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VILLAGE DIGITALIZATION TO IMPROVE THE QUALITY OF PUBLIC SERVICES IN PILANGSARI VILLAGE, JATITUJUH DISTRICT, MAJALENGKA REGENCY

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Abstract

Digital Village is a program providing internet services and digital literacy for the community issued by the central government. The digitalization process at the village level is intended for all public services with the aim of improving the quality of public services and implementing good governance processes. This community service program is carried out with the aim of preparing villages to respond to digitalization. The partner of the community service program selected is Pilangsari Village, Jatitujuh District, Majalengka Regency. Village digitalization is necessary in order to support the implementation of good governance principles, namely village responsiveness and accountability. One of the basic things that can be done related to village digitalization is activating the village website. Utilizing the website as a village information medium is in line with the mandate of Law No. 6 of 2014 concerning Villages, which states that villages have the right to greater access to obtain and disseminate information related to village development.

Keywords: Village Digitalization, Service Quality, Public Services.

INTRODUCTION

In the administration of local government, the most critical aspect is the ability of the village government to improve the welfare of its community, one way being the provision of high-quality public services. This can be realized if the affairs under the village's authority are managed effectively, supported by the competence of the village officials. As a welfare state, the public expects the government to uphold "good governance"—an administrative system that is effective, efficient, transparent, accountable, and balanced.

Public service serves as a key benchmark for the successful execution of government duties and the evaluation of bureaucratic performance. It acts as a primary driver and is considered essential by all stakeholders involved in good governance. However, public services within government bureaucracies are often fraught with challenges—such as convoluted procedures, time constraints, and costs—that make these services difficult for the public to access reasonably. Such issues inevitably lead to a loss of public trust in the service providers—in this case, the bureaucracy.

To address these challenges, it is necessary to continuously improve the quality of public service delivery to ensure excellence. Since providing high-quality service is a core function of the government, public officials must strive to deliver the best possible service. One effective strategy for enhancing the quality of public services

is the implementation of a "digital village" program.

A digital village is an initiative—introduced by the central government—that provides internet access and digital literacy to the community (Maulana & Priatna, 2021). One practical step in this digital transformation is the activation of a village website. Utilizing a website as a medium for village information aligns with the mandate of Law No. 6 of 2014 concerning Villages, which stipulates that villages are entitled to greater access to obtain and disseminate information regarding village development.

In this context, a village website functions as a dedicated platform for village-related information. Given this urgency, the Community Service Team from the Department of Government Studies, Faculty of Social and Political Sciences, Universitas Jenderal Achmad Yani, selected Pilangsari Village in Jatitujuh District, Majalengka Regency, as the location for its community service activities.

METHOD

Community Service Design

To measure the success of the community service initiative conducted by the Government Science Study Program at Unjani, the project is structured into several stages: preparation (pre-test), socialization—consisting of lectures and discussions on village digitalization to improve the quality of public services in Pilagsari Village, Jatitujuh District, Majalengka Regency—as well as a Focus Group Discussion (FGD) and a final evaluation (post-test).

Implementation Stages

The preparation stage (pre-test) involves field observations by the team to gain a general understanding of the challenges faced by the partners. This stage also assesses the partners' existing level of understanding and knowledge regarding village digitalization.

During the lecture and discussion stage, the team provides solutions through presentations and discussions. The content covers concepts, knowledge, and practical tips on village digitalization, designed to prepare village officials to enhance the quality of public services. This approach allows the team to effectively present key concepts, ensuring that the partners can easily grasp and master the material. The lecture method utilizes concise, clear, and straightforward presentation slides to support the speakers as they deliver the material.

The evaluation stage (post-test) serves as the final phase, involving the distribution of a questionnaire to measure the extent to which the partners have understood and retained the information on village digitalization presented by the speakers.

RESULTS AND DISCUSSION

The community service initiative, titled "Village Digitalization to Improve the Quality of Public Services in Pilangsari Village, Jatitujuh District, Majalengka Regency," was carried out through several stages, including:

1. Preparation Phase

During this phase, the organizing team—comprising lecturers from the Government Science Study Program at the Faculty of Social and Political Sciences (FISIP), Unjani—conducted a field survey at the target location. The objective was to identify

existing challenges within the village and to socialize the upcoming initiative. This outreach was facilitated by the village government, which disseminated information throughout Pilangsari Village, Jatitujuh District, Majalengka Regency. Furthermore, the initiative was introduced to the management of the Village-Owned Enterprise (BUMDes), members of the Village Deliberation Agency (BPD), local MSME (micro, small, and medium enterprise) operators, members of the youth organization (Karang Taruna), and the Family Welfare Empowerment (PKK) committee in Pilangsari Village. The preparation phase spanned approximately 15 working days.

2. Implementation Phase

The community service initiative, "Village Digitalization to Improve the Quality of Public Services in Pilangsari Village, Jatitujuh District, Majalengka Regency," was conducted using a conventional, in-person (offline) format, held in Jatitujuh District.

