VILLAGE'S WEBSITE DEVELOPMENT MODEL AS INFORMATION MEDIA IN PESAWARAN DISTRICT

Hestin Oktiani[1], Eka Yuda Gunawibawa [2], M. Yusuf Effendy[3]

[1.2] Universitas Lampung, Jl Sumantri Brojonegoro No. 1 Gedong Meneng, Rajabasa, Kota Bandar Lampung

[3]Universitas Rahardja, Jl. Jendral Sudirman No.40, Cikokol, Tangerang City, Banten

E-mail:hestin.oktiani@fisip.unila.ac.id

Abstract

Lampung Province adopts rural development with the smart village concept as a leading development program based on information and communication technology. In this concept, the website has a strategic position in village development. Law Number 6 of 2014 concerning Villages and Government Regulation Number 34 of 2014 mandates village governments to provide the best possible public services and information to the community. Pesawaran District is an area where the village website is developing well. In 2018 58 villages had the desa.id domain, and in 2020 there were 133 of the 148 villages. Thirty villages already have an active village website using the domain desa.id. This is the result of implementing the village website development model carried out. The development model is the various efforts and policies and the synergy of various parties in managing the village website. Based on the results of interviews, observations and documentation searches, it is known that the village website development model in Pesawaran District involves several parties, namely the Pesawaran Office of Communication and Information, village website operators, villagers, and external parties. The Office of Kominfo Pesawaran, an external agent of change, becomes the center of the relationship pattern in the model. It is involved in the entire series of village website development processes, starting from the socialization process, licensing, management, monitoring, and evaluation of village websites. There is an active role of ASN of the Ministry of Communication and Information, which uses various media as a means of socialization and consultation. Other external agents have not been heavily involved. Internal agents of change, namely the village head, operators, and residents, greatly determine the website's sustainability, but it could be more optimal. There are still obstacles to developing village websites as part of smart village development.

Keywords:*smart villages, village development, village domains, village research, village website*

INTRODUCTION

Along with the development of information and communication technology, various digital-based development programs have become a strategic choice to improve the welfare of today's society. Development concepts such as smart cities for urban areas, followed by the smart village concept for rural areas, are developing programs currently being implemented. This development concept requires the use of information and communication technology in various development activities carried out. This is also in line with another government program, the 1 Million Domain Program, launched by the Ministry of Communication and Information in 2016. Through this program, smart villages can be realized through internet media. Utilizing the use of internet media will later create dependence on media users.

The internet is becoming a prevalent medium today, various institutions, both public and private, use the internet as a medium to support the achievement of goals. The internet is also used in various government programs and has even become one of the flagship programs of the Ministry of Communication and Informatics. This program is intended for multiple educational institutions, communities, and villages. This program is certainly expected to increase village competitiveness, improving the nation's competitiveness. To increase village competitiveness by utilizing village websites, it is necessary to pay attention to the quality of interactive information so that it is useful for internal and external village government parties (Sanjaya, 2012) (Putra, Sholeh, & Widyastuti, 2014) (Arfian, 2017) (Diana & Veronika, 2018).

In this regard, as reported on the Kominfo.go.id page (accessed February 13, 2020), it is stated that the One Million Domain Names Program is one of the flagship programs.

> "The One Million Domain Names Program is one of the flagship programs of the Ministry of Communication and Informatics of the Republic of Indonesia to increase positive and productive content on the Internet. Using domestic servers and domain.id as a trusted Indonesian domain, this program will encourage domestic internet access optimization and accelerate local content access."

All digital-based development programs have made the internet occupy an increasingly strategic position as a new medium used in development programs in both urban and rural areas. About the use of ICT, one of them is the internet in village development, giving birth to the concept of smart village development, which is a derivative of the concept of smart city development. The internet is an important part of creating a smart village. One form of effort in creating a smart village through the use of ICT is the development of a village website. A village website is a form of implementing the Village Law Number 6 of 2014 concerning Villages and Government Regulation Number 34 of 2014 concerning the obligation of the village government to provide quality public services and provide the widest possible information about village development to members of the village community. In addition, the Village Law also emphasizes the right of the public/community to obtain adequate information and quality public services. Both things can be realized properly by utilizing the internet/ICT.

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The Village Law provides opportunities and opportunities for the people in the village to be actively involved in various village developments and at the same time, develop the various potentials possessed by the village. Based on the Minister of Communication and Informatics Regulation Number 80 of 2019, regional governments are mandated to become facilitators for using village domains and managing village websites. This is in line with the growth of internet usage in Indonesia and not only in urban communities. In addition to paying attention to village laws, to ensure success in developing village websites, it is necessary to pay attention to other aspects such as learnability (easy to learn), efficiency (efficient), memorability, ease of remembering, errors (error prevention), and satisfaction (user satisfaction) (Pambudi & Arini , 2018).

The increasing number of internet users in Indonesia is a carrying capacity and an opportunity for village development based on internet use, one of which is the village website. The following is data from the 2017 APJII survey and the 2018 survey released in 2019 regarding internet users in Indonesia. Internet users will also influence media consumption patterns and see the types of media that are often consumed (Tawaang, 2012; Imran, 2013). Based on the 2018 APJII survey results, the number of internet users in Indonesia increased by 27.26 million in 1 year, from 143.26 million to 171.17 million users. This figure is predicted to increase every year.

