

## Strengthening Village Identity Through Digital Branding on Websites and Social Media

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### Abstract

Excellent public service is a mandate of the Village Law No. 6 of 2014 to accelerate the achievement of general welfare in village communities. Standards of superior service that are transparent, accountable, effective, and efficient can be realized through the utilization of applications and information and communication technology (ICT), commonly referred to as e-government. The digital village program is one initiative to implement village information systems. This community service activity applied a Participatory Action Research (PAR) approach, fostering collaboration and enhancing stakeholders' understanding of the importance of digital villages. The program was conducted by lecturers from UIN Sultan Thaha Saifuddin Jambi under the Kukerta Mandiri MBKM–Internship–Lecturer Community Service Conversion program, focusing on “Digital Village” in Simpang Sungai Duren Village, Jaluko District, Muaro Jambi Regency. As an initial implementation step, villages were assisted in activating and managing official websites with the desa.id domain, as well as Instagram, Facebook, and YouTube accounts as channels for information and village profile video updates, serving as digital-based information and service media. The results indicate that, despite existing limitations, the potential for villages to evolve into digital villages remains vast and can be further developed toward greater progress.

**Keywords:**Digital Village, Smart Village, Digital Governance, Village Information System, Village Website.

### Abstrak

*Pelayanan publik prima merupakan amanat Undang-Undang Desa Nomor 6 Tahun 2014 untuk mempercepat terwujudnya kesejahteraan umum masyarakat desa. Standar pelayanan prima yang transparan, akuntabel, efektif dan efisien dapat diwujudkan dengan pemanfaatan aplikasi serta pemanfaatan teknologi informasi dan komunikasi (TIK) atau yang disebut dengan e-government. Program desa digital merupakan salah satu upaya untuk mewujudkan implementasi sistem informasi*

*desa pelaksanaan pengabdian masyarakat ini menggunakan pendekatan Participatory Action Research (PAR), sehingga mampu mendorong kolaborasi dan meningkatkan pemahaman para pemangku kepentingan terkait pentingnya tema desa digital. Kegiatan Pengabdian kepada Masyarakat (PkM) yang dilakukan oleh dosen UIN Sultan Thaha Saifuddin Jambi dengan program Kukerta Mandiri MBKM–Magang–Konversi Pengabdian Dosen dengan tema "Desa Digital" di Desa Simpang Sungai Duren, Kecamatan Jaluko, Kabupaten Muaro Jambi. Sebagai langkah awal implementasi, desa-desa didampingi untuk aktivasi dan pengelolaan website resmi dengan domain desa.id, pengaktifan akun sosial media instagram, facebook, dan youtube sebagai wadah informasi dan update video profil desa yang menjadi sarana informasi dan layanan berbasis digital. Hasil pengabdian ini menunjukkan bahwa meskipun masih terdapat berbagai keterbatasan, potensi desa untuk berkembang menjadi desa digital tetap terbuka lebar dan dapat terus didorong ke arah yang lebih maju.*

**Kata Kunci:** *Desa Digital, Desa Cerdas, Tata Kelola Pemerintahan Digital, Sistem Informasi Desa, Website Desa.*

## INTRODUCTION

According to the Regulation of the Minister of Villages, Disadvantaged Regions and Transmigration Number 21 of 2020, which was updated through Regulation of the Minister of Villages Number 6 of 2023 (Ministry of Villages, Disadvantaged Regions and Transmigration of the Republic of Indonesia, 2023), achieving the Village Sustainable Development Goals (Village SDGs) makes the implementation of this village information system even more strategic. Conceptually, "Digital Village" refers to the use of information and communication technology (ICT) in village governance to create a more connected, intelligent, efficient, and effective environment (Agustina et al., 2020; Fardani et al., 2022). This technology is expected to improve the quality of public services, community welfare, and realize sustainable development (Arifin, 2022; Badri, 2016; Rusdianto et al., 2022). Village digitalization still faces several challenges.

Many villages still face challenges in the availability of internet network infrastructure, stable electricity, and affordability of digital devices (Herdiana, 2019). Furthermore, low digital literacy, a lack of technology training, and budget constraints are other obstacles to effective digital village development (Nugroho, 2021).

Establishing an official village website with the .id domain in accordance with the Regulation of the Minister of Communication and Informatics Number 5 of 2015 (JDIH BPK RI, 2015). Village digital services are integrated with public data on this village website. Furthermore, activating official social media platforms such as Instagram, Facebook, and YouTube is a useful tool for communication, enhancing the village's image, and encouraging community participation (Almeida et al., 2016; Rusdianto et al., 2022). According to the concept of government collaboration, the transformation to a Digital Village requires multi-stakeholder collaboration (pentahelix) involving the government, universities, the business sector, the community, and the media (Haniyuhana & Wicaksono, 2023).

