



Digital media management training for more advanced village development in Desa Taringgul Tonggoh, Kec. Wanayasa

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ABSTRACT

The Wanayasa area is one of the areas in Purwakarta that has abundant natural resources, creative and innovative human resources, and also has the potential for developing villages, one of which is Taringgul Tonggoh Village which has won 3rd place in the Java Province Village and Subdistrict Competition, west in 2023. The Village Government is trying to develop lagging aspects by developing digital media management to maintain what has been achieved. Therefore, the service program in the form of Real Work Lectures (KKN) created in this paper aims to educate the Village Government by conducting Digital Media Management Training for Village Development. This training aims to provide training so that Village Officials are proficient in operating Digital Media in Taringgul Tonggoh Village, including Instagram, Facebook, and the My Village Website. In digital media, village profiles are updated, village news adds village tourism, and completed village products (food and crafts) are in marketing features. After this program is implemented, village officials can create posters for design activities, social media posts in an organized manner, and appropriate captions for the posts. Village Officials gain insight into the village website and can manage it.

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ABSTRAK

Daerah Wanayasa merupakan salah satu daerah di Purwakarta yang mempunyai sumber daya alam yang melimpah, sumber daya manusia yang kreatif dan inovasi, dan juga mempunyai potensi desa yang berkembang, salah satunya yaitu Desa Taringgul Tonggoh yang telah meraih Juara 3 Lomba Desa dan Kelurahan Tingkat Provinsi Jawa barat tahun 2023. Untuk mempertahankan dengan apa yang sudah diraih Pemerintah Desa mengupayakan untuk mengembangkan aspek yang tertinggal yaitu dengan mengembangkan pengelolaan media digital. Oleh sebab itu program pengabdian dalam bentuk Kuliah Kerja Nyata (KKN) yang dibuat dalam tulisan ini bertujuan untuk mendukung Pemerintah Desa dengan melakukan Pelatihan Pengelolaan Media Digital untuk Pengembangan Desa. Pelatihan ini bertujuan untuk memberikan pelatihan agar Perangkat Desa mahir untuk mengoperasikan Media Digital yang terdapat pada Desa Taringgul Tonggoh diantaranya Instagram, Facebook, dan Website Desaku. Dan di Media Digital itu memperbarui profil desa, pengumuman berita desa, penambahan wisata desa, dan melengkapi produk desa (baik makanan ataupun kerajinan) di fitur pemasaran. Setelah program ini dilaksanakan, Perangkat Desa dapat membuat desain poster kegiatan, membuat postingan media sosial secara tertata, serta caption yang sesuai dengan postingan, dan Perangkat Desa mendapatkan wawasan terkait website desa dan dapat mengelola website tersebut.

Kata Kunci: Pengembangan media digital; platform desa; platform digital

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INTRODUCTION

Kuliah Kerja Nyata (KKN) is an activity organized by higher education institutions to implement the Tri Dharma of Higher Education, particularly through community service. The thematic Real Work Lectures carry the Sustainable Development Goals (SDGs) theme, which focuses on empowering village development. Kuliah Kerja Nyata (KKN) in Taringgul Tonggoh Village presents the program "Digital Media Management Training for Advanced Village Development." This program is an innovation by students from Universitas Pendidikan Indonesia, involving village officials in learning how to manage digital media more effectively in Taringgul Tonggoh Village.

This Digital Media Management Training program has been newly introduced by students from Universitas Pendidikan Indonesia, conducting Kuliah Kerja Nyata (KKN). The program aims to accelerate the dissemination of information within the village, benefiting both the local community and those outside the town, particularly the residents of Taringgul Tonggoh. Furthermore, it aims to ensure that every activity is neatly documented in digital media.

The Wanayasa District possesses abundant natural resources, creative human resources, innovative potential in each village, and a wealth of tourist destinations, particularly in Taringgul Tonggoh Village. Taringgul Tonggoh Village achieved third place in the Java Province Village and Subdistrict Competition 2023. With this achievement, it is essential to maintain the village's existence, particularly in the sectors of tourism, small and medium enterprises (SMEs), and routine village activities conducted by village officials, ensuring that this information is effectively communicated to the community, both within and outside Taringgul Tonggoh Village. The training and management media include the Village Website, Instagram, and Facebook.

The objective of this Digital Media Management Training is to provide a breakthrough for students who recognize the potential of Taringgul Tonggoh Village to advance further by updating the village profile, posting village news, promoting village tourism, and showcasing village products, including food and crafts, in marketing features.