However, the facts on the ground show that the growth of internet users has increased significantly, and the acceleration of progress in information and communication technology has yet to be optimally utilized in development activities, especially in rural areas. Many villages in Lampung Province still need to manage village websites properly, and need a village website. Continuous efforts are required from all related parties to improve the quality and management of village websites in Lampung. One step that can be done is to build a comprehensive website development model. The intended development model is an effort that involves various components, such as local government, sub-district to village governments, the active role of the community, as well as supporting policies and facilities for optimizing village websites such as information media, public services, as well as media for promoting village potential as an effort to realize the smart village program so that a communication pattern is formed that originates from the message maker (village government) and the recipient of the message (village community) (Vivian, 2015).

In Lampung Province, the Smart Village Program was a priority program for the Lampung Province Village Community Empowerment Service (PMD) in 2020. This was conveyed by the Head of the PMD Service for Lampung Province, Syaiful Dermawan, SH, MM through the Head of Village Administration, I Wayan Gunawan, in his office Tuesday (17/9/2019). To lampungbarometer.id, I Wayan Gunawan said that the Smart Village Program is one of the programs of Governor Arinal Djunaidi and Deputy Governor Chusnunia Chalim to create a prosperous Lampung. (lampungbarometer.id, accessed February 12, 2020).

The use of the internet in village development is in line with what was stated by (Kriyantono, 2008) in a different context. Still, it can be adopted in the context of village government institutions. Kriyantono noted that when a company applies internet technology in its operations, for example, by having a web address, a specific image

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will be attached as a company that is more consumer-oriented and responsive, informative, and sophisticated and high-tech, closer to the intellectual market and youth. This also applies to villages. A quality and well-managed village website are not only applicable as an information medium and public service, but as a means of promoting village potential, it can also build a positive image of the village.

Based on the results of previous research, website development at Polewali Mandar (Abbas, W., & Sutrisno, 2022) is needed by the community, especially village officials, in bridging information, other similar research on developing village websites in Tulungagung Regency (Rozi, F., Listiawan, T., & Hasyim, Y., 2017) the research results show, the village website is used as the media to publicize all the potentials of the village, to organize digital-based administrative management, and to increase the capabilities and skills of village apartments. The district in Lampung Province that is quite good at fostering village website management is Pesawaran District. Based on data in 2018, most of the 61 village websites were active (Hestin Oktiani et al., 2018). The Pesawaran Regency Government has also facilitated villages in this district to obtain and utilize the desa.id domain for creating village websites. However, how the village website development was carried out has yet to be discovered.

In this regard, research is needed on what the village website development model looks like in the form of strategic steps that these parties have taken in developing village websites in Pesawaran Regency to realize the concept of smart village development in this region? The village website development model referred to is not only looking at the technological aspect, but also content, the synergy of various related parties and policies at the district to village level, the involvement of external parties, and the active role of the community, which can turn the village website into a medium that brings benefits and contribute to the success of development in the village according to the smart village concept.

The achievement related to the concept of development towards a smart village that has been achieved by Pesawaran Regency is the election of Wates Way Ratai Village, Way Ratai District, Pesawaran Regency as one of the best villages in Lampung Province, which in 2019 won 1st place in the Provincial Level Village Competition.

Of course, this village has advantages, innovation, and great potential, unique, like its predecessor villages, Hanura Village and Gunung Rejo Village, which won 1st place in the Sumatra Regional National Village Competition in 2016 and 2017. Not only satisfied with winning the title, but the Regent of Pesawaran continues to consistently ensure that one of the villages in Pesawaran Regency becomes a superior village. (Pesawaran, 24 July 2019) (http://inovasidesa.pesawarankab.go.id, accessed February 12, 2020).

Sustainable website development will likely contribute significantly to the smart village development program in Lampung Province and Pesawaran Regency. So that village communities in Lampung Province can immediately achieve their welfare as mandated by the Village Law.

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METHODOLOGY

This research is descriptive research with a qualitative approach. The description in question is the village website development model implemented in Pesawaran Regency, covering technical aspects, policies, human resources (HR), community involvement and internal and external parties, and synergy between the district and village governments.

The informants for this study were from the Lampung Province PMD Service, the Pesawaran Regency Communication and Informatics Service, the Head of Tri Rahayu Village, and the operator of the Tri Rahayu village website and the Wates Way Ratai Village website operator. Data were obtained through interviews with informants, observation of the village website supported by relevant documentation, and interviews with parties related to this research topic. In this study, data processing was carried out following what was stated (Suyanto and Sutinah, 2006) that classifying data based on several themes can be done in qualitative research. The stages of data analysis are carried out by:

1. Reduce data

   This stage is the stage of data simplification and organization. The researcher selected important and relevant data about the parties involved in website development in Pesawaran District at the district to village level, external partners/parties who contributed to it, policies related to the village website. These various programs/activities played a role in the development village website, then the data is presented, and a discussion is carried out.