It is crucial for the campus academic community to support the development of digital villages. One of the main objectives of the Sustainable Development Goals (SDGs) is collaboration, and the involvement of the entire community, including academics, demonstrates a spirit of cooperation (Annisa & Siahaan, 2024; Mpandeli et al., 2024). The results of a study conducted by lecturers and students through the Kukerta Mandiri MBKM–Internship–Conversion Lecturer Service program with the theme "Digital Village" in Simpang Sungai Duren Village, Jaluko District, Muaro Jambi Regency, revealed that the use of

information technology in village government (e-government) is still relatively low. This is due to the limited capacity of village officials in operating technology and the lack of adequate supporting facilities and infrastructure for information technology. Previously, in 2021, the academic community of UIN Sulthan Thaha Saifuddin Jambi had carried out community service in several villages and sub-districts in Jambi Province, which focused on training the use of various Google features to support the implementation of e-government (Sagala et al., 2021). A similar condition was also found in the Jambi Luar Kota District, especially Simpang Sungai Duren Village. Based on the initial observations of lecturers and students of the Independent MBKM–Internship–Conversion Lecturer Community Service program, the use of information technology in village government services is still limited, even though the Muaro Jambi Regency Government has been part of the national Smart City program since 2022. Village administration is generally still carried out manually. However, of the 20 villages/sub-districts in the Jambi Luar Kota District, around 12 have official websites with the domain desa.id. In addition to limited internet networks in some villages, another major problem is the lack of clear implementation of Smart Village policies at the village level. Furthermore, the results of the investigation indicate that there is no grand design or structured regulations governing the development of digital villages at the village level.

Research conducted by Fardani et al. (2022) shows that the use of information technology in village governance is still very limited, especially in rural areas of West Java. Yet, the use of information technology is crucial in promoting transparency, efficiency, and accountability in public services at the village level (Al-Ansi et al., 2024; Hernández et al., 2024). Through a community service program, lecturers and students are actively involved in assisting village officials in various aspects of digital capacity building (van Klinken, 2018). These activities include the development of an official village website as a public information medium, training in social media management as a means of communication and promotion of village potential (Mphahlele et al., 2025; Ummah, 2019), and the digitization of population data to improve the effectiveness of administrative services. However, the results of this program indicate that significant obstacles remain, such as gaps in human resource (HR) capabilities in operating technological devices and optimally utilizing digital platforms. Another obstacle that arises is the limited information technology infrastructure and uneven internet network distribution, which undoubtedly impacts community access and participation in digital services.

Therefore, strategic efforts are needed to realize the implementation of digital villages in Simpang Sungai Duren Village. Initial steps include creating an official village website, activating social media accounts, and increasing the capacity of village officials in managing digital platforms. Furthermore, it is crucial to establish a digital village pilot project that can serve as a model for real-world implementation for other villages in the surrounding area.

## **METHOD**

This Community Service (PkM) activity uses the Participatory Action Research (PAR) method. PAR is an approach aimed at learning in solving problems, meeting the practical needs of society, producing knowledge, and the process of socio-religious change (Norman K. Denzin and Yvonnas S. Lincoln, 2009). PAR is a research method used in a participatory manner

among communities in a lower-class community. The goal is to encourage transformative actions that free people from the shackles of ideology and power relations, which means improving living conditions (Subawa et al., 2024). This PkM seeks to collaborate with the community, in this case the village government, to provide excellent digital-based services to residents in villages in Bram Itam District. PAR has three main pillars: research methodology, action dimension, and participation dimension. In other words, PAR must be implemented with a specific research methodology, aim to encourage transformative actions, and involve the community or community members as implementers themselves.

Planning, implementation, observation, and reflection are all part of this PAR approach. Action planning, action taking, observation, reflection, and evaluation are outlined in this approach (Hernández et al., 2024; Saluky, 2018). Two types of PAR methods are explanatory and thematic. Explanatory PAR allows communities and communities to participate in analyzing their needs, problems, and solutions before planning transformative actions. Thematic PAR does this by assessing and reviewing existing transformative action programs.

## **RESULTS AND DISCUSSION**

The implementation of the Community Service (PkM) activities of lecturers and students of UIN Sultan Thaha Saifuddin Jambi was carried out using the Participatory Action Research (PAR) method, which has 4 stages, namely planning (action planning), implementation (taking action), observation (observation), reflection and evaluation (reflection and evaluation).

