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Training on Village Profile Websites for Strengthening Public Information and Promoting Local Potential

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Abstract

Klambir 5 Kebun Village faced limitations in centralized information delivery because announcements were disseminated through notice boards, direct communication, messaging groups, and social media. This community engagement program aimed to develop a village profile website and strengthen village officials' ability to manage digital information. The implementation stages included coordination and needs assessment, data collection and validation, website design and development, content entry, functional testing, administrator training, mentoring, and evaluation. The partner was the Klambir 5 Kebun Village Government in Hamparan Perak, Deli Serdang Regency, Indonesia. Evaluation used descriptive procedures, including functional checks, observation, discussion, and practical tasks completed by village officials. The output was a website consolidating village profile and government information, public service information, news and activities, a gallery, contact details, and local potential. An administrator page was also provided so that content could be updated without directly changing program code. The activity report does not record the number of trainees or numerical pre- and post-training measurements; therefore, skill improvement cannot be reported as a percentage. The results demonstrate the delivery of a technical output and the establishment of a basis for digital content management. Long-term benefits depend on regular content updates, clear administrator assignments, account security, and continued domain and hosting maintenance.

Keywords: Village Website, Public Information, Local Potential, Digital Literacy, Community Engagement

1. INTRODUCTION

Digital information platforms can help village governments organize public information and make it easier for residents to retrieve announcements, service procedures, activity documentation, and information about local resources. A website can function as a persistent information hub, while social media and messaging applications are useful for distributing updates but may make older information difficult to locate. The practical value of a village website therefore depends not only on its availability, but also on the quality, accuracy, accessibility, and regular updating of its content.

Previous community engagement projects have reported the use of village websites to support public services and local promotion. Buntoro et al. (2024) describe a village website integrated with self-service features as an effort to organize public service access. Hartanti et al. (2025) report the development of a village profile website with content management and a showcase for local small businesses. Kanha et al. (2024) similarly show how a dedicated website can act as an information and promotional channel for village tourism potential. These studies indicate that website development is most useful when accompanied by local data collection, training, and evaluation rather than treated solely as a software deliverable.

At Klambir 5 Kebun Village, Hamparan Perak, information was previously distributed through notice boards, direct communication, messaging groups, and social media. These channels had not consolidated village profile information, government structure, public services, news, documentation, and local economic potential in one official platform. In addition, the village needed stronger capacity to maintain and update digital content after development. The community engagement activity therefore focused on creating a village profile website and training village officials to operate its administrator interface.

The activity aimed to (1) provide a structured digital information channel for Klambir 5 Kebun Village, (2) publish village profile, government, service, activity, and local potential information, and (3) improve the practical capacity of designated officials to update website content. The contribution of this program is its combination of a website output with participatory needs identification, validation of village information, functional testing, and administrator mentoring. Unlike studies that report questionnaire-based numerical evaluation, the available

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activity report documents descriptive evaluation procedures but does not provide participant counts or pre- and post-training scores. This limitation is stated explicitly to avoid overstating measurable outcomes.

2. RESEARCH METHODOLOGY

The activity was implemented in partnership with the Klambir 5 Kebun Village Government, Hamparan Perak, Deli Serdang Regency. The report records implementation during May to July 2026, with activity and financial documentation dated July 2026. The report does not specify the total number of training participants; accordingly, the manuscript does not estimate or infer that number.

Implementation followed a participatory and practice-oriented sequence. First, the team coordinated with village officials and identified existing information channels, user needs, priority content, and administrator requirements through observation and discussion. Second, village data and documentation were collected, including village history, vision and mission, government structure, regional information, public services, news and activities, public facilities, local products, agricultural and plantation potential, photographs, and contact details. The information was checked with village officials before publication.

Third, the website structure and interface were designed around the needs identified with the partner. The planned menu structure covered the homepage, village profile, village government, village data, public services, local potential, news and activities, gallery, contact, and administrator page. Fourth, the website was developed, populated with initial content, and deployed online. Fifth, functional checks covered navigation and public pages, administrator login, adding, editing, and deleting content, image uploads, and display responsiveness across devices and browsers. Defects identified during testing were intended to be corrected before implementation.

Sixth, village officials received demonstrations and hands-on practice on logging into the administrator page, adding and editing news, uploading photographs, managing the gallery, updating village profile and local-potential content, deleting outdated information, signing out, and applying basic account security and backup practices. Mentoring was provided during content entry and testing. Evaluation used descriptive observation, discussion and partner feedback, functional checks, and practical demonstrations by trainees. The assessment dimensions were functional suitability, completeness and accuracy of information, ease of use, responsive display, partner participation, and readiness for continued management.

The available report does not provide a numerical checklist summary, questionnaire results, a count of participants, or a pre-test and post-test score. Thus, outcomes are reported descriptively based on the documented website features and implementation process. No statistical test or percentage improvement is claimed.

