
DIGITAL TRANSFORMATION TRAINING FOR VILLAGE COMMUNITY GROUPS IN EFFORTS TO TURN SUMBEREJO VILLAGE INTO A SMART VILLAGE

Novy Setia Yunas¹, Dhimas Bagus Bimasena Wibowo², Jessica Gustriana Ratu³,
Nabila Novarani⁴, Pangestika Maharani Putri⁵, Puti Zanira Mairisa⁶, Aliyu Dahiru
Muhammad⁷

Universitas Brawijaya, Malang, Indonesia^{1,2,3,4,5,6}

Bayero University, Kano, Noigeria⁷

novysetiayunas@ub.ac.id¹, dhimaswibowo@student.ub.ac.id²
jessicaratu@student.ub.ac.id³, nabilanovarani@student.ub.ac.id⁴,
pangestikamp@student.ub.ac.id⁵, zaniraputi@student.ub.ac.id⁶,
alitahir797@yahoo.com⁷

Keywords

Digitalization, Smart
Village, Sumberejo
Village

Abstract

The rapid development of technology in the world which is beneficial for people's lives means it is necessary to master technology as time goes by. This training aims to enable students to provide ideas based on knowledge, to grow and accelerate movement in preparing future cadres and accelerate the achievement of a Smart Village in Sumberejo Village. There are several digital training provided, such as training on using editing applications, namely Canva and Filmora, training on creating and maintaining social media, namely village Instagram and YouTube, training on maintaining and optimizing village websites, and training on financial report management applications for BUMdes. This program was implemented well and smoothly because a regular socialization and training agenda had been implemented for village cadres according to their chosen interests. Regular training is needed for cadres to be able to master soft skills better, and of course, support from the village government is needed for cadres to facilitate the learning process so that it can be useful for village progress.

INTRODUCTION

The use of technology in the current era has developed very quickly. This rapid technological progress requires humans to follow the very fast flow of information in various areas of life. One of the benefits of technological developments is the development of applications to support work and run programs so that it can make human work easier. However, despite the rapid development of technology, there are still some people who have not mastered the development of science and technology (Rohmantika et al. 2022). Through the rapid development of technology and its benefits for people's lives, it is necessary to master technology over time. Fardani et al (2022) stated that by utilizing information technology the village government can increase population participation and village openness.

To improve village development, it is necessary to have a good digital information system that utilizes developments in science and technology. Programs that have an impact on village development to support village governance include digitizing village data (Maulana et al. 2021). Digitizing village data is closely related to the process of storing and transferring village information using computers, making it easier for residents to obtain information about the village. Through a village data digitization system, communication between the government and village residents will be easier (Rohmantika et al. 2022)

Digitalization can be interpreted as a process of storing all the properties and information of text, sound, images, or multimedia in an electronic string of zeros and ones (Wuryanta, 2004). Digitalization makes it possible to change everything into a form that can be stored on various digital media, such as compact discs, hard discs, and flash disks, and can be transferred to various places throughout the world in a very short time via telecommunications networks in the form of the internet (Arifin et al. 2020).

Information regarding marketing digitalization is still lacking among the local community because it is not only limited by a limited internet network, but also the public's knowledge regarding marketing is still lacking. For this reason, the importance of KKN is one of the efforts which is expected to be an alternative solution for the community in advancing the community into a region that has synergy in future regional development. The digitalization system that is booming in the current era has become an innovative breakthrough for villages to become superior and quality villages (Danial et al. 2021).

METHOD

The expected result of the Student Village Development activities through this digitalization program is that by providing regular guidance and training to the cadres of Sumberejo Village, Madiun District, Madiun Regency, it is hoped that this can improve the soft skills of these cadres so that they can be useful for the progress of Sumberejo Village. This activity was carried out using socialization and briefing methods, surveys and interactive questions and answers/dialogues with cadres from Sumberejo Village, Madiun District, Madiun Regency regarding the development of soft skills. The steps for implementing the activities of this program are as follows: a) The MMD implementation team conducted an initial survey in Sumberejo Village; b) The MMD implementation team contacted the village head and village officials to consult regarding this program; c) The MMD implementation team determines the right time to carry out outreach to village cadres; d) The MMD implementation team went to the location and carried out socialization according to the specified time; e) The MMD implementation team provides regular guidance and training to village cadres.

RESULTS AND DISCUSSION

Canva Application/Website Training for Making Village Logos

A village logo is important for a village, where it is needed as a village identity. You can make a village logo using various editing applications, one of which is using the Canva application. Before creating Canva, we need to identify the potential of the village. Through this identification of village potential, detailed information regarding the village will be obtained, including social, economic, cultural, and environmental conditions, as well as identifying potential that can be explored for developing village communities and improving the quality of life. After getting more in-depth information related to the village, we created design elements or components that would be included in the logo as well as choosing the colors and philosophy of the logo.

