

Design of a Website-Based Village Profile Information System in Gulang Village, Mejobo District, Kudus Regency

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Abstract: Real work study is an activity that must be carried out by combining the implementation of Tri Dharma University with study and work experience for students. Gulang Village is one of the villages located in Mejobo District, Kudus Regency. The purpose of our students carrying out this Real Work Lecture (KKN) is to present solutions and innovations that aim to explain the effectiveness of the administrative activities of Gulang Village and the availability of village-related information. The author proposes the application of technology in Gulang village by creating a village website containing the history of the village, information about the village, village structure, and the potential of the village in the future, which is useful for managers as managers and the community as users of information and services. The implementation method is divided into several stages, including the preparation stage, implementation stage, and evaluation stage. Thanks to the village network, the village can utilize it as a means of communication and a way to publicize the village based on the village network. With the creation of this website, we hope that Gulang Village can overcome the problems of exchange, information transfer, and advertising that can be minimized easily and quickly.

Keywords: KKN, Website, Village, Information

1. Introduction

Kuliah Kerja Nyata (KKN) is a mandatory activity that combines the application of the Tri Dharma of Higher Education with methods of providing learning and work experience for students. KKN is also a means of applying and developing science and technology, which is carried out outside the campus with a time limit, work mechanism, and certain requirements (Fadli et al., 2022).

Currently, technological advances have experienced rapid development and progress. Almost all human activities, especially in work, use internet-based technology. This is because technology and information are important aspects in the global scope. Information that experiences complex dynamics requires the development of a technology that is more sophisticated, fast, and efficient so that it makes it easier for information users to obtain the information they need (Airlangga et al., 2020).

Website is an information system that is more in demand by an institution or agency because of its facilities that are able to provide and search for information. The purpose of creating a website is to provide the right information for users quickly and make it easier to interact with other users via the internet (Colborne., 2017). Websites have broad functions but also require proper optimization for web utilization, including paying attention to content, articles that attract users, and can have a good impression (Fattah & Azis, 2020). The website is one of the most effective media today in publishing because it can be accessed by anyone, anywhere, and anytime. Therefore, a government institution, including the village government, will be greatly helped in terms of publication and public relations affairs by the presence of the agency's official website (Ikhwana et al., 2021).

In the framework of the work program of KKN students, group 16 of Muria Kudus University has a work program to create a village website. KKN group 16 UMK students in their service to the community, especially in Gulang Mejobo Kudus Village, made a village website.

One of the UMK KKN group 16 work programs in its service to the community innovates by helping to provide a website to introduce Gulang Village to the wider community, which presents basic information about the village, vision and mission, history, even a map of the village area and presents the potential of the village and contains many other facilities owned by the village that can be accessed easily even throughout the world (Kurniadi et al., 2020; Hasanuddin et al., 2020).

The contents of the website include the village profile, village activities, the latest news that is happening in the village, and do not forget the criticism and suggestion form that we can fill in to make the village continue to grow and become better (Angelina, 2022; Nababan et al., 2023).

Not only with the development of infrastructure but the potential of villages in Indonesia needs to be developed, one of which is through optimizing the management of the website that supports information and publications related to village services, functions, and organizational structures (Sirajuddin, 2020). Due to the important role of the village website in the process of village progress, the presence of a website in Gulang Village is expected to optimize the dissemination of up-to-date information so that the surrounding community can find out what is happening in the village (Tauhida et al., 2022). In this way, we hope that this website can be useful for villagers as well as for the general public who are looking for certain information about the village, for example, wanting to conduct research that requires basic demographic data or looking for tourist attractions in a village area.

People outside Gulang Village do not need to come directly to Gulang Village but can simply check the website to find information about Gulang Village. In the future, the author hopes that this village website can continue to explore the potential of Gulang Village.

2. Methods

This implementation method will be divided into several stages, including the preparation stage, implementation stage, and evaluation stage which shows the several stages of community service activities carried out by the KKN team.