3. RESULTS AND DISCUSSION

3.1. Village profile website as an information hub

The activity produced a village profile website intended to consolidate information that had previously been distributed across separate channels. The website content covers village history, vision and mission, government structure, regional and population information, public facilities, public service information, news and activities, a gallery, contact details, and local economic and social potential. Organizing the information into menus provides users with a single place to search for information and allows the village government to retain activity documentation as a digital archive.

The website also provides a public-facing information channel and an administrator interface. The administrator interface allows designated officials to add, edit, or remove content without modifying source code directly. This arrangement is relevant to sustainability because routine updates can be carried out by village personnel rather than requiring developer intervention for every content change. Similar links between website development, information transparency, and local promotion have been reported by Buntoro et al. (2024) and Hartanti et al. (2025).

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Figure 1. *Documentation of the community service team with their partners, featuring the activity banner in Klambir 5 Kebun Village (July 13, 2026).*

3.2. Publication of local potential

A dedicated local-potential section creates space to introduce small businesses, community products, agriculture, plantations, culinary products, crafts, social activities, and other local assets. Potential items can be described using photographs, explanatory text, location, and contact information when these data are available and approved for publication. This is a practical step toward increasing the discoverability of local products and activities, although the report does not contain website analytics, visitor counts, sales data, or evidence of increased transactions. Consequently, the result should be interpreted as the availability of a promotional channel, not as proof that local income or sales have already increased.

The promotional function depends on the accuracy and completeness of the information supplied by local actors. Village officials should validate product descriptions and contact details, obtain permission to publish photographs or personal information, and avoid displaying sensitive population data. The website can complement social media by serving as the stable destination to which short updates and announcements direct users.

3.3. Training and management capacity

The training and mentoring addressed basic website administration: login, content creation and editing, photo uploads, gallery management, updates to village profile and local-potential sections, deletion of obsolete content, and account security. The report describes officials as having gained knowledge and practical experience in these tasks. However, because the report does not present attendance totals or standardized pre- and post-training measurements, the magnitude of skill improvement cannot be quantified. Future iterations should use a short practical assessment with a task checklist and record the number of participants who complete each task independently.

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Figure 2. *A briefing and discussion session with village officials in preparation for the implementation of community service activities..*

3.4. Evaluasi teknis dan keberlanjutan

The reported technical evaluation covered navigation, public information pages, administrator login, content management functions, responsiveness, and access through computers and smartphones. The report states that the website can be accessed through these device types and that its layout adapts to screen size. These results support the conclusion that the website fulfills its basic information and promotional functions. They do not, however, establish long-term uptime, cybersecurity resilience, user satisfaction at scale, or sustained public use, because the report does not provide web analytics, security audit results, or longitudinal monitoring data.

The main sustainability risks are inconsistent content updates, unclear assignment of administrator responsibilities, internet access constraints, account compromise, and recurring domain and hosting costs. Recommended follow-up actions include appointing a primary and backup administrator, setting a regular publication schedule, validating content before publication, compressing images, using strong passwords and restricted administrator access, maintaining backups, and periodically testing website functions. These measures align with the practical lessons from related village website initiatives, which combine development with training and continuing management (Kanha et al., 2024; Hartanti et al., 2025).

3.5. Summary of goal achievement

Table 1. Summary of outputs and limits of evaluation evidence

Target	Evidence of reported results	Evaluation limits
Digital information media is available	The village profile website is developed with menus for profile, government, services, news, gallery, contact, and local potential.	Analytics data on the number of visitors is not available.
Content management by village officials	An administrator page and training on content management practices are provided..	The number of participants and the before-and-after scores are not included.
Promoting village potential	The website provides a space to showcase the economic and social potential of the village.	There is no data on changes in sales or revenue.
Basic functionality and cross-device access	Testing of the menu and administrative functions was conducted; the website was reported to be accessible via both computers and smartphones.	There are no reports on uptime figures or security audits.

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4. CONCLUSION

The community service initiative in Klambir 5 Kebun Village resulted in the creation of a village profile website, serving as a platform for public information, activity documentation, and the promotion of local potential. The website organizes village information into various menus and includes an administrator interface, allowing village officials to update content without needing to modify the underlying program code. Training and ongoing support were also provided, covering procedures for managing news, photos, galleries, profiles, and information regarding the village's potential. The report confirms the successful delivery of the website, as well as the completion of the development, testing, training, and support phases. However, the available evidence is insufficient to quantify improvements in skills, increases in information access, or economic impact, as the report lacks data on the number of participants, quantitative evaluation scores, visitor analytics, or transaction records. Ensuring the long-term sustainability of these benefits will require scheduled content updates, the designation of clear responsibilities, data protection, regular backups, and the ongoing maintenance of the domain and hosting.

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