Literature Review

Updating Village Profiles in Digital Media

Village and subdistrict profiles are essential for understanding the potential of villages and the level of improvement in a more accurate, comprehensive, and integral manner, as stated in the Regulation of the Minister of Home Affairs of the Republic of Indonesia (Permendagri) Number 13 of 2007. A village profile provides a comprehensive overview of the village's characteristics and subdistrict, including an economic potential map within the Taringgul Tonggoh Village profile. Preparing village and subdistrict profiles also plays a crucial role in building active community participation in local development (Kurniawati & Mursyidah, 2023; Trimurni *et al.*, 2023). By involving residents in data collection and analysing village potential, the profile can become a more accurate and relevant reflection of the community's real needs. The direct involvement of the community makes the village profile not just a collection of numbers and facts, but also an instrument that strengthens engagement and fosters a shared understanding of the village's vision and direction for development (Sari & Romadhon, 2022). Therefore, the village profile serves as an administrative tool and a means of communication and collaboration between the government and the community, creating a solid foundation for sustainable and inclusive development.

Village and subdistrict profiles can also serve as a continuous evaluation instrument to measure the impact and progress of development at the local level. According to Junarto dan Suhattanto (2022), involving active community participation in the preparation and updating of village profiles ensures that the collected

information is more representative and accurate. Understanding the economic potential, infrastructure, and social and cultural characteristics of a village or subdistrict enables policymakers to design programs that align with the real needs of the local community (Rahu, 2021). Therefore, the village profile is not merely an administrative document but a dynamic tool for creating development based on local wisdom and sustainability. Tim *et al.* (2021) also emphasize the importance of providing digital information for communities in today's digital era. Development efforts can be more targeted and provide maximum benefits for the village and subdistrict communities, creating positive changes that the entire community can feel.

Uploading Village News

Village news clarifies sub-location data, area size, land, population, and village potential. Village potential comprises several subcategories: governance, transportation, health, sanitation, clean water, education, public facilities, and social services. The most important aspect of village news is the activities that take place in the village. In addition to providing an overview of the village's overall potential, village news also plays a crucial role in highlighting specific activities that have been implemented. Through coverage of these activities, both local communities and external parties can gain a deeper understanding of village life dynamics (Adiwilaga & Salsabila, 2022; Hariyadi *et al.*, 2023). Information about infrastructure development, health programs, social activities, or educational initiatives provides further insight into the tangible efforts implemented to improve community welfare. Village news also serves as an effective platform for sharing success stories, challenges faced, and solutions found by local communities, offering inspiration and learning for other villages (Gorain, 2022; Tim *et al.*, 2021). Thus, village news is not merely a documentation of facts but also a vital communication tool for building connections among residents and inspiring positive change on a local scale.

Berita desa juga memiliki peran strategis dalam membangun kesadaran dan partisipasi aktif masyarakat. Melalui liputan kegiatan di desa, masyarakat dapat merasakan keterlibatan mereka dalam proses pembangunan, mendorong semangat kebersamaan, dan meningkatkan rasa kepemilikan terhadap perkembangan desa. Village News also plays a strategic role in building awareness and active participation in the community. Through coverage of village activities, residents can feel a sense of involvement in the development process, fostering a spirit of togetherness and enhancing their sense of ownership over the village's progress. According to Dwinarko *et al.* (2021), village news can serve as a means to gather aspirations and direct input from the community regarding policies or programs that have been implemented. By involving the community in shaping the village narrative, village news can become a participatory tool that builds mutual understanding and provides space for constructive differences of opinion (Cahyono & Mufidayati, 2021). Therefore, village news serves as a means of conveying information and an instrument that strengthens community engagement, laying a solid foundation for sustainable development at the village level.

Enhancing Village Tourism

Identifying the tourism potential within the village for development into a tourist destination is an ongoing process. The community has begun to recognize the benefits of tourism empowerment; however, challenges remain related to the marketing and promotion of village tourism (Sulaiman *et al.*, 2022). Efforts to enhance the tourism potential in the village where the community service is conducted focus on developing tourist attractions and improving the community's skills and knowledge regarding the tourism industry. Through tourism empowerment programs, as noted by Tjilen *et al.* (2023), the community can receive training and support to manage local tourism businesses more effectively. Although marketing and promoting village tourism pose challenges, strategic steps such as participation in regional tourism

exhibitions, utilizing social media, and collaborating with the private sector can serve as solutions to increase the village's visibility. By addressing these challenges, it is hoped that village tourism can become a sustainable source of income, providing direct economic benefits to the community and enhancing local welfare.