2. Present data

   Presentation of data is done by making a description of the results of interviews with several key informants such as Plt. Head of the PMD and Transmigration Service for Lampung Province, Head of E-Government Management, Pesawaran District Communication and Information Office, village head representative, and village website operator. This data is supported by observations of the activities of related parties/agencies that play a role in developing village websites in the Pesawaran Regency. Documentation in the form of data from the Pesawaran Communication and Informatics Office archives also supports data in this study. All data that has been selected is arranged systematically and used as the basis for concluding.

3. Verify data

   At this stage, analysis and interpretation of the data are presented with theoretical explanations regarding the website in the development of information and communication technology, a public relations perspective, and the website as a means of disseminating public information. Thus the village website development model in Pesawaran Regency can be known and described, then concluded according to the research objectives that have been set, and the expected benefits are obtained.

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Through this step, the conditions related to the development of the village website and the interrelationships between data will be known. Furthermore, the data is interpreted using relevant substantive theories related to website development models, including the cybernetic tradition approach, especially with the theory of information dissemination and expert opinion about websites from the perspective of public relations and strategic management of public relations.

DISCUSSION

The Importance of the Village Website in the Smart Village Development Concept

The concept of smart village development is derived from the concept of smart city development. This concept refers to village development based on information technology. Although there is no consensus on the concept of a smart village, in general, a village can be said to be a smart village if the village innovatively uses information technology to achieve an improved quality of life, efficiency, and competitiveness in economic, social and environmental aspects (Munir, 2017; Ramesh , 2018 in Dian Herdiana (2019) accessed on February 5, 2020).

There are three main elements of a smart village: smart government, smart community, and smart environment. These three elements form the basis for developing a smart village in the form of a "smart relationship", namely, a constructive relationship that emerges from the relationship between the three elements of the smart village. Thus, synergy based on the use of information technology will improve the welfare of rural communities.

*Smart Village*is one of the most suitable concepts to be implemented at present, namely how a village can solve its various problems intelligently and develop its potential into added value to improve people's welfare by utilizing Information Technology. With the Smart Village concept, it is hoped that the village will be able to carry out the process of administering village governance, planning and implementing village development, fostering and empowering village communities in a more effective and efficient, efficient and effective manner by utilizing information and technology. In Lampung Province, based on the results of interviews with Plt. Head of PMD Service for Lampung Province, in 2020, there will be 30 locus villages for the Smart Village program spread across 13 districts.

In the context of development with the smart village concept, the village website is useful for developing village potential so that the wider community knows it. The village website can encourage local people to always make several innovations. The innovation in question can be seen from the economic, environmental, and community empowerment perspectives. The village web is used as a public service medium as well as overall management of information about the village so that the community can easily get information about the village. Everyone can directly access the information needed through the website. For example, information related to the transparency of village funds and the latest news. Some of the functions of this village-specific website include the following:

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1. As a medium for disseminating information in the framework of public information disclosure

The website is used as a provider of information about the village to the wider community. This information can be in the form of profiles, village potential, the latest news, transparency of village funding, the performance of village officials, and so on. With this website, the wider community can look for the information they need without bothering. The website will contain villages throughout Indonesia and even the world. Examples of village websites include Ciburial Village, Pedekik Village, Karang Mojo Village, and Penggiringan Village. The wider community can find various information about the village through the website. The website is also useful as a village announcement. So, if the village wants to circulate the report, there's no need to bother anymore. Announcements can be broadcast and shared directly through the relevant website.

2. As a promotional medium for the potential of village products

As a media for developing village potential, the website can also be used as a media for promoting village product potential. The website can present the entire potential of the creative industry in the village. In addition, village online markets can also be used as media for promoting various potentials in the village. For example, the village website that is used can fill in a catalog relating to the products of the village community. Several villages in Indonesia have used this, such as West Bandung District Kertamulya Website and Akah Village, Bali Province. Through the website, villages can provide product information and even production potential from the village. Utilization of the village website as a promotional medium will be a driving factor in making the products produced by the village community known internationally.

Efforts made in developing Village Websites in Pesawaran Regency

As previously stated, the number of village websites in Pesawaran district in 2018 which were registered was 61, 58 villages already had the desa.id domain. (Hestin Oktiani et al, 2018) By the Pesawaran district Kominfo Service, 15 desa.id domains are managed independently by the village. Only eight more villages in Pesawaran Regency still need to have a desa.id domain. In 2018 18 village websites had activated their village domains and had websites, even though the condition of the content was not good enough.