In the initial stage, we carried out outreach related to Canva, where in this outreach we explained in outline what features and benefits Canva provides. Then we divided young cadres to be trained and assisted in the Canva editing process. In making this village logo, we were assisted by digital cadres who will later create, manage, and maintain the village's needs. In the Canva cadre training process, we first ensure that the cadres are interested and able to use the Canva application.



Figure 1.

Canva Socialization

Then we taught and gave basic examples of how to design in the Canva application and assisted the cadres in making logos. In making this village logo, we shared a link in the group to be accessed together and worked on together. Next, the cadres upload the elements that have been mutually agreed upon. Before we share it with related parties, we will check and revise it if there are things that we feel are missing or wrong. When everything has been confirmed by the cadres, we will share the logo design with other cadres and village officials.



Figure 2.

Canva Training

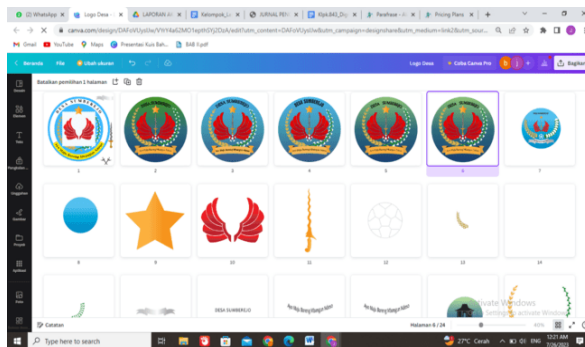


Figure 3.

Display of Designs Created in Canva

Apart from creating a logo, we also collaborate with social media cadres to carry out village branding. The presence of these cadres makes it easier for us to carry out training and we hope that the cadres will become the next generation for village development. On August 2nd, 2023, the approved logo was displayed at the closing ceremony of Sumberejo Village. Even though there are obstacles such as a relatively short period and internet network problems, they can be overcome by working together so that this program is achieved.

Training and Assistance in Making Village Profiles

Village profile videos have a crucial role in introducing the village's identity and potential to the public. With attractive visuals, this video shows nature, culture, and village economic opportunities, impacting tourism promotion, local economic development, and community empowerment. As a public information tool, this video provides insight into village infrastructure and services. Additionally, these videos document history and traditions, while using creative elements to convey the message. Village profile videos also support communication and cooperation between villages and increase government transparency by showcasing village achievements and programs.

Considering the importance of Profile Videos for a village, it requires understanding and skills in using editing software to make them. Filmora software was chosen to edit profile videos because it is very easy to use. In the formation of Smart Village Sumberejo Village, twelve digital cadres were divided into several groups. To find out the extent of understanding and skills of prospective digital cadres, the cadres fill out a Google form containing questions related to digitalization abilities. The Google form was shared on July 13th, 2023.

On July 15th, 2023, digitalization cadres were gathered at the village hall to receive outreach regarding digital applications that will later be used in building Smart Villages. Apart from socialization, the division of digital cadre groups was also carried out at the end of the socialization.



Figure 4.

Socialization of Village Profile material at the Village Hall

After the division of digital cadre groups, meetings, training, and mentoring were carried out periodically starting from July 21st to July 31st, 2023. Training and mentoring were carried out in stages. In the training process, the cadres are first explained how to use Filmora editing software. Starting from inserting videos, cutting videos, adding music, and others. After the explanation, the cadres and people in charge worked together to make a video profile of the village.



Figure 5.

Training Process with Cadres

On July 20th, 2023, there was a special request from BumDes Sumberejo to make a profile video. So, the cadres and people in charge made two different videos, namely the Village Profile and the BumDes Profile.



Figure 6.

Mentoring Process with Cadres



Figure 7.

Village Profile Video Viewing

After the video appearance at the closing ceremony for MMD Group 843 at the Village Hall on August 2nd, 2023. The video has no revisions and has been approved by the Village Secretary of Sumberejo Village. Next, the video will be uploaded to Group 843's YouTube.

This activity faces several challenges. The absence of laptops prevented this activity from being carried out so the cadres had to use the laptops of those in charge together. Meanwhile, lack of communication hinders effective coordination between those in charge and cadres. Then the age gap between the activity targets given by the village and the reality on the ground also hinders the sustainability of this activity in the future. Even though they are familiar with technology and editing using the Capcut application, according to the person responsible for carrying out editing work, cadres still need to sharpen and expand their editing knowledge to achieve maximum Smart Village.

Social Media Management and Content Planning Training on YouTube and Instagram



Figure 8.

Exposure to Social Media Material

Village branding can be improved by using social media, village cadres will be trained to maintain village social media. Villages can promote the beauty of villages or the potential of village MSMEs. This program can also be utilized by MSMEs and BUMDES to empower Sumberejo Village, Kec. Madiun. After selecting village digital cadres, appropriate social media management training will be carried out for Sumberejo Village. The first stage is creating a Sumberejo Village social media account, and after that coordinating with editing cadres to determine the content that will be uploaded to social media. This meeting also discussed algorithms that function to increase the reach of content, things that can be paid attention to, namely: a) The right time and frequency of content display; b) Which content in the feature gets the most viewers; c) What kind of content is currently popular?

Content creation itself has several stages before being distributed on social media, namely planning, compiling, and creating content. At the planning stage, the content that will be published starts looking for references that suit the content needs, the type of content being created, and when it will be uploaded (time and day). Then the preparation stage, creating content by setting targets to be achieved, providing something unique, creating a tagline, and maximizing the content created. The final stage is content creation, social media cadres coordinate with editing cadres to determine eye-catching content, provide interaction with the content created, use special hashtags in captions, routinely share the latest village news, and be active on social media and collaborate with influencers.



Figure 9.

Social Media Cadre Training

The next meeting compiled Instagram and YouTube content, as well as a timeline for uploading village social media content. At this meeting, cadres were also introduced to other supporting applications for social media management, such as gdocs, spreadsheets, and also Canva. At this meeting, cadres begin to create content and look for materials needed for content creation, to set content achievement targets. The next meeting was to determine the tagline and brainstorm ways to create useful content for the village. Here cadres are also trained to create captions that suit the content and can also attract other social media users.

Training on How to Maintain and Optimize a Website Using WordPress

In the initial stages of the program, an introduction to WordPress is provided as a basic platform for creating village websites. This material includes an explanation of what WordPress is, its advantages and disadvantages as a content management system (CMS), and why WordPress is the right choice to use in creating village websites. Then the parts of the WordPress interface were also explained to village digitization cadres, such as the dashboard, navigation menu, and existing features. This material aims to make cadres more familiar with

the appearance of WordPress and understand the function of each section to manage website content easily.



Figure 10.

Presentation of WordPress material to Village Digitalization Cadres

In the stage of creating the village website (sourcejomadiun.info), we used the WordPress platform as the basis for development. WordPress was chosen because of its simplicity of use and flexibility in adapting website design and content according to village needs. We choose a responsive and user-friendly WordPress theme so that the website can be accessed easily from desktop devices.

We designed the structure of the village website by taking into account the needs of the community and village government. The website structure includes a home page, government, infographics, news, PPID, and citizen services. The village profile page contains the history, vision, and mission of the village, as well as its potential resources. Home includes welcoming remarks from the village head, village development focus, short infographics, village profile video, and village location. The government includes the village government's vision and mission, village government structure, BPD member structure, and other village staff. Infographics contain population demographics. News includes the latest news or updates that occur in Sumberejo village. PPID includes announcements regarding the legal basis of PPID, as well as other important information. Citizen services include service flows both directly and online.

Using WordPress provides several benefits, including ease of managing content and website maintenance. Villages can manage content independently without complex technical support. Additionally, the presence of various free plugins and themes allows us to easily integrate custom features according to village needs. After being launched, the village website succeeded in increasing access to information for village residents. The public can easily get the latest information about village programs and activities, as well as see news about activities

through the news page. The presence of a website also increases the positive image of the village and invites interest from outside parties to participate in village development.



Figure 11.

Homepage of the Sumberejo Village Website

In the website maintenance teaching stage, we held a special training for village digitalization cadres. This training aims to provide cadres with knowledge and skills so they can manage and update website content independently. The training material covers the basics of using WordPress, managing posts, uploading images and videos, and maintaining website security and maintenance.

After training, village digitalization cadres become the main content managers of the website. They can upload the latest news and information about village activities, update photo galleries, and publish announcements. Cadres are also tasked with ensuring that the content on the website is always relevant and up-to-date so that people can easily get the latest information.

With village digitalization cadres as content managers, website management becomes more effective and responsive to community needs. Cadres have a deep understanding of village activities and can immediately upload the latest information. This helps improve the quality and freshness of the content available on the website.



Figure 12.

Teaching Sumberejo Village Website Maintenance to Village Digitalization Cadres Financial Report Management Application Training for BUMDes



Figure 13.

Presentation of Excel Material to Village Digitalization Cadres

Microsoft Excel is a software application from Microsoft Office that focuses on processing numeric/number data. The various calculation features and formulas used make it easier for users to carry out calculations. For example, one of the benefits of using Microsoft Excel is that it helps the calculation process in making financial reports. In accordance with requests from Sumberejo Village officials, this training will focus on managing financial reports for BUMDes Mandiri Sejahtera Sumberejo Village, Madiun.

