1	Is the website easy to use?
2	Is the website visually appealing?
3	Is the interaction with the site clear and easy to understand?
4	Is the available information accurate?
5	Is the provided information up to date?
6	Is the provided information easy to understand?
7	Is personal information handled properly?
8	Has communication with village officials become easier after using the website?
9	Will the services be provided as promised?

III. RESULTS AND DISCUSSION

In the first stage, an initial survey was carried out at the Tourism Awareness Group (Pokdarwis) chaired by Ms. Lailatut Tarwiyah. Through this meeting, it was realized that the previously existing website still needed to function optimally in informing tourism potential and specific commodities from Tambong Village. Therefore, Pokdarwis expects the website to be upgraded to provide information about potential tourism locations in Tambong Village. When conducting the survey, the service team also took the time to visit potential tourism locations in Tambong village to record the coordinates of their locations on the GPS. These coordinates will be inputted on an upgraded page to make it easier for visitors to find potential tourist locations in Tambong Village. The documentation of these activities will be presented in Figure 1.



Figure 1. One of the Potential Tourist Attractions in Tambong Village

After obtaining a requirement analysis with Pokdarwis, the service team began upgrading the website for Tambong Village. The following is the result of the development of the Tambong Village website page that has been developed. The website can be accessed via the tambongdesa.id domain.



Figure 2. The tambongdesa.id Homepage

Figure 2 shows the homepage of Tambong village website. It is used to inform the public or website visitors about activities in the village of Tambong. In addition, there is also information about village areas and village data which village officials/Pokdarwis members can later upload as admins. Website visitors can also find it easier to find news or specific data with the category feature, whereby clicking on a link in one of the categories as shown in figure 3, related articles will appear that match the selected category.



Figure 3. News Category

Website visitors can also view statistics on the village population (Figure 4) and village activities to be carried out (Figure 5).

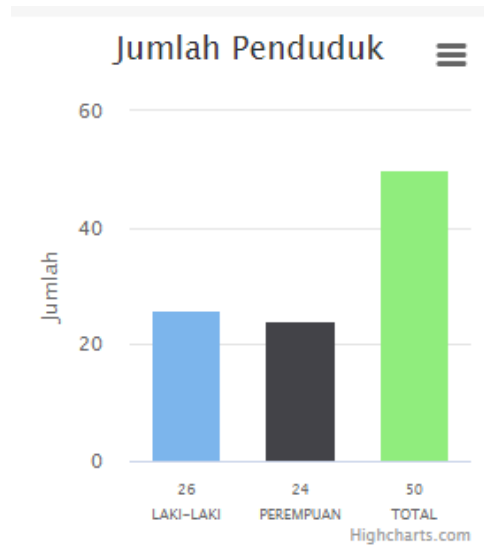


Figure 4. Population Statistic

Information on population statistics can provide an overview of the demographics of the existing population. The village data page will later strengthen data on population demographics.

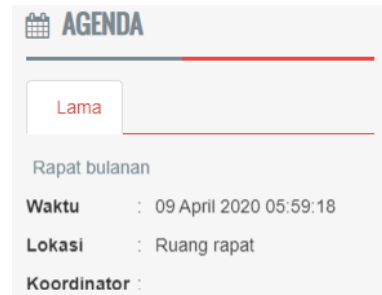


Figure 5. Agenda Page

Information related to the agenda is essential so that the public can find out about the latest activities to be carried out. The tambongdesa.id website has much information presented, starting from the vision and mission, history, village government, and information about the area and demography of the Tambong village population. Any information presented can be added to or edited by a village official or Pokdarwis member as admin. To enter the admin page, you must log in as an administrator. The login page will be presented in Figure 6.

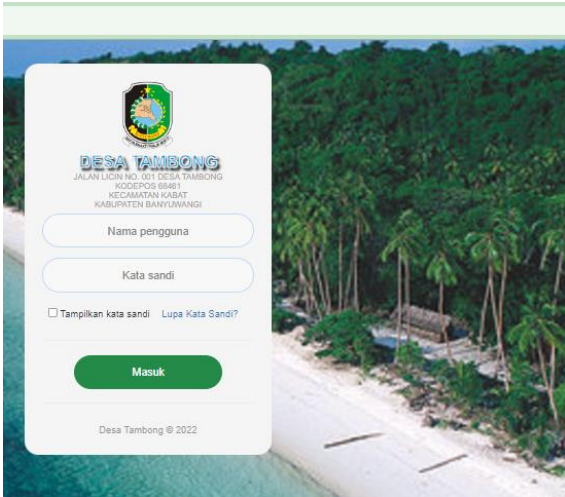


Figure 6. Administrator Login Page

The Admin dashboard page (Figure 7) will appear when the login is successful. The navigation that appears is on the left, and in that navigation, several sections can be viewed further by clicking on the arrows. An example is information related to administrative areas, which will be presented in Figure 8.

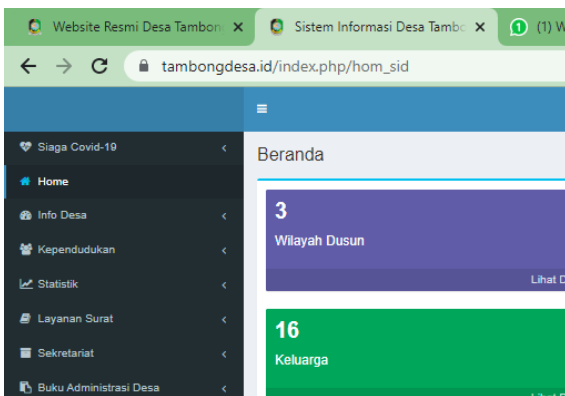


Figure 7. Admin Dashboard Page

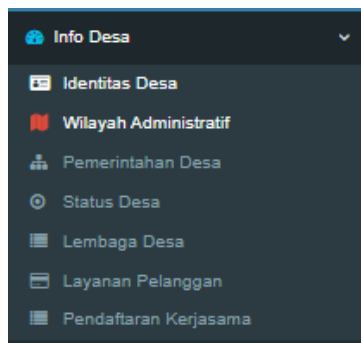


Figure 8. Village Info Navigation Submenu

If each of these menus is clicked, a management page will appear, as shown in Figure 9, where the Admin can add, edit, or delete the information that has been written. Similar management features can be used for all types of existing information, with the addition of different completeness details. For example, in the Book

of Village Government Officials, as presented in Figure 10.

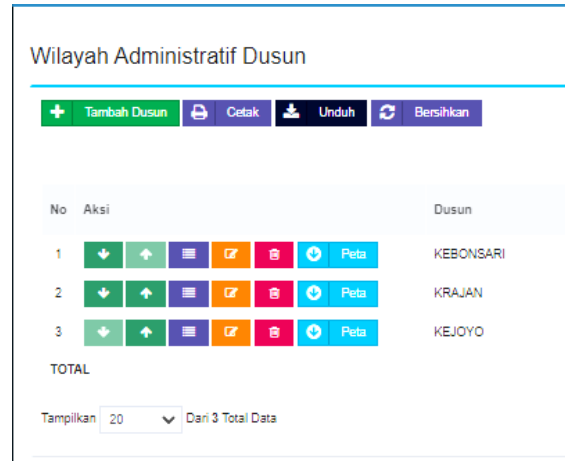


Figure 9. Dusun Administrative Area Management Page



Figure 10. Officer Data Management Page

In this section, besides adding and editing information about village government officials, the admin can also manage the chart of the existing village government organizational structure. Furthermore, there is much more information that the admin can manage. Admins can also manage any information along with which menus are displayed through the Web Admin navigation menu, as shown in Figure 11.

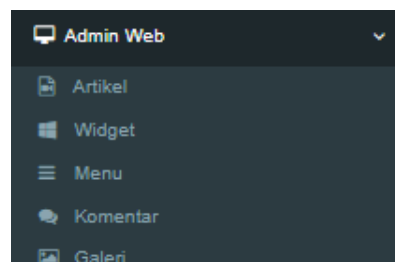


Figure 11. Web Admin Navigation Sub-menu

Articles are a sub-menu that can be used to add, edit, and delete articles presented in the website view. In addition, on the management page, the Admin can determine the category of an article, set whether an article can be commented on or not by visitors, change the article's status to active or vice versa (archive), and make

an article a headline or not. In detail, the article management page will be presented in Figure 12.

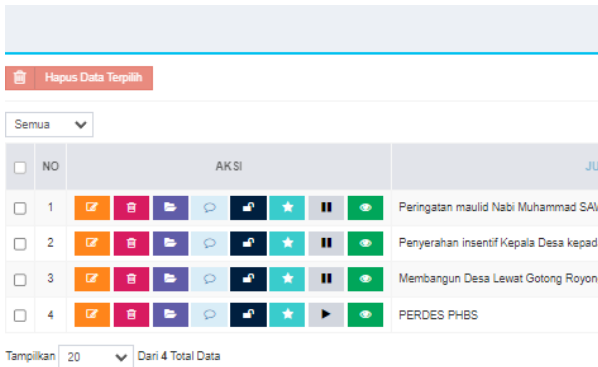


Figure 12. Article Management Page

Admins can also manage the appearance of any widgets that will be displayed in the sidebar of the page on the homepage. Widgets are intended so that the website can load data that is more informative. The manage widget page will be presented in Figure 13.

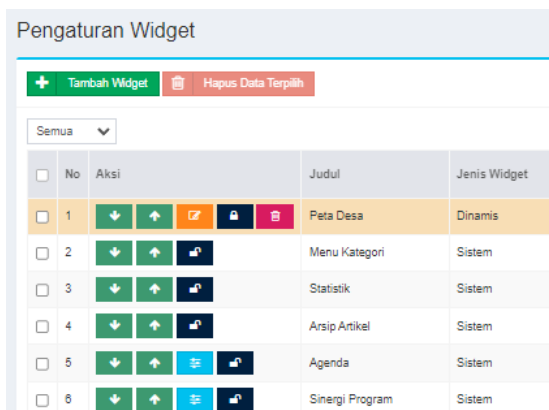


Figure 13. Widget Management Page

Admins can also manage the number and menus and what sub-menus are displayed on the navigation. This feature makes it easier for admins to determine how complete and detailed the information provided is. The display of the menu management page will be presented in Figure 14.



Figure 14. Menu and Sub-menu Management Page

Admins can also add documentation in the form of photos via the manage gallery page. A photo can be determined to be activated or not. Photos in the gallery can also be set whether to be displayed on the sidebar. The managed gallery page will be presented in Figure 15.

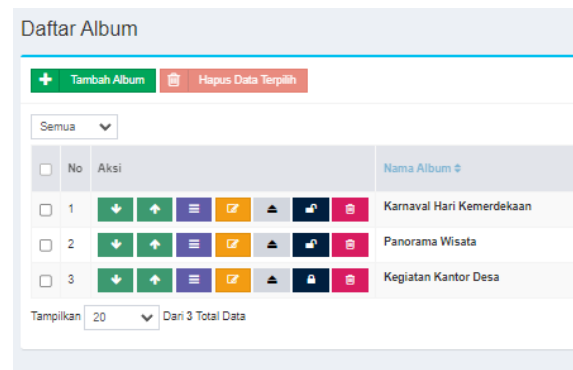


Figure 15. Gallery Management Page

Overall, website pages can be managed through the website settings menu, where the admin can set which page information will be displayed. The website settings page will be presented in Figure 16.

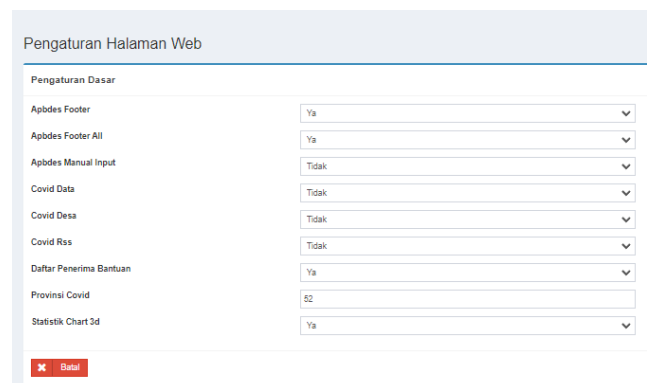


Figure 16. Website Settings Page

After creating the website, the next step is conducting outreach and training on using the website and using Google Maps as a guide to tourist attractions to all village

officials appointed as managers. The participants' enthusiasm for using this website was seen during the discussion.

Then a survey was conducted among the community to assess the quality of the village website. The survey was conducted among 20 villagers who accessed the website on the first day. The questionnaire results were then tested for their validity using Microsoft Excel. The validity test results of the survey are displayed in Table 2. From the validity test results, it can be seen that for all statements, the $r_{Calc} > r_{Table}$. Thus, the survey conducted is valid.



Figure 17. Training on Village Website Usage

Table 2. Results of Validity Test

Q	1	2	3	4	5	6	7	8	9	rCalc	rTable
1	5	4	2	3	5	2	4	3	4	0.625	0.444
2	5	3	2	4	3	3	4	3	3	0.449	0.444
3	5	4	4	4	3	3	4	5	4	0.467	0.444
4	4	3	3	4	5	4	3	5	3	0.609	0.444
5	5	4	4	3	5	3	4	4	5	0.485	0.444
6	3	3	2	4	5	2	3	5	3	0.673	0.444
7	5	4	4	4	4	4	4	4	3	0.506	0.444
8	5	3	2	4	3	2	3	4	4	0.730	0.444
9	5	4	2	4	5	2	3	5	5	0.803	0.444
10	5	2	2	3	3	2	2	4	4	0.729	0.444
11	5	5	3	5	4	5	3	5	3	0.474	0.444
12	5	5	5	4	5	3	3	5	2	0.646	0.444
13	3	5	4	4	4	2	2	3	2	0.422	0.444
14	5	3	3	2	4	3	2	3	2	0.660	0.444
15	3	2	2	4	5	2	3	3	3	0.561	0.444
16	4	3	4	4	5	4	2	4	3	0.529	0.444
17	5	4	5	5	3	3	2	4	4	0.444	0.444
18	5	4	4	4	5	3	3	5	5	0.791	0.444
19	4	5	4	5	4	3	2	3	3	0.469	0.444
20	5	4	4	4	5	3	5	5	3	0.606	0.444
Total	91	74	65	78	85	58	61	82	68	128.777	

The next step is to conduct a reliability test to ensure the consistency of the questionnaire results. The reliability test is carried out using the Cronbach Alpha method. A survey result is considered reliable when its reliability > 0.6 . The test results, as shown in Table 3, show that the reliability value is 0.67, therefore it can be concluded that the questionnaire results are reliable.

Table 3. Results of the Reliability Test

Question	Variance	Reliability
1	0.576316	0.674
2	0.852632	
3	1.144737	
4	0.515789	

5	0.723684
6	0.726316
7	0.786842
8	0.726316
9	0.884211
Total	6.937

Based on the survey results, the respondents gave an average score of 3.67 for the quality of the content on the website created by the village officers. Therefore, it can be concluded that the content created is already good enough. Of course, continuous assistance should be provided to improve the quality of the website content produced.

This service activity ended with the website handover from the head of the service team to representatives of the tourism awareness group, as shown in figure 18. The tourism awareness group is very grateful for the contribution of the Banyuwangi State Polytechnic in empowering village communities and hopes that this collaboration can continue for the following year.



Figure 18. Handover of the Village Website Between the Team Leader and Representatives of the Tourism Awareness Group

V. CONCLUSION

Based on the above discussion, website management training can improve the skills of village officers so that they can produce quality website content. Therefore, in the future, they need to receive more training in other fields to improve the quality of services in the village. Examining the challenges faced by village officials in managing and maintaining the website and identifying strategies to overcome these challenges. Conducting a comparative study of the effectiveness of different information publication media, such as social media platforms, in promoting tourism and community development in rural areas.

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