The technology of digital information media has developed rapidly; however, the utilization of digital media technology among village communities often faces obstacles, particularly among village officials. This includes creating pamphlets for marketing village tourism, which will subsequently be uploaded to Instagram, Facebook, and the village website. The role of various social media applications is highly beneficial and presents unique marketing opportunities. Social media marketing has proven to be quite effective in supporting businesses' marketing strategies, especially for those engaged in entrepreneurship, thereby aiding in promoting their ventures (Drummond et al., 2020; Malesev & Cherry, 2021).

Completing Village Products for Marketing Features

The development of the e-commerce world is currently on the rise, with several features that facilitate engagement and attract a large number of people. The management of product sales in the village, whether food or handicrafts, through marketing features aims to connect sellers and buyers without direct face-to-face interaction (Gupta et al., 2021; Purwanto, 2021). This management streamlines the interaction between companies and other business entities. Despite the numerous advantages gained, village officials face challenges in promoting small and medium enterprises (SMEs) using digital media, particularly in fostering trust between sellers and buyers (Setiawan et al., 2023). In other words, the lack of direct contact between sellers and buyers creates uncertainty, anonymity, minimal control, and profit-taking by sellers.

To address these challenges, village officials can take strategic steps to strengthen trust between sellers and buyers in e-commerce. Increasing transparency and providing more information about the products or services offered can serve as a solution to mitigate uncertainty (Zhang et al., 2021; Li & Zhu, 2021). Additionally, involving reviews and testimonials from previous customers can be an effective means of building trust. Village officials may also consider a collaborative approach with relevant parties, such as cybersecurity agencies or business associations, to ensure the security and reliability of the e-commerce platform. Kuruwitaarachchi et al. (2019) argue that e-commerce platforms must be secure and resilient against hacking attacks. Implementing these measures is expected to help the community in the village become more confident and comfortable with conducting online transactions, thereby opening up greater opportunities for the growth of the SME sector and accelerating the adoption of digital technology at the local level.

METHODS

Approach to Community Service

The definition of demonstration method refers to a method that showcases items, events, rules, and the sequence of performing an activity, either directly or through media, during the learning process. This demonstration method is similar to the Classroom Action Research (CAR) method, which consists of four stages: planning, action, observation, and reflection. Nurkhin dan Pramusinto (2020) argue that classroom action research aims to improve learning practices in response to issues that arise in the learning situation. Prasetyo dan Abduh (2021) state that classroom action research is conducted by teachers in their own classrooms through self-reflection to improve their performance, thereby increasing student learning outcomes. This is exemplified by students from Universitas Pendidikan Indonesia, who trained village officials in digital media management, preparing them to manage digital media effectively.

Stages of the Demonstration Method

The community service team first surveyed the KKN location in the preparation stage. The site visited was the Office of the Head of Taringgul Tonggoh Village. The sources encountered were the Village Head and the Village Secretary. During the survey, the team posed several questions to gather information about the conditions in Taringgul Tonggoh Village, including its strengths and weaknesses. After collecting this information, the team identified a significant weakness: the village's poorly managed website and social media. After being neglected for two years, the team identified challenges related to this issue, including the limited capacity among village officials to understand how to manage the website and social media. This is crucial, considering that in today's digital era, information is invaluable for the residents of Taringgul Tonggoh Village to stay informed about local developments.

Before proceeding with the website and social media management, the team surveyed the village officials who previously managed the Taringgul Tonggoh Village website and social media. The survey results indicated that designing informational posts for Instagram and Facebook, and creating captions for a government village account in a formal and informative manner, posed significant challenges. Consequently, the existing website had become neglected due to inadequate management.

The next stage involved assisting village officials in learning how to manage the Taringgul Tonggoh Village website and social media. Instagram and Facebook posts were designed using the Canva application, while the team created templates for Instagram and Facebook captions that could be customized for posting needs. The village website was revitalized through updates to the village profile, uploading village news, adding information about the village's tourism potential, and completing the products produced by the village in the marketing features, including both village products and handicrafts.

RESULTS AND DISCUSSION

Results

Social Media (Instagram and Facebook)

One of the reasons the social media of Taringgul Tonggoh Village has not been effectively managed is the lack of adequate human resources (HR). This is further compounded by the community's limited understanding of the opportunities and importance of social media in today's context. Education and training conducted for specific purposes are usually designed considering the phenomena or issues occurring in a particular place or institution (Barzilai & Chinn, 2020; Tsai et al., 2020). Therefore, the team decided to train several village officials to manage social media that had previously been poorly maintained. The objective of this program is to train the village administrators to effectively manage the social media of Taringgul Tonggoh Village, ensuring that the dissemination and reception of information run smoothly.

This program was conducted over three meetings, with the material presented in a gradual and structured manner. It began with creating event poster designs and Instagram posts using Canva, followed by designing Instagram stories and captions for social media posts. In the final meeting, the relevant village officials created official posts on the Taringgul Tonggoh Village social media to become accustomed to managing these platforms. The training concluded with a session on creating documentary videos, serving as a wrap-up to the social media management training.

Village Website (WebDesaku)

The website owned by Taringgul Tonggoh Village is a platform provided by the Purwakarta District government. However, in recent years, the website has not been managed effectively. Therefore, the team assisted and provided insights to village officials on managing the village website, an important aspect of the village's evaluation. According to [Pujihartati et al. \(2022\)](#), village websites are crucial as they serve as a central information hub, facilitate interaction among residents, and promote local potential, including attracting investors ([Nugroho & Daniati, 2021](#)), ultimately supporting sustainable community development.

This program was implemented, with initial website management conducted by KKN students, followed by a phase where the team taught village officials how to manage the website. The training included updating the village profile, uploading village news, adding information about village tourism, and completing the village products in the marketing features available on the website.

Program Outcomes

The implementation of community service programs has had a positive impact on improving the capacity of village officials. The outcomes of the implemented programs are presented in **Table 1** below.

Table 1. Program Outcomes

No	Program	Condition Before the Program	Condition After the Program
1	Social Media Management Training (Instagram and Facebook)	Village officials were unable to create event poster designs, post on social media, or write captions that were appropriate.	Village officials are now able to design event posters, create well-organized social media posts, and write captions that are appropriate and engaging.
2	Village Website Management Training	Village officials were unaware of village website management.	Village officials gained insights into village websites and are now able to manage them independently.

Source: *Community Service Documentation, 2023*

Table 1 above presents the outcomes of two main programs that were implemented: "Social Media Management Training (Instagram and Facebook)" and "Village Website Management Training." Before implementing the first program, village officials lacked proficiency in designing event posters, creating organized social media posts, and writing captions that were appropriate and effective. However, after participating in the training, the officials successfully enhanced their skills—they could produce attractive poster designs, compose structured social media posts, and craft relevant captions aligned with the shared content. This aligns with [Dewi dan Primayana \(2019\)](#), who argue that effective education and training are achieved when the planned objectives and goals are successfully met.

In the second program, before the village website management training, the officials had no understanding of how to manage a village website. After the training, they gained a better understanding of managing village websites and could manage them more effectively. This change reflects an improvement in their technical skills and digital literacy, which can support efforts to promote and manage information at the village level. This aligns with [Sweller \(2020\)](#), who asserts that improved technical skills and understanding can prove a successful education and training process.

Supporting and Inhibiting Factors of the Program

Several supporting and inhibiting factors identified during the implementation of the programs are presented in **Table 2** below:

Table 2. Supporting and Inhibiting Factors of the Program

No	Program	Supporting Factors	Inhibiting Factors
1	Social Media Management Training (Instagram and Facebook)	Village officials were willing to participate actively in the training; devices to support social media management were available.	Lack of video editing applications and access to a Canva Premium account.
2	Village Website Management Training	A village website account was already available.	Several features, such as village tourism and local products, required a more in-depth understanding and review.

Source: *Community Service Documentation, 2023*

Table 2 identifies several factors that influenced the implementation of the programs, particularly the two main programs: "Social Media Management Training (Instagram and Facebook)" and "Village Website Management Training." For the social media management training, the supporting factors included the willingness of village officials to participate actively in the training sessions. The availability of devices that supported social media management also contributed significantly to the program's success. However, the inhibiting factors included the absence of video editing applications and the lack of access to a premium Canva account, which limited creativity in producing social media content. In the village website management training program, the availability of a village website account before the training served as a key supporting factor. Meanwhile, the inhibiting factor was the need for further understanding and evaluation of certain website features, such as information on local tourism and village products. This challenges the optimization of the website's function for marketing and information dissemination purposes. An optimally functioning village website should include various elements that enhance the quality of life in rural communities and support economic growth and sustainable development. (Arisanti, 2019).

Discussion

A follow-up to the digital media training program requires concrete evidence in the form of continuous digital media management. Several aspects need to be implemented sustainably, including:

Social Media Management (Instagram and Facebook)

Sustainable social media management is crucial for Taringgul Tonggoh Village to ensure that its programs are effectively promoted digitally and that information related to the village can be widely disseminated. Maintaining an active and organized presence on platforms like Instagram and Facebook can significantly enhance the visibility of village activities and foster engagement with a broader audience.



Figure 1. Designing the Village Social Media Account
Source: Community Service Program, 2021

To strengthen community engagement and promote local potential, Taringgul Tonggoh Village decided to create a representative design for its social media accounts. The design team collaborated closely with local community leaders to capture the uniqueness and beauty of Taringgul Tonggoh. They developed a design that reflects the village's cultural identity and community values by blending traditional elements with a modern touch. The village's social media accounts were designed to be user-friendly and to provide relevant information, including local events, development initiatives, and social activities. Thus, the social media accounts of Taringgul Tonggoh serve not only as a platform for online interaction but also as a means to foster a sense of unity and promote the village's unique charm in the digital world.



Figure 2. Training Activity on Designing Social Media Posts for the Village
Source: Community Service Program, 2021

Tarunggul Tonggoh Village organized a training activity focused on designing content specifically for social media posts to enhance creative skills and optimize the use of digital platforms through tools like Canva (Agung *et al.*, 2023). During the training, participants were introduced to the principles of practical and relevant design in the context of social media. Expert trainers in graphic design provided practical guidance on using colour, composition, and visual elements to create engaging content. The training also emphasized visual marketing strategies to improve the appeal and impact of the messages being conveyed. This initiative aims to empower community members to be more active and creative in their social media communication, thereby helping the village build a positive image and increase community engagement in the digital space.

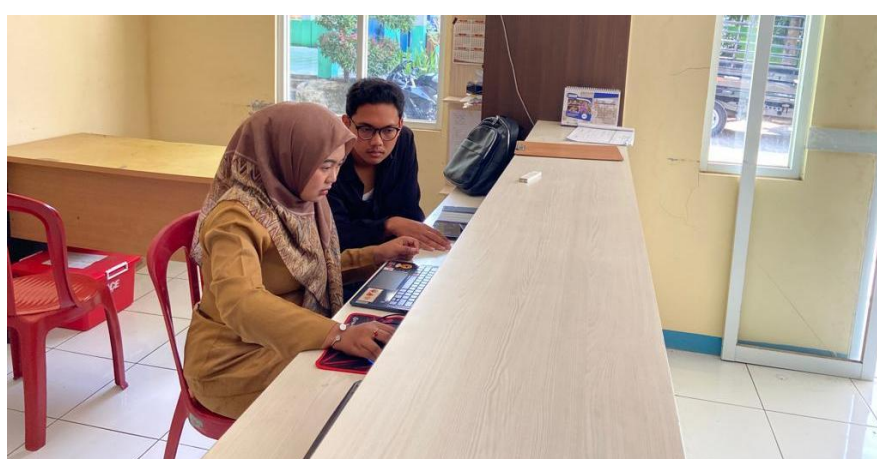


Figure 3. Village Website Management
Source: Community Service Program, 2021

The village website serves as a public information hub; however, its content primarily focuses on official information regarding programs or activities currently being implemented or completed in the village. Website management in Tarunggul Tonggoh Village is crucial, as the site serves as the village's official

information centre and is one of the government's key indicators for assessing village performance. Developing the village website can effectively showcase the village's potential (Nugroho & Daniati, 2021).

Follow-up actions were taken to ensure the village's digital media sustainability was prepared during the KKN. Digital media platforms were managed collaboratively throughout the program, and a series of phased training sessions were conducted. These efforts were designed to gradually hand over the management responsibilities to designated village officials who would continue operating the platforms after the program ended.

CONCLUSION

Based on the digital training programs carried out during Kuliah Kerja Nyata (KKN) in Taringgul Tonggoh Village, it can be concluded that the training provided to village officials was conducted successfully. Improvements were observed in each session, and gradually, the village officials took over the responsibilities related to digital media management in the village.

The village officials have recognized the importance of managing digital media and can now do so independently. The digital media training has had a lasting impact, leaving the village staff with new knowledge and skills. This knowledge can continue to be developed, enabling Taringgul Tonggoh Village to gain greater regional and broader exposure.

AUTHOR'S NOTE

The author declares that there is no conflict of interest related to the publication of this article and affirms that the data and content of the article are free from plagiarism.

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