### **1. Planning**

The MBKM Independent Kukerta Program–Internship–Conversion of Lecturer Service with the theme “Digital Village” in Simpang Sungai Duren Village, Jaluko District, Muaro Jambi Regency, is a form of contribution from the academic community of UIN Sulthan Thaha Saifuddin Jambi in supporting the implementation of digital transformation in the village government environment. This digital village implementation activity is focused on two main aspects, namely the creation of a village website with the desa.id domain and the activation of official village social media accounts such as Instagram, Facebook, and YouTube and the creation of a Village Profile Video, as a medium for communication and promotion of the village. This program aims to support the transformation of village governance digitally while increasing the capacity of village officials in digital media management. First, Initial data collection and preparation for the creation of a website and social media accounts (Instagram, Facebook, and the official village email). Second, Taking a village profile video that includes village potential, public services, and community activities. Third, The process of editing the village profile video and creating a village YouTube channel. Fourth, Coordination with the Muaro Jambi Regency Communication and Informatics Office (Diskominfo) regarding the activation of the website domain <https://simpangsungaiduren.desa.id>. Fifth, Publication of the village profile video through social media platforms (Instagram, Facebook) and the village YouTube channel. Sixth, Data checking and reconfirmation with Diskominfo to ensure smooth website activation. Seventh, Website page design and content filling in the form of government information, public services, and village potential. Eighth, Finalization of the website and

official launch of the village website as the first step in digitizing public services in Simpang Sungai Duren Village.

## **2. Implementation (Action)**

### **a. Creating Social Media Accounts and Profile Videos for Simpang Sungai Duren Village**

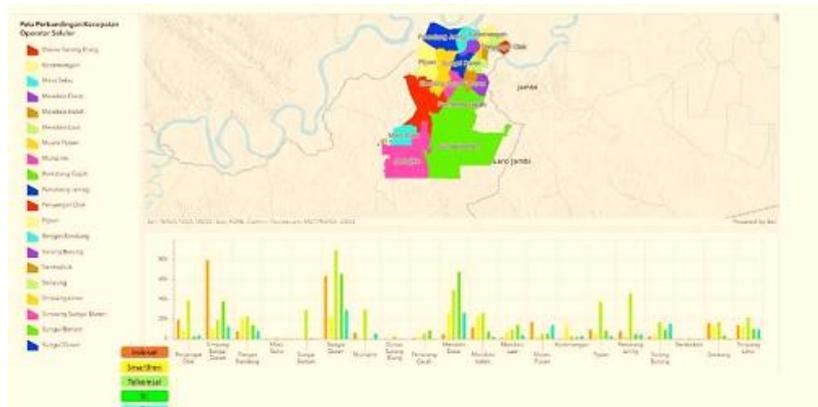
As part of the Digital Village program implementation, the creation of social media accounts and a profile video for Simpang Sungai Duren Village is a strategic first step in building its image and increasing access to digital public information. Through these two digital instruments, it is hoped that Simpang Sungai Duren Village will be able to introduce its village identity more widely and strengthen the transparency and accountability of technology-based public services. In the first week of the Digital Village program implementation in Simpang Sungai Duren Village, initial data collection was carried out as a basic step in mapping the village's digitalization needs and potential. In the second week, the independent kukerta team, along with village officials, conducted filming to document various important aspects of the village. This video recording covered the potential of natural resources, the economic sector, available public services, and social and cultural activities of the community. This process aims to present a complete picture of Simpang Sungai Duren Village in a visual, attractive, and representative manner. Entering the third week, the recorded videos then went through an editing stage to create a complete and informative visual narrative. In addition, during this stage, the village's official YouTube channel, @DesaSimpangSungaiDuren, was created as a platform for publishing profile videos and other digital documentation. And last week, the edited village profile video was officially published through various village social media platforms, namely Instagram, Facebook, and the YouTube channel that had been created.

### **b. Assistance in Submitting and Filling in the Kominfo Village Website with the desa.Id Domain**

The coordination process then continued with the Muaro Jambi Communications and Information Office, represented by Mr. Viridi Ferdian, until the village website was finally reactivated with the official domain desa.id. After the activation stage, the Kukerta team, along with village officials, continued the process of filling in content, updating village information, and redesigning the website's appearance to make it more informative and attractive. As a result, the official Simpang Sungai Duren Village website can be accessed at the address <https://simpangsungaiduren.desa.id>. The entire mentoring process took place from the first week of the program to the seventh week. In the fourth to sixth weeks, the mentoring focused on content development, feature optimization, and technical website maintenance. In the seventh week, the team successfully completed the design finalization stage and tested various website features to ensure proper functionality. Through this activity, Simpang Sungai Duren Village now has an official website ready to be used as a means of publishing government information, promoting village potential, and providing a more transparent and modern digital service to the community. After activation, the team, along with their supervising lecturer, began the process of redesigning the village website. This redesign included improving the appearance, adjusting the menu, and filling the content with more attractive and informative content. This process was carried out in stages from the fourth to the seventh week of the Kukerta program.

