

Website Design as a Promotion Tool for Village’s Featured Products

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Abstract— The purpose of this study is to design and implement a village website. This research conducted used the waterfall method and data collection techniques in the form of interviews, observation, and literature. To facilitate the construction of a website, this study develops a village website using Content Management Systems (CMS) from WordPress.org. The village website built with several dynamic data in the form of Home, Village Profile, News, Articles, Featured Products, and others. The informations on the website are the latest update. This website also can be accessed by anyone and anywhere, except for the data update process. The impact of the construction of this village website is to make it easier for users to access all information related to the village and make it easier for the village to promote the products produced by the residents of their village.

Keywords—Village Website Design, Public Administration, Promotion of Village Superior Products

I. INTRODUCTION

As governments are facing complex challenges, they are expected to be innovative in their resource utilization and how they organize service delivery. People seen Information communication technology (ICT) as a change agent to meet these challenges. To meet these challenges, it can be done by increasing the efficiency, effectiveness, transparency, accountability and inclusiveness [1].

Cibogohilir Village is one of the villages in Plered Purwakarta Sub-district; the population is mostly engaged in agricultural business. Apart from that, there is a feature product developed by Cibogohilir village, namely the production of regional specialties, such as Samping. Samping is a regional food and priority program promoted by Cibogohilir Village. Samping is a snack and pride of Purwakarta community [2].

In Cibogohilir Village, there is no information media in any form, be it electronic media or print media. All related information to the village information includes the organizational structure, population, village potential and activities, as well as village agendas [2].

Some related studies to design village websites include: Sigit Sugiyanto built a profile website in Kedungmalang village [3]. Iqbal Fidaus and Riyanto discussed the design of village government website as a medium for disseminating information to the community using the waterfall method [4]. Jukić et al illustrates academic-focused changes. Initially, the focus was on measuring and evaluating the maturity of ICT

in public administration [5], and research conducted by Yildiz related to e-government [6].

The use of ICTs in public administration and service delivery has been the focus of research international benchmarks and case studies. Another related research to IT and the use of technology in public administration is a research conducted by G W Pradana, E H Fanida and F Niswah. They developed e-government through structuring management systems and work processes in the government environment by optimizing the use of information technology [7].

Based on the explanation above, the purpose of this study is to develop a village website in Cibogohilir village using a waterfall method.

II. METHOD

This stage describes the steps taken during the research. In general, the stages of research carried out in the design of the Cibogohilir village website can be seen in Figure 1 as follows:

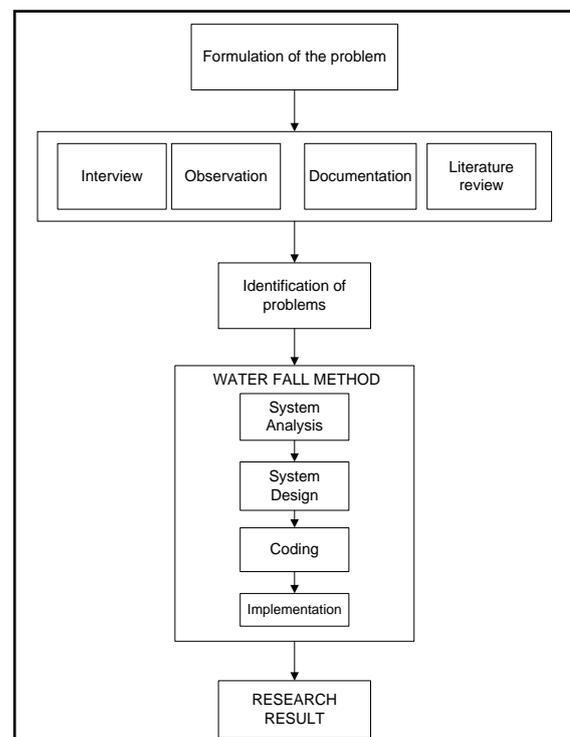


Fig 1. Stages of Research

III. RESULTS AND DISCUSSION

A. Problem Identifier

One of the most important tasks in the system development phase is determining the initial starting point of the problem, the opportunity, and the commands triggered the making of the system [8]. From the results of discussion & observation, there is an exist problems within the Cibogohilir village administration in Purwarta Regency. It found that the village government did not have a website yet as a medium of information to the wider community so the community cannot get the information online. Related problems to the promotion of featured village products, namely from the marketing aspect that is still limited because they use verbal promotion.

B. System Analysis

System analysis is a process of finding needs that is intensified and focused to determine the nature of the system to be created, for example the required functions and user interfaces and others [9]. The information media system that will be developed is a web based so people can access information from village government online. Several pages display information from the village government such as news, profiles of village government official, village government agenda, village potential, and village administrations contact. The features contained in this system are news publications, publication of the agenda, and publication of reporting from the use of budget funds, at a glance info, search articles or news. For the promotion of featured products from the village of Cibogohilir, there is a feature to introduce simpler products, which are typical foods of the village of Cibogohilir. For the Village Government, this system will improve services from village officials to related villagers. Village governments also can use this system as a media for reporting on the use of village funds from the central government for village development and as a promotional media for the potentials of the village concerned.

C. System Design

System design is a phase to make a simulation design ready to implement based on the previous stages. At this stage, system design will make system architecture [10]. Next is the village website design, which can be seen in Fig 2.