Table No.1 Website of Active Villages in Pesawaran District

	VILLAGE NAME	DOMAIN NAME	DOMAIN MANAGER	Inform ation
1	SARI GARDEN	http://tamansari-pesawaran.desa.id/	Information and Communication Service	Unedited (Last update of Public Information: Information Objection Submission Form (31/10/19) Previous post : SK 2017 RPJMDes Drafting Team (28/05/18)

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2	LIKE BANJAR	http://sukabanjar-pesawaran.desa.id/	Information and Communication Service	Last update : Hello World !! (10/11/17)
3	KUTO ARJO	http://kutoarjo.desa.id/	Information and Communication Service	Unedited (Last update Empowerment, Family Welfare (25/01/20) Previous post : Women Farmers Group (KWT) (25/01/20)
4	PAMPANG	http://pampangan.desa.id/	Information and Communication Service	Unedited (No posts)
5	PADANGRATU	http://padangratu.desa.id/	Information and Communication Service	Unedited (Last update: This is the official website of Desa Pandang Ratu (02/08/20). Previous post: BLT DD distribution in Padang Ratu village went safely and smoothly (30/07/20)
6	LIFE CASE	http://kurungannyawa.desa.id/	Information and Communication Service	Unedited (No posts)
7	LOOKING	http://bernung.desa.id/	Information and Communication Service	Sharing With Sincerity (20/03/18)
8	WAYLAYAP	http://waylayap.desa.id/	Information and Communication Service	Unedited (Last update: Spraying Disinfectants in Way Layap Village (31/03/20) Previous post: Historical Story of Cempaka Hamlet (11/02/20)
9	PURWOREJO	http://purworejo-negerikaton.desa.id/	Information and Communication Service	Last update: Village Head and village secretary in Negri Katon sub-district held a Coordination Meeting and Muspika at Purwerejo Village (05/09/18). Previous post: Darmajaya students held training on financial reporting and marketing of technology-based business products at the village hall (05/09/18)
10	PONCO KRESNO	http://poncokresno.desa.id/	Information and Communication Service	Not yet edited (Last Update: Poncokresno Village Officials prepare tarling activities for the month of Ramadan (17/05/18) Previous post: Hello World (10/11/17)
11	TANJUNG REJO	http://tanjungrejo.desa.id/	Information and Communication Service	Not yet edited (Last update: recitation of al-Hidayah at tanjungrejo village level in wayhanda hamlet, tanjungrejo village, Negeri Katon sub-district, Pesawaran district (21/03/19) Previous post: Village Head and Village Secretary Coordination Meeting (5/03/19)
12	JAMBON	http://pejambon.desa.id/	Information and Communication Service	Unedited (Last update : Meubelair Training (10/12/17) Previous post Hello World! (06/11/17)

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13	KALIREJO	http://kalirejo-pesawaran.desa.id/	Information and Communication Service	Unedited (Last update : Kalirejo Village Icon(06/03/20) Previous post : Village History (26/08/16)
14	TRISNOMAJU	http://trisnomaju.desa.id/	Information and Communication Service	Not edited (Last Update : Experiment New Pos(10/01/20) Previous post : Commemoration of Islamic New Year 1441 H (02/10/19)
15	PUJO RAHAYU	http://pujorahayu.desa.id/	Information and Communication Service	Unedited (Last Update : Hello World (06/11/17)
16	TRI RAHYU	http://trirahayu.desa.id/	Information and Communication Service	Not edited (Last Update: Tri Rahayu Village BLT-DD was handed over directly by the Regent of Pesawaran (09/06/20) previous post (01/05/20)
17	NEW GRUJUGAN	http://grujuganbaru.desa.id/	Information and Communication Service	Unedited (Last Update : Hello World (06/11/17)
18	PUJODADI	http://pujodadi.desa.id/	Independent	Not edited (Last update : Community Service (11/07/20) Previous post : Pujodadi Against Covid-19 (23/04/20)
19	WAY HARONG	http://wayharong.desa.id/	Information and Communication Service	Unedited (Last Update : Hello World (06/11/17)
20	REJO MOUNTAIN VILLAGE	http://gunungrejo.desa.id/	Information and Communication Service	Not edited (Last update: SIPBM training with villages in Way Ratai sub-district (26/09/19) Previous post: Bumdes Management with Pusbangda (16/09/19)
21	MIRROR FIELD	http://padangcermin-pesawaran.desa.id/	Information and Communication Service	Not yet edited (post update: Village Head of Padang Cermin Village, Way Khilau District Speaks Regarding Reporting on BLT DD Assistance. (11/08/2020)
22	LOA CHAPTER	http://babakanloa.desa.id/	Information and Communication Service	post update Residents of Babakan Loa Village Get Tower and RoW Tread Replacement (19/08/2020, previously potential for livestock (18/08/2020)
23	TANJUNG KERTA	http://tanjungkerta.desa.id/	Information and Communication Service	Unedited (No posts yet)
24	STONE FORT	http://kububatu.desa.id/	Information and Communication Service	post updates 11 Principles of Labor-Intensive Programs 19/03/2018)
25	MEDITION	http://penengahan.desa.id/	Information and Communication Service	Unedited(post update: Indonesian fighter who unites the two camps (01/09/18) before: Camera shots taken by two Lampung Post photographers won 1st place (01/09/18)