### 3. Observation

Observation Stage In this observation stage, the villages and sub-districts that are the survey locations include Pijoan Village, Muaro Pijoan, Simpang Sungai Duren, Sungai Duren, Pematang Jering, Mendalo Darat, Mendalo Indah, Pematang Gajah, Mendalo Laut, Penyengat Olak, Senaung, Kedemangan, Rengas Bandung, Sembubuk, Sarang Burung, Sarang Elang Lake, Simpang Limo, Sungai Bertam, Muhajirin, and Maro Sebo. Network measurements were carried out at three locations in each village using five main cellular providers, namely Telkomsel, Indosat, XL Axiata, Tri, and Smartfren.



**Figure 1. Cellular Network Speed in Villages in Jambi District Outside the City**

As for Simpang Sungai Duren Village, the survey results show that this area is generally covered by an internet network with fairly stable quality in several strategic points such as the village office and main residential areas, although there are still several areas on the outskirts of the village where the signal fluctuates and requires network strengthening to support the optimization of the digital village program.

### 4. Reflection and Evaluation

Reflection and Evaluation Stage. The implementation of the Independent Kukerta MBKM–Internship–Conversion Lecturer Service with the theme of Digital Village in Simpang Sungai Duren Village generally went well and in accordance with the established objectives. Activity evaluations were carried out periodically every weekend and concluded with a final evaluation after the entire series of activities were completed.

**Table 1. Achievement of the Digital Village Program in Simpang Sungai Duren Village**

No	Account	Link
1.	Instagram	<a href="https://www.instagram.com">https://www.instagram.com</a>
2.	Facebook	<a href="https://www.facebook.com">https://www.facebook.com</a>
3.	Youtube	<a href="https://youtube.com/@desasimpangsungaiduren">https://youtube.com/@desasimpangsungaiduren</a>
4.	Village Website	<a href="https://simpangsungaiduren.desa.id">https://simpangsungaiduren.desa.id</a>
5.	Village Email	<a href="mailto:desasimpangsungaiduren25@gmail.com">desasimpangsungaiduren25@gmail.com</a>

Source: *Digital Village 2025*

From the table above, there are achievements of the Digital Village Program in the form of social media Instagram, Facebook, Youtube, village website and Simpang Sungai Duren village email as Branding. In terms of participation, collaboration between students across faculties, supervising lecturers, and village officials runs synergistically. The role of LPPM UIN Sulthan Thaha Saifuddin Jambi also provides significant contributions through website management and village journalism training. Overall, this Independent Kukerta activity has a positive impact both on village development and as a practical learning medium for students in applying knowledge in real life in the community.

The evaluation revealed several positive achievements. First, the official village website, with the domain *desa.id*, has become the primary information platform for the community. Second, the village's official social media accounts (Instagram, Facebook, and YouTube) have been activated and have become responsive public communication channels. Furthermore, the village profile video was successfully published and received a positive response from both the village community and external parties. However, the evaluation also noted several challenges that require attention for the program's sustainability, including limited digital literacy among some village officials and internet network constraints in some areas. Therefore, further mentoring is highly recommended, particularly in strengthening the capacity of village officials in website and social media content management, as well as maintaining the established digital infrastructure.

## **CONCLUSION**

Village Law Number 6 of 2014 encourages villages to provide excellent public services that are transparent, accountable, effective, and efficient. Through the Kukerta Mandiri MBKM–Internship–Conversion Lecturer Service program, the team provided assistance in the development of a Digital Village in Simpang Sungai Duren Village, which included reactivating the official website with the *.desa.id* domain, overhauling the interface design, and filling in important content such as the village profile, government structure, and activity news. The training and assistance succeeded in empowering village officials to independently manage digital media in a sustainable manner. Now, the village website functions as an open and easily accessible information facility for the public, while also serving as a promotional tool for the village's potential. Technical support from the Muaro Jambi Regency Communication and Information Office also played a crucial role in resolving obstacles during the development process.

Based on Law No. 6 of 2014, the Simpang Sungai Duren Village Government needs to form a sustainable website management team to ensure content is regularly updated. Advanced training on content management and cybersecurity is essential to ensure village officials can use websites and social media professionally and safely. The Muaro Jambi Regency Communications and Information Agency should continue to provide regular technical assistance to villages that do not yet have official websites. Furthermore, integrating village websites with public service applications such as online complaint or administration systems will expand public access to digital services. Going forward, collaboration between campuses, local governments, and villages is essential in developing Smart Villages that combine local wisdom and technology. Bottom of Form

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