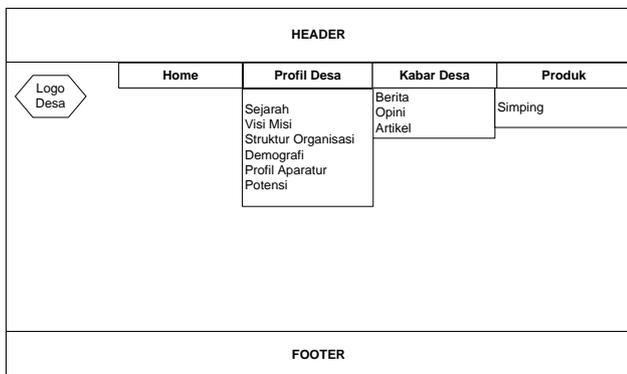


Fig 2. Website Design of Cibogohilir Village

D. Coding

Encoding is a design translation in a language recognized by a computer. It is done by programmers who will translate transactions requested by the user. This stage is a real step in working on a system [11]. The coding work in developing this system uses HTML 5 programming language and PHP. As for the database, it uses MySQL. Therefore, the output in the form of a website for Cibogohilir Village Government was obtained.

E. Website Prototype

According to Iqbal Firdaus and Riyanto [4] there are several features that must be present in designing the village website, among others: News, Village Profile, and news related to the village government. Here are some examples of the appearance of web pages developed by researchers. In the menu section at the top, a static section displays village profile categories, village news and information on featured village products. On the front page or home page displays, the main news and news list that uploaded by the website manager. The front-page display can be seen in Fig 3.



Fig 3. Front Page of Cibogohilir Village Website

In the Village Profile menu, there are several features namely: history, vision and mission, organizational structure, demography, village apparatus and village potential. Fig 4 is a display of Organizational Structure



Fig 4. Display of Cibogohilir Village Organizational Structure

On the Kabar Desa Menu, there are several features namely: News, Opinion and Articles. The following Figure is an example of a news feature that informs the activities carried out in the Cibogohilir village government, which can be seen in Fig 5.



Fig 5. Display News Features

On the Product menu, the featured products of the Cibogohilir village are promoted to make the scope of their publication broader along with the display of promotional products. It can be seen in Fig 6 below:

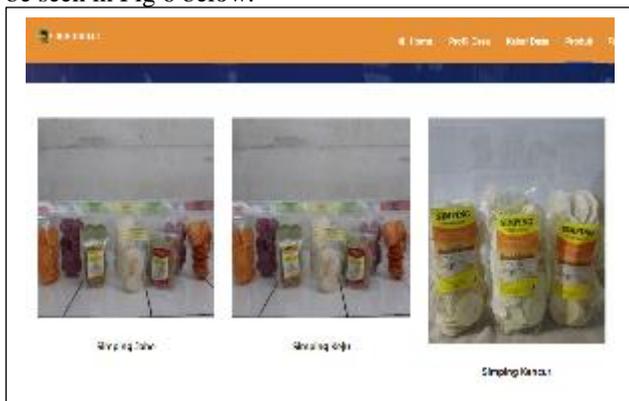


Fig 6. Display Features of Featured Simpung Products

F. Website Testing

This website system testing focus on the internal logic of the software and the external functional, namely directing testing to find errors and ensuring that restricted inputs will provide actual results in accordance with the required results [11].

Here are some examples of website testing developed by researchers so the users can enter the main page of the administrator. The manager is required to have access rights. On the administrator login page, the manager enters a username and password. If access is received it will be redirected to the administrator's main page, otherwise there will be a notification and return to the login page. It can be seen in Fig 7.

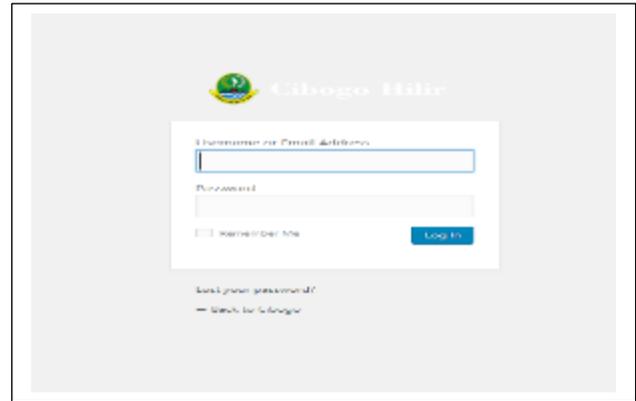


Fig 7. Display Login to the Administrator page

G. Implementation

System implementation is an effort to place and apply information in operations [8]. After the website of the Cibogohilir village government was completed, the research team provided information on managing the website of the village government to each of the related village officials and the superior product business groups, so they can operate the website and maximal the utilization. The following Figure is documentation when socializing the village website. It can be seen in Fig 8 below:



Fig 8. Dissemination of Cibogohilir Village Website Usage

The address of the website of the Cibogohilir village website accessed through <http://cibogohilir.id/>.

IV. CONCLUSION

It can be concluded that several points among others: the Cibogohilir village website consists of several menu namely Home Page, Village Profile, Village News and Products. In the Village Profile menu, we can find history, vision and mission, organizational structure, and village potential that exists and can be developed. The Village News Menu contains news feature, opinions and articles related to the village administration. The product menu contains features of featured village products as a promotional media so that the range of information dissemination can be broader.

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