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26	MIRROR FIELD	http://padangcermin-waykhilau.desa.id/	Information and Communication Service	unedited (update: UNDERSTANDING OF INTERVIEWS OR PAPANCOKH LAMPUNG (23/02/2020), previous post: INSPECTORATE CONDUCT REGULAR INVESTIGATIONS IN PADANG CERMIN VILLAGE, WAY KHILAU DISTRICT REALIZATION OF ADD AND DD IN 2019 (12/03/2020)
27	CILIMUS	http://cilimus.desa.id/	Information and Communication Service	Unedited(update: village data 06/08/2019, previous post village history 26/08/2016)
28	HANURA	http://hanura.desa.id/	Independent	Unedited (update : CONNECTING BRIDGE 3 DUSUN IN HANURA READY TO USE (8/11/2018), previous post: HANURA VILLAGE GOVERNMENT USE CCTV TECHNOLOGY TO HELP KEEP VILLAGE ASSETS (31/07/2018)
29	WATES WAY RATAI	http://wateswayratai.desa.id/	Information and Communication Service	Unedited (update Commemorating the Republic of Indonesia's Anniversary, PemDes Wates Way Ratai Holds Voluntary Blood Donation 23/08/2020, previous post Officially Open for Public Inpatient Services, Way Ratai Inpatient Health Center Holds Tasyakuran Event 19/08/2020)
30	REJO MOUNTAIN	http://gunungrejo.desa.id/	Independent	Unedited(update of SIPBM Training with Village Sekecamatan Way Ratai 26/09/2019, previous update Management of BUMDes with PUSBANGDA 16/09/2019)

It can be seen in the table that even though the 30 villages have filled out the contents of their respective village websites, there are several village websites that have not uploaded information for quite a long time. In addition, of the 148 registered villages, 30 websites are already active and uploading content, of course this condition must continue to be improved so that more and more village websites are active, utilizing the desa.id domain they already have and continuously uploading information about the village. To realize this requires the efforts and synergy of various parties. Based on the findings in the field, the following are some of the efforts that have been made to develop village websites in Pesawaran District.

a. **Technical Guidance and Consultation (Help Desk/ Coaching Clinic)**

One of the strategies to increase the ability and understanding of village website management is by carrying out technical guidance and consulting activities. This activity is not routine for a certain period. Village website operators/admins can come at any time during the day and during working hours to the training center room of the Pesawaran Regency Communication and Informatics Office. The implementation of this program began in 2019. This is motivated by the need for more human resources in the village who have expertise in the field of IT technology and understand the making and management of the website and the obstacles it faces. Lack of

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understanding in overcoming the problems faced, and lack of resources is a separate obstacle that this program tries to overcome. Even so, this program still needs to be optimal in overcoming the problem of limited human resources in the village because of its accidental nature.

The help desk/coaching clinic program includes:
1. Providing two help desk staff for consulting on technical issues of the technology used. The village website and the regional apparatus (office/agency/etc).
2) Develop a web consulting request/report mechanism. The mechanism is explained in the service menu on the website kominfo.pesawarankab.go.id
3) Creating a WhatsApp group for village website admins/operators as a means of communication in which there are help desk staff.

This program is an effort to open access to communication between village website administrators/operators and the Pesawaran Regency Communication and Information Service so that they feel that there is institutional assistance from the Pesawaran Regency Regional Government in terms of website management. The services provided are not only consulting and guidance services for the existing village website, registration for the desa.id domain which is usually carried out by village heads is also the task of this help desk. In addition, technical guidance on website creation and village website management is also often provided to admins/operators who come to the training center room.

Various methods are used by the Pesawaran Regency Communication and Information Office in optimizing the village website, but sometimes they need to be socialized on an ongoing basis. This is known from the results of interviews with one of the village website admins who need to be made aware of this program. This Village Admin has only been assigned to be the village admin/operator for one year. This means that the continuity of information about the availability of help desk/coaching clinic services must always be socialized regularly within a certain period, so that when there is a change in the operator of the village website, this information is known to the new officers. Another thing that can be done is for the village to report to the Pesawaran Regency Kominfo Service that there will be a replacement for the village website administrator/operator,

b. **Utilization of Local Government Social Media Accounts, Role of Key Actors, and Social Media Accounts as Information Channels regarding Village Websites and Regional Development**

The process of obtaining the desa.id domain, creating a village website, and managing and developing a village website is long and ongoing. This requires information, an understanding of the stages of the process, technical implementation, and the ability to solve problems in each process. In this regard, information and publication channels are needed that can be accessed by all parties related to the village website. The utilization of the Pesawaran District Communication and Informatics Service website and social media accounts for this institution is a solution for the availability of sources of information about village websites that can be

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accessed easily by anyone at any time. Utilize the Pesawaran Regency Communication and Informatics Service website in disseminating information, e.g., to share information about web consulting request/report mechanism. The mechanism is explained in the service menu on the website kominfo.pesawarankab.go.id

In addition, social media accounts such as Facebook (Andan Jejama) are also used to disseminate information about the village website. This is also supported by ASN (key actor), who actively conveys information not only on the District government's social media account but also on his account on Facebook (Ihsan Taufiq) who always posts various information related to the management and development of village websites in the District. Offer key actors are officials and staff who innovate in developing village websites, socialize, implement and monitor them. This is done by utilizing face-to-face meetings, as well as using online messaging media, websites, and social media. They become external change agents who play a role in almost all socialization processes, licensing, creation, management, monitoring and evaluation, and development of village websites. Ihsan Taufiq is an ASN who serves as Section Head (Kasi) for E-Government Management, the Pesawaran Regency Communication and Information Service. The implementation of village website development is not only carried out by utilizing official institutional media but can also be synergized with the use of personal social media.

c. **Developing interest and ability to write news among residents**

This is done by several times holding competition events. This is intended to make citizens like and learn to write news so that it can become a source for website content. Both websites at the district level and village websites. Information about the competition is published on the official website of the Pesawaran Regency Government, the official social media account of the Pesawaran Regency FaceBook, the website of the Pesawaran Kominfo Service, and ASN's account on social media. The village government can adopt competitions like this to motivate residents to create content about village potential and development. This can contribute to the sustainability of the village website in terms of content because adequate content is sourced from the villagers. Compensation for villagers who contribute their content can be taken from the village fund budget. This, of course requires commitment and awareness from village heads of the importance and usefulness of village websites for village development in the digital era, especially if this is linked to e-government practices and smart village development programs.

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Figure 1. E-flyer for Online News Writing Competition
Source: Documents from the Pesawaran Regency Communication and Informatics Office, August 2020

d. Conduct Village Website Case Studies in collaboration with IT professionals

This activity was carried out when obstacles were found related to the management of the village website and were attended by ASN at the Pesawaran Regency Communication and Information Office, which had a scope of work related to the management and development of the village website. The invited speakers are IT professionals who can provide solutions to the problems they face. There is no IT professional community in Pesawaran Regency that can be made a partner in IT-based development programs. The professionals who were invited were just friends. If the IT community is formed, it will contribute more optimally to development programs in the current digital era, where the village development program launched by the Lampung Provincial Government is the concept of smart village development.

e. Conduct website content creation training in collaboration with universities

The involvement of external parties in improving the quality of village website management in Pesawaran district is one of the efforts to increase the human resource capacity of village website operators. Providing training by inviting resource persons from tertiary institutions is expected to improve the quality of the information displayed on the village website, both the quality of the content and the appearance of the information. But unfortunately, this activity is only temporary, not a routine activity. In addition, the external parties involved are also limited. Suppose external parties such as the mass media can provide regular training on news writing, and private companies can contribute to providing village website equipment and infrastructure. In that case, various problems related to website management and development will be resolved.

f. Outreach visits and village website monitoring

The visiting activity of the Pesawaran Regency Communication and Informatics Office was carried out to socialize matters related to the management of the village website. Apart from that, it is also to find out the constraints faced by the village by looking directly at the conditions in the field. This is done to complement the help desk service

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that is carried out at the Pesawaran District Communication and Informatics Service Office. This activity is also intended to motivate village website operators to manage village websites, villagers to contribute to providing village website content, and village government officials to understand the importance of village websites for village development, to fully support village website management.

Figure 2. Visit Activities of the Pesawaran District Communication and Informatics Office
Source: Documentation of the Pesawaran Regency Communication and Informatics Office, September 2020

Monitoring of the activity of the village website is not only carried out by way of field visits but also monitoring through network devices in the Pesawaran District Communication and Informatics Service office. The communication process regarding the condition of the village website was technically discussed in the village website operator group forum.

Village Website Development Model in Pesawaran District

The website is a medium widely used by the public relations sector in carrying out its function of building relations with the external public of the institution. In the context of this research, the village website also performs a public relations function for the village apart from providing public services to the community and promoting village potential. Website management also applies management like other public relations activities to achieve the set goals. PR strategic management according to (Cutlip, Center, and Broom, 2000), is a process that encourages companies or organizations to identify opportunities and threats to occur in the long term, as well as mobilize assets, strengths, and capabilities aimed at achieving success and implementing major strategic programs and future goals of the institution. (Rosady Ruslan,

According to Frank Jefkins, the functions and objectives of public relations management to support the role of organizational/institution management activities are based on achieving objectives (objectives) or called control by objective, effectively and efficiently through a planned communication process both inside and outside between organizations to attain the goals set. Specifically based on mutual understanding and mutual support between leaders and subordinates or vice versa in carrying out

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objective and effective coordinated teamwork to achieve the main goals of the organization/institution (Rosady Ruslan, 2016). This model is based on:

a. Application of motivation to achieve common goals between leaders and subordinates to achieve the goals set.

1. The implementation of this can be seen in the presence of "key actors" within the ranks of the local government, especially the Pesawaran Communication and Informatics Service, which is responsible for managing and developing village websites as part of e-government media. The key actors are officials and staff at the Pesawaran Kominfo Service, who innovate in developing village websites, socialize, implement, and monitor them. They play a role in almost all socialization processes, licensing, creation, management, monitoring and evaluation, and development of village websites. Leaders facilitate the various infrastructure needed, key actors, provide time in providing services to the community, in this case village officials and village website operators. Provide time to improve self-capacity by inviting professionals. Forwarding information from the local government through his personal social media account. Disseminate information about the village website and village development on the local government website and social media accounts, the Ministry of Communication and Informatics. Often posts activities related to village website management on personal social media accounts. The commitment and consistency of ASN in the ranks of the Pesawaran Regency Regional Government is a key actor in developing village websites in this region.

2. Involve every employee and leader to discuss, agree, and be autonomous by binding responsibility for assignment, implementation, and achieving objectives within a specific time. Registration, creation of a village website, management and development of a village website requires synergy between the provincial government, and district government through related agencies which will later involve the village government as the spearhead for the success of the village website. Unfortunately, not all village heads consider it important to have a village website, so some of the desa.id domains they already have are not utilized by creating and operating village websites. On the other hand, there needs to be adequate coordination and synergy between agencies related to the smart village development program and village website development. Each agency has its program and the program intersects with the programs of other agencies. This is not only happening at the provincial government level to the district level but also between agencies at the district level. In such conditions, involvement, discussion, collective agreement, division of tasks and implementation as a system of joint work to achieve common goals have yet to go well.

3. Examining the implementation of work plans is carried out jointly between leaders and subordinates to discuss what has been achieved and what has not. Help desk/coaching clinic service activities are examples of the implementation of this principle. In addition, there are other activities in the form of visits to villages to socialize and evaluate village websites and monitoring village website activities from the Pesawaran Kominfo Service office, which is synergized with

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communication in the WhatsApp group of village operators. The Pesawaran Communication and Informatics Office hears complaints about obstacles to village website development through these media. The lack of human resources and adequate infrastructure means that the village website needs to be fully managed optimally. The village website is only handled by 1-2 operators who also double as content creators. Village web operators have other primary jobs, so they need more time to manage the website optimally. Villagers' participation in becoming creators/providers of content for village websites still needs to be higher. This causes continuity in uploading content to be less maintained. There is a village website that only uploads information for a short time, even up to 1-2 years.

Based on the findings in the form of efforts made in developing village websites in Pesawaran Regency, it is known that these efforts involved three parties, each of which has a very strategic role in managing and developing village websites. Although not all roles have been carried out optimally, it has been sufficient to produce significant positive changes in the development of village websites in Pesawaran district. This party is the government, in this case, the Pesawaran Regency government through related agencies and the village government as the spearhead of village website management. The next party is the community, in this case, the community in their respective village environment with a managed village website. The next party is an external party, in this case the university.

Pemerintah Desa

Eksternal

Pemerintah Kabupaten (Dinas Kominfo) dan ASN aktor kunci

Operator website desa Pemerintah Desa
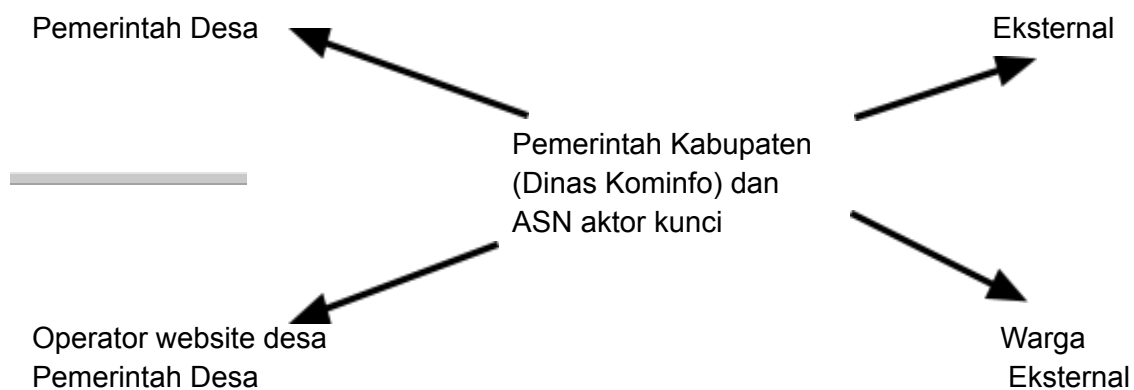
Warga Eksternal

Figure 3. Village Website Development Model in Pesawaran District
Source: Researcher Modification, September 2020

As shown in the model image above, the Ministry of Communication and Informatics and ASN key actors play a very important role because they are the center of the development model. Many activities are carried out that connect community members and external parties with village website operators.

The role carried out by the Kominfo Service in interaction with the District Government, and Village Government is in the form of correspondence and coordination activities to be forwarded to village website operators, outreach and facilitation of desa.id domain registration by village heads. The interaction between the

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Communications and Informatics Agency and village operators is carried out through the WhatsApp group for village website operators. The Pesawaran Regency Kominfo Service also guides village operators by providing help desks/coaching clinics, outreach processes, and village website monitoring and evaluation processes. External parties' involvement in developing village websites is also facilitated/bridged by the Pesawaran District Communication and Information Office, in the form of training activities and network provision. There has yet to be a direct communication/relationship between external parties and the village government, village operators, and villagers regarding the management and development of the village website. The role of the village government in this model is more on providing village operator human resources providing village website infrastructure, and internal monitoring of village websites, although this cannot be implemented optimally in all villages.