The selection of the BUMDes financial report processing application using Microsoft Excel which was socialized has been adjusted to the needs of BUMDes Mandiri Sejahtera. In this application there are formulas and templates that are ready to be used. Apart from that, this training is also equipped with a pdf file which contains a simple guide to using the application. This guide contains an introduction to the basic formulas that are often used by Ms. Excel, brief explanations about how to process each sheet, and brief explanations about how the formula works.

The core management of BUMDes, especially the treasurer and the two previously selected digital cadres, are the targets of this training. The two cadres were selected based on the results of a survey of 15 cadres which was carried out by filling out a questionnaire on Google Form with questions that had been adjusted to the criteria or conditions that the 15 cadres might experience. On July 13th, 2023, the Google Form was distributed to cadres with the help of cadre representatives.

On July 15th, 2023, it was the first meeting of the cadres with members of MMD group 843 at the Sumberejo Village Hall, Madiun. At this meeting, socialization was carried out regarding the introduction and introduction regarding digital applications which will later be used in building the Smart Village program in Sumberejo Village. Apart from socialization, the

announcement of the division of digital cadre groups based on the results of the questionnaire was made at the end of the socialization.

After the division of digital cadre groups, meetings, training, and mentoring were carried out periodically starting from 21 to 31 July 2023. This training and mentoring was carried out in stages. The first meeting for training and mentoring was held on July 21 2023 at the Sumberejo Village Hall. This meeting was attended by the core administrators of BUMDes Mandiri Sejahtera and only one cadre because the other cadres were unable to attend. At this meeting, the material was presented with a brief explanation of how the application works and then there were several discussions with the BUMDes core management regarding the application. Several complaints and suggestions were conveyed by the BUMDes core management so that the meeting resulted in the decision that this financial report management application training would focus on the two digital cadres who had been selected.

CONCLUSION

Based on the program "Digital Transformation Training for Village Community Groups" in Efforts to Turn Sumberejo Village into a Smart Village" which has been implemented as well as possible in Sumberejo Village, Madiun District, Madiun Regency. It can be concluded that this program was implemented well and smoothly because a regular socialization and training agenda was carried out for village cadres according to their chosen interests. Regular training is needed for cadres to be able to master soft skills better, and of course, support from the village government is needed for cadres to facilitate the learning process so that it can be useful for village progress.

REFERENCES

- Arifin, Z., Wahono, B., Prihatmoko, D., dan Riyoko, S. 2020. *Inovasi Peningkatan Hasil Tangkapan Ikan Produk Unggulan Daerah oleh Nelayan Purse Seine Menggunakan Teknologi GPS*. Jurnal Inovasi Hasil Pengabdian Masyarakat (JIPEMAS). Vol 3 (1): 54-62
- Danial, H., Sambouw, E., dan Djafar, N. 2021. *Pendampingan Masyarakat Melalui Pelatihan Inovasi Berbasis Digitalisasi di Desa Lamahu, Kecamatan Bilato, Kabupaten Gorontalo*. Laporan KKN Tematik Membangun Desa Dana PNBPN Tahun Anggaran 2020/2021. Universitas Negeri Gorontalo. Gorontalo
- Fardani, I., Rochman, G., Akliyah, L., dan Burhanuddin, H. 2022. *Digitalisasi Desa di Desa Cikole Lembang*. Resona: Jurnal Ilmiah Pengabdian Masyarakat. Vol 5 (2): 181-197
- Isbahi, M. B., Toha, M., & Zuana, M. M. M. (2024). The Multi Social Relation of the Cattle Industry in the Plaosan Subdistrict Animal Market of Magetan Regency. *Malacca: Journal*

-
- of Management and Business Development*, 1(1), 32–47. Retrieved from <https://e-journal.bustanul-ulum.id/index.php/malacca/article/view/51>
- Maulana, R., dan Priaratna, R. 2021. *Perancangan Sistem Pelayanan Administrasi Kependudukan dalam Menunjang Digitalisasi Desa*. Vol 8 (6): 419-423
- Rohmantika N., Yulyanti, E., Wahyuni, H., dan Pratiwi, U. 2022. *Pelatihan Digitalisasi Data Desa bagi Perangkat Desa Condongsari untuk Mengoptimalkan Layanan Administrasi Desa*. Jurnal TEPAT. Vol 5 (2): 310-322
- Wuryanta, A. 2004. *Digitalisasi Masyarakat: Menilik kekuatan dan kelemahan Dinamika Era Informasi Digital dan Masyarakat Informasi*. Jurnal Ilmu Komunikasi. Vol 1 (2): 131-142.
- Zuana, M. M. M., Toha, M., & Isbahi, M. B. (2024). Exploration of Community Empowerment in a Village as the Entrance to a Lake in East Java. *Malacca: Journal of Management and Business Development*, 1(1), 48–56. Retrieved from <https://e-journal.bustanul-ulum.id/index.php/malacca/article/view/52>