1. Preparation/Planning Stage

At this stage, the writing group conducted a survey and collaborated with the Gulang Village regarding the work program, namely the creation of a village website. At this stage we collect information and data related to the needs of the village.

2. Implementation Stage

At this stage, the authors create a village website based on the data obtained in the preparation stage. The author also conducts training on the operation of the web to the village administration officials so that it can be run properly.

3. Evaluation Stage

At this stage, the author conducts an assessment of the website, whether there are obstacles, or it is in accordance with the needs of the village.

3. Results

KKN Group 16 UMK activities in Gulang Village consist of several stages as described in the methods section. The results of each stage of the activity are presented below:

1) Preparation / Planning Stage

The planning stage in this activity, conducting surveys and cooperation with the Gulang Village regarding the work program, namely the creation of a village website. After collecting information data, it is necessary to create a Gulang village website such as data on village needs. In data collection activities, information about the village is carried out by the Thematic KKN team, in making this village website requires some data that will be used as content on the website page, namely village profile, village history, village institutions, village statistics, village potential and news articles.

2) Implementation Stage

In Fig. 1 shows that implementation stage, the Thematic KKN Team created a village website based on a village need that was adjusted to the planning stage above. Here is the main page of the village website page that has been created by the Team.



Fig. 1. Implementation stage (website creation)

In the Fig. 2 is the main page that appears first after entering the page or after entering the village website link, the main page on the website will also display some information related to Gulang Village. There is a menu that contains: Gulang Village Profile, Village History, Village Institutions, Village Statistics, Village Potential and News Articles.

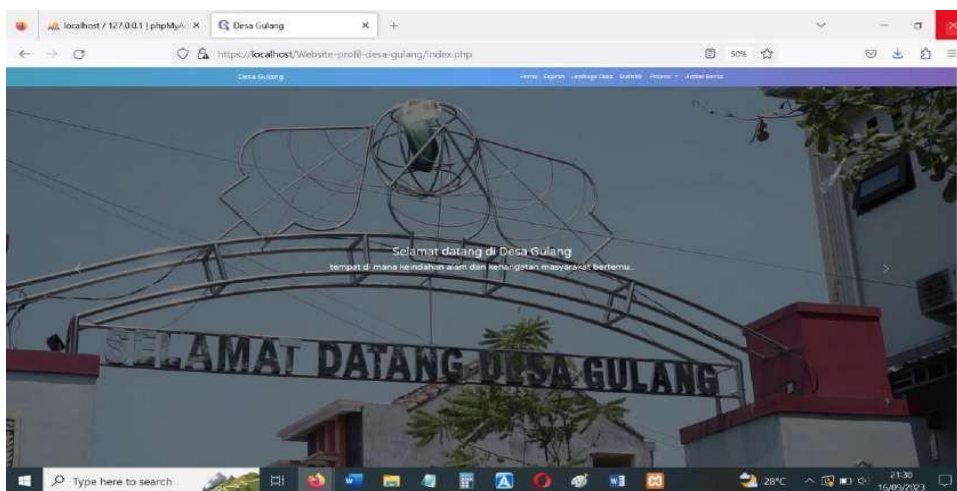


Fig. 2. Website main page

1. Gulang Village Profile

The village profile is a page that contains information related to an overview of Gulang Village, Gulang Village Vision, Gulang Village Mission, Gulang Village Map, Gulang Village Organizational Structure, and the latest News Articles. The Fig. 3 is an image of the Village Profile page:

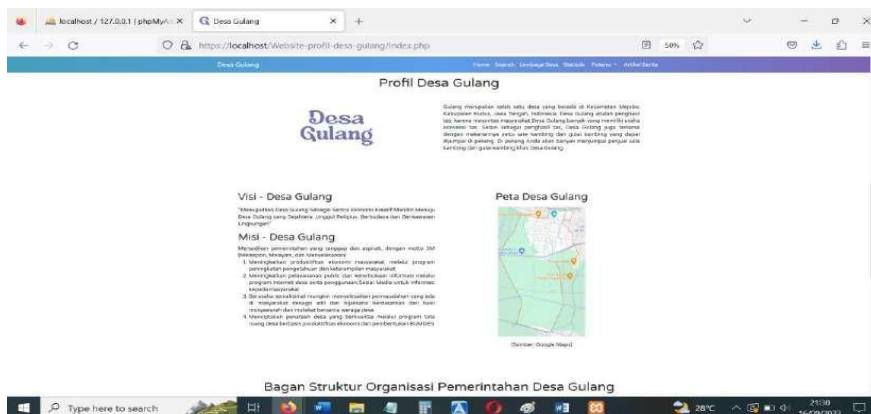


Fig. 3. Village profile page

2. Village History

Village history is a page that contains information about the origin of the name of Gulang Village as well as influential figures and events in it. The Fig. 4 is an image of the Village History page:

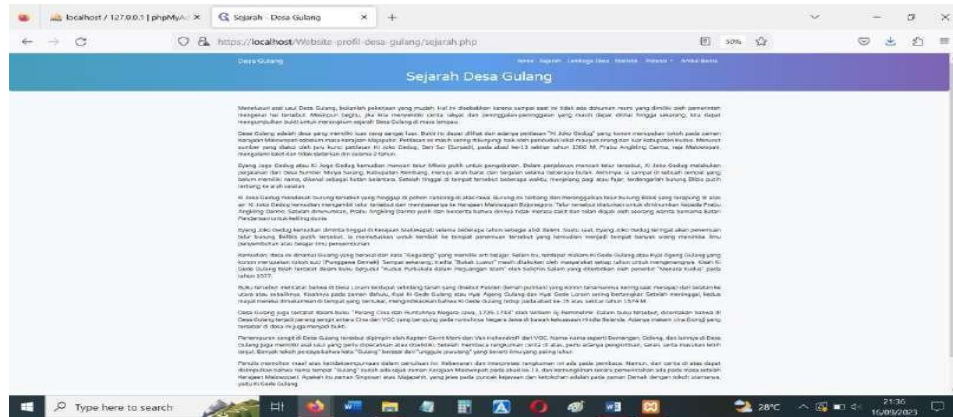


Fig. 4. Village history page

3. Village Institutions

Village Institutions is a page that contains information related to Village Institutions in Gulang Mejobo Village, Kudus Regency. The Fig. 5 is an image of the Village Institution page:

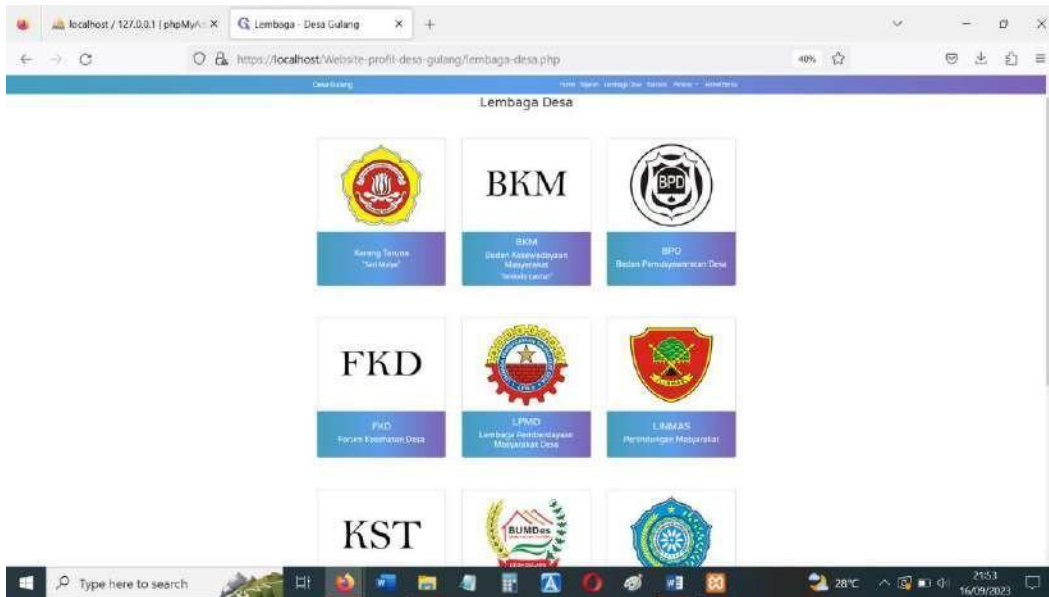


Fig. 5. Village institution page

4. Village Statistics

Village statistics is a page that contains information related to statistical data on geographical conditions, demographic conditions, village government conditions, village economy, socio-culture and village facilities and infrastructure in Gulang Mejobo Village, Kudus Regency. The Fig. 6 is an image of the Village Statistics page:

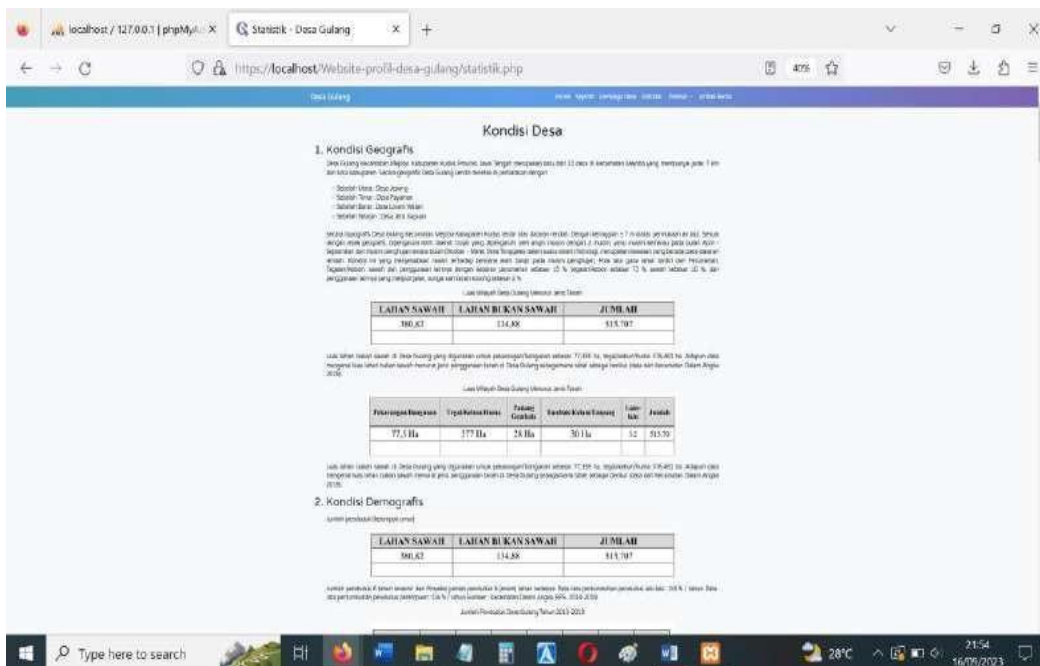


Fig. 6. Village statistics page

5. Village Potential

Village potential is a page that contains information related to the potential that exists in Gulang Mejobo Village, Kudus Regency, including the potential of Micro, Small and Medium Enterprises (MSMEs), Arts and Village-Owned Enterprises (BUMDes). The Fig. 7-9 is an image of the Village Potential page:

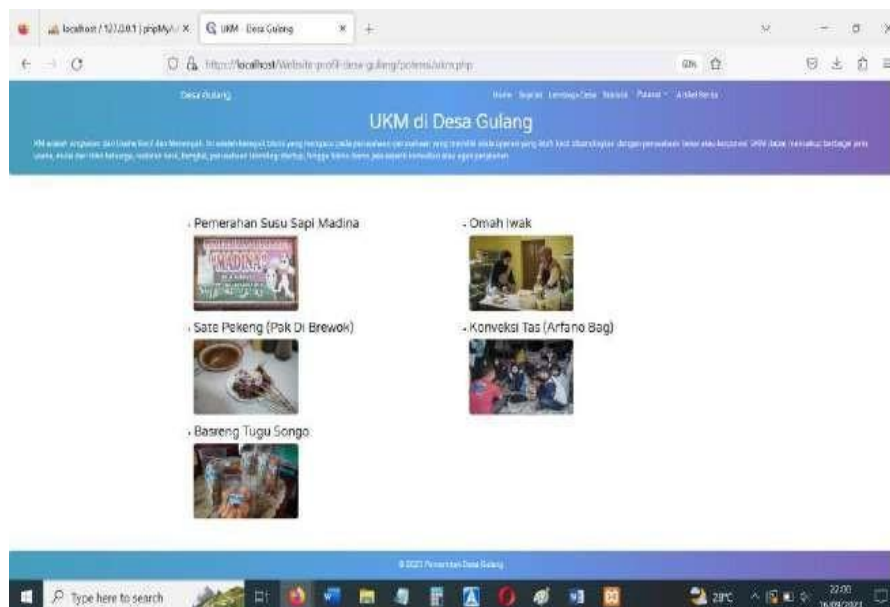


Fig. 7. Village potential: MSMEs



Fig. 8. Village potential: arts

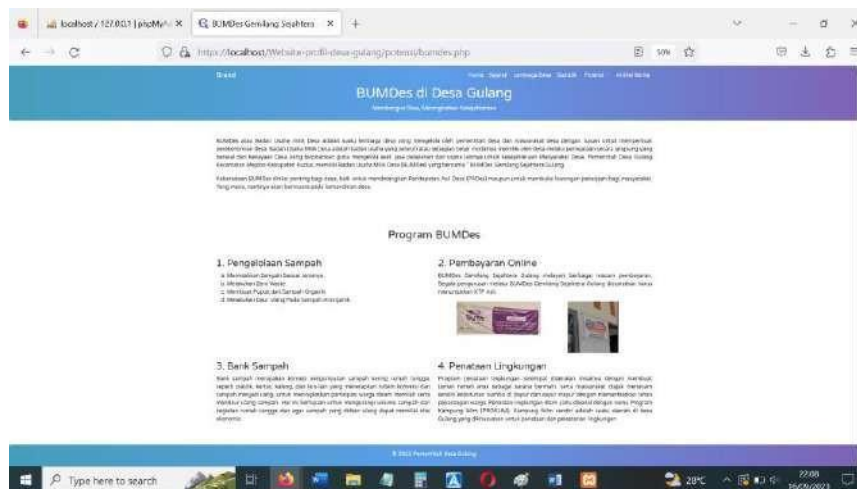


Figure 9. Village potential: BUMDes

6. News Article

News articles is a page that contains the latest news articles about Gulang Village and its surroundings. The Fig. 10 is an image of the News Articles page:



Fig. 10. News article page

3) Evaluation Stage

In this evaluation stage, the Gulang Village Thematic KKN Technology Team teaches the village administration how to manage the web and checks whether there are any obstacles to the operation of the web.

4. Conclusion

The Real Work Lecture activities carried out by the Thematic KKN Technology Team of group 16 of Muria Kudus University succeeded in creating a Gulang Village website, so that the village can utilize it as a means of information and a means of publication of the village website. With the creation of this website, the author hopes that Gulang Village can overcome the problems of exchange, delivery of information, and promotion can be minimized easily and quickly. Some suggestions that can be conveyed by the Gulang Village Thematic KKN Team are for further activities to prioritize content creation training for the benefit of the website, so that it can be expected to increase the quality of website information content to attract the attention of the community and users.

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