Furthermore, the village website development model can be reviewed using the cybernetic tradition approach, especially with the theory of information dissemination put forward by Everett Rogers. Rogers relates dissemination to the process of social change, which consists of discovery, dissemination (communication), and consequences. Such change can occur internally from within a group or externally through contact with outside change agents. The connection may occur spontaneously or incidentally or result from outsiders' planning. Rogers further stated that the dissemination of innovation requires a long time, so efforts are needed to shorten the time necessary for disseminating innovation (Littlejohn & Foss, 2009).

In the context of this research, a village website is a form of innovation that takes a long time to be adopted by villages in Pesawaran District. The development of a village website requires agents of change to be accepted and understood by both village officials and villagers. The Office of Communication and Information of Pesawaran Regency is an agent of change that plays a central role in developing village websites in Pesawaran Regency. The Pesawaran Regency Ministry of Communication and Informatics and ASN are key actors, namely officials and staff who innovate in developing village websites, socialize, implement, and monitor them. This is done by utilizing face-to-face meetings, as well as using online messaging media, websites, and social media. They become external change agents who play a role in almost all socialization processes, licensing, creation, management, monitoring and evaluation, and development of village websites. As an agent of change, the Pesawaran District Communication and Informatics Service has what Rogers calls the hope of "functional and real direct influence". The significant increase in the number of villages that have the desa.id domain in the last two years is one form of hope that has been successfully realized, although not yet maximized, because only 30 villages have utilized the domain for active village websites and uploading content, both from the perspective of contemporary / time, as well as variations and completeness of the contents. The Pesawaran District Communication and Informatics Service has what Rogers calls the hope of "functional and real direct influence". The significant increase in the number of villages that have the desa.id domain in the last two years is one form of hope that has been successfully realized, although not yet maximized, because only

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30 villages have utilized the domain for active village websites and uploading content, both from the perspective of contemporary / time, as well as variations and completeness of the contents. The Pesawaran District Communication and Informatics Service has what Rogers calls the hope of "functional and real direct influence". The significant increase in the number of villages that have the desa.id domain in the last two years is one form of hope that has been successfully realized, although not yet maximized, because only 30 villages have utilized the domain for active village websites and uploading content, both from the perspective of contemporary / time, as well as variations and completeness of the contents.

This condition certainly gives birth to new hopes that other agents of change outside the village, such as private companies, universities, and mass media can also be more involved and contribute significantly to village website development programs in Pesawaran Regency according to their respective portions. -respectively. This role can be carried out by establishing communication/relationships directly with the village government and website operators or through planned communications/relationships with the Pesawaran District Communication and Informatics Office or other relevant agencies.

This is very important so that village website development can run faster and contribute to the smart village development program. Internal village change agents, such as village officials, village operators, and village residents, have various limitations, such as limitations in terms of ICT mastery, regulations in perspectives regarding village development in the digital era, limitations in creating exciting content for village websites, availability of internet network, equipment and other infrastructure needed in website management and development. External change agents can take on the role of overcoming these limitations with various strategic steps.

In addition, the use of various media must be optimized. Not only as a medium of information related to routine activities and various interesting things that can make people interested in accessing websites and social media accounts. The media must make the community feel that there are great benefits from the presence of the village website for their lives. In this way, residents will be motivated to take an active role in maintaining the sustainability and benefits of the village website. Thus, the development of the village website depends on the efforts made by external change agents and internal change agents in the village.

CONCLUSION

Model the development of village websites in Pesawaran Regency involves several parties, namely the Pesawaran Regency Communication and Information Service, external parties such as universities, internal parties such as village officials, website operators, and village residents. The development of the village website in Pesawaran Regency has made the Pesawaran Regency Kominfo Service a central actor in the various development efforts. Pesawaran Kominfo Service is the dominant agent in village website development. The involvement of other external change agents already exists but could be more optimal. Villagers, village officials, and villagers already have a role, but have yet to become agents of internal change that have a significant influence on the development of the village website. Village website

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development efforts utilize various media as information channels, such as the Pesawaran Regency Government website and the Pesawaran Kominfo Service, social media accounts for the district government and related agencies, and ASN personal social media accounts which are key actors in the village website development program. Information related to the village website is submitted starting from the stages of socialization, registration, creation, management of the website, and monitoring and evaluation of the village website.

Even though it is not perfect, where the role of external components, such as universities, other institutions, and the community, is not optimal, this development model can be a reference for other regions in developing village websites so that they can contribute to smart village development programs in their respective regions. And ASN's personal social media account is a key actor in the village website development program. Information related to the village website is submitted starting from the stages of socialization, registration, creation, management, and monitoring and evaluation of the village website. Even though it is not perfect, where the role of external components, such as universities, other institutions, and the community, is not optimal, this development model can be a reference for different regions in developing village websites so that they can contribute to smart village development programs in their respective regions. And ASN's personal social media account, is a key actor in the village website development program. Information related to the village website is submitted starting from the stages of socialization, registration, creation, management, and monitoring and evaluation of the village website. Even though it is not perfect, where the role of external components, such as universities, other institutions, and the community is not optimal, this development model can be a reference for other regions in developing village websites so that they can contribute to smart village development programs in their respective regions.

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