The implementation phase included:

a. A presentation on the utilization of information and communication technology within government organizations—specifically, village-level government—followed by a question-and-answer session regarding the material presented. This Q&A session was integrated into the presentation segment.
b. Focus Group Discussion (FGD): At this stage, the activities focus on exploring and gathering information regarding existing issues—specifically, establishing a priority scale for these problems—as well as identifying the village's potential and the potential of the Village-Owned Enterprise based on local wisdom and commodities. Participants also outline the weaknesses, strengths, opportunities, and obstacles, recording them directly into forms provided by the organizers, with guidance from tutors—lecturers from the field of Government Studies.
c. Mentoring, training, or workshops conducted via tutorials, covering the use of information technology, the implementation of e-Government, digital systems, and the optimal use of media, as well as introducing applications designed to improve the quality of public services in the village.

3. Evaluation Phase

In this stage, the community service implementation team evaluates the entire process—from preparation and execution to report drafting and the final outputs. For instance, the results are disseminated via social media—such as the Instagram accounts of the Government Science Study Program and the Faculty of Social and Political Sciences at Unjani, as well as the personal Facebook pages of various lecturers—and, most importantly, through scholarly publications in SINTA-indexed community service journals.

The overall evaluation of this community service program involves cross-referencing the initial "problem identification" phase with the training and workshops provided. These

sessions covered topics such as the utilization of information technology, the implementation of e-government and digital systems, the use of village financial management applications, procedures for reporting village expenditures, the financial management of village-owned enterprises, the optimal use of social media for business development, and the application of financial reporting systems. The effectiveness of these interventions is assessed based on the participants' level of understanding and proficiency in utilizing the information technology and applications introduced during the training.

It is hoped that this community service initiative will evolve into a long-term partnership, where the village receives ongoing guidance to become an independent, self-sustaining community. This includes the adoption of e-government to enhance the quality of public services in Pilangsari Village, Jatitujuh District, Majalengka Regency.

The success of this community service initiative relies not only on the implementation team but also on the active participation of the target audience. In this project, the Pilangsari Village Government serves as the primary partner; the Village Head is responsible for coordinating participants, including representatives from the village administration, the Village Deliberation Agency, the village-owned enterprise, local MSMEs, the youth organization and the Family Welfare Empowerment group. In addition to providing participants, the partner also supplies the venue and internet access for the duration of the Community Service activity. This reflects an optimal level of cooperation and support from both parties, serving as a concrete realization and actualization of the partnership between the higher education institution and the government.

The outcomes of the Community Service activity, titled "Village Digitalization to Improve the Quality of Public Services in Pilangsari Village, Jatitujuh District, Majalengka Regency," are as follows:

1. Activity Timeline
    a. Preparation Process: The Community Service program by the Government Science Study Program spans a total of 8 (eight) months. This includes proposal development, dissemination of information regarding the program, field surveys, identification of local issues, execution of the activities, report compilation, and publication in a journal accredited by the Ministry of Research, Technology, and Higher Education.
    b. Initial communication was conducted via telephone. Once the village agreed to host the program, a formal letter was sent from the institution to the Head of Pilangsari Village, Jatitujuh District, Majalengka Regency.
    c. The subsequent step involved a field survey to identify the challenges faced by Pilangsari Village (Jatitujuh District) and to coordinate the primary PPM activities.
    d. A Cooperation Agreement and a Memorandum of Agreement (MoA) were signed to serve as the legal

framework for the implementation of this PPM program. These documents outline the respective obligations of the Village Government and the Government Science Study Program, Faculty of Social and Political Sciences, Universitas Jenderal Achmad Yani. The agreement remains in effect for one year from the date of signing.

e. The main event is scheduled for Wednesday, August 13, 2025, running from 05:30 to 20:00 WIB (Western Indonesian Time).

2. Nature and Location of the Activity
   a. The PPM program, titled "Village Digitalization to Improve the Quality of Public Services in Pilangsari Village, Jatitujuh District, Majalengka Regency," will be conducted offline (in-person).
   b. The PPM activities will be centered in Jatitujuh District.

3. Participants

Participants in the Community Service activity included the Head of Jatitujuh District, government officials from Pilangsari Village, representatives from the Village Deliberation Agency, representatives from the Village-Owned Enterprise management, representatives from local MSMEs, members of the youth organization *(Karang Taruna),* and representatives from the Family Welfare Empowerment organization in Pilangsari Village, Jatitujuh District, Majalengka Regency.

4. Speakers for the Community Service Activity

The speakers for the community service activity titled "Village Digitalization to Improve the Quality of Public Services in Pilangsari Village, Jatitujuh District, Majalengka Regency" are as follows:

a. Dr. Lukman Munawar Fauzi, S.IP., M.Si., on the utilization of information technology to support village digitalization for the purpose of improving the quality of public services.
b. Dr. Titin Rohayatin, S.IP., M.Si., serving as the Person in Charge (PIC) for the Focus Group Discussion (FGD) on the use of information and communication technology within government organizations, the implementation of e-government, the application of digitalization, and the optimal use of public service-related applications.
c. All lecturers from the Government Science Study Program, acting as tutors for the FGD, covering the use of information and communication technology in government organizations, e-government implementation, digitalization, and the use of applications for village financial management, the preparation of village financial reports, financial reporting, marketing of products from the Village-Owned Enterprise (BUMDes), and the

development of a digital-based creative economy.

5. Activity Content for "Village Digitalization to Improve the Quality of Public Services in Pilangsari Village, Jatitujuh District, Majalengka Regency" includes the following:

a. Utilization of information technology to support the development of a creative economy, the implementation of e-government, the application of digitalization, and the optimization of social media usage.
b. Understanding the concept of a creative economy by leveraging local potential and commodities to improve the welfare of the community in Pilangsari Village, Jatitujuh District, Majalengka Regency.
c. Empowerment of village government officials and the local community in Pilangsari Village through training, mentoring, and workshops focused on the use of information technology, e-government implementation, digitalization systems, as well as the financial management of BUMDes and the village government.
d. Understanding the financial management of Badan Usaha Milik Desa. A Village-Owned Enterprise has several obligations, including: (1) preparing monthly financial reports for all of its business units in an honest and transparent manner; and (2) presenting progress reports on each of its business units to the village community through village deliberations at least twice a year.
e. The objectives of financial bookkeeping include: (1) tracking the company's development over time—such as trends in turnover, sales, profit/loss, and capital structure; (2) identifying potential losses early on to prevent business failure; (3) monitoring the sources and uses of funds for the Village-Owned Enterprise (Bumdes) to evaluate its financial performance; and (4) keeping track of inventory levels (goods/services) at any given time to inform inventory management strategies.
f. Types of financial statements include: the Balance Sheet, Income Statement, Cash Flow Statement, Statement of Changes in Equity, and Notes to the Financial Statements.
g. A Balance Sheet is a report detailing a company's assets, liabilities (obligations to other parties), and capital at a specific point in time. It consists of three main components: assets, liabilities, and capital.
h. An Income Statement (Profit and Loss Statement) presents information regarding a company's expenses, revenues, and the resulting profit or loss over a specific period.
i. A Cash Flow Statement provides information on the cash receipts and disbursements of a company over a specific period.
j. A Statement of Changes in Equity (or Statement of

Changes in Capital) outlines the shifts in equity throughout an accounting period. It includes elements such as the beginning capital balance, additions and deductions during the period, and the ending capital balance.

The use of information technology to support the development of the creative economy, covering:

Digital Transformation in Villages

a) The rapid development of information technology has brought about cultural shifts within society.
b) There is a high public demand for convenience, speed, and flexibility in both government and private sector services.
c) Private/commercial organizations are competing to undergo transformations aimed at improving customer service.
d) Both the government and the public need to adopt an adaptive stance in responding to technological developments.

Government

a) E-Government refers to the use of Information and Communication Technology (ICT) by the government to achieve efficiency, transparency, and accessibility in public services, as well as to facilitate interaction between the government and the public.
b) E-Government has become a focus for the central government in improving the performance of government bodies at lower levels.
c) The rise of E-Government is driven by Presidential Regulation Number 95 of 2018 concerning the Electronic-Based Government System.

Objectives and benefits of implementing e-government

Objectives: To enhance the relationship between the government and the public, the private sector, and the business community through information sharing and two-way interaction.

Benefits:

a) Improved quality of services.
b) Realization of transparency, oversight, and accountability.
c) Significant reduction in administrative, relational, and interaction-related costs incurred by the government.
d) Creation of mutually beneficial networks for the government.
e) Fostering self-reliance within the community.

k. Elements for the Successful Implementation of E-Government

a) Improving efficiency, effectiveness, and accountability in the administration of government;
b) Enhancing the transparency of public information and vertical communication between village/sub-district (kelurahan) governments and the community;
c) Developing the creative economy within villages and sub-districts, and fostering

micro and macro-scale enterprises among the local population;

d) Assisting village and sub-district officials in managing administrative tasks and providing services to the community;
e) Facilitating access to public services for the community.

l. Digital Village: E-Government in Village Administration

a) Village Government and the Community Collaborate to Drive Village Transformation Toward a "Digital Village"
b) The digitalization of a village is the process of transforming various aspects of village life through the use of digital technology, aimed at improving community well-being and accelerating village development.
c) Digitalization: A Necessity for Maintaining the Existence of Villages Amidst Technological Advancements.
d) Improving Access to Information and Public Services. Facilitating village communities' access to information and to efficient, transparent public services.
e) Fostering Village Economic Development. Boosting the village economy through the digitalization of local product marketing, the development of MSMEs (Micro, Small, and Medium Enterprises), and broader market access.
f) Community Empowerment. Empowering village communities by providing digital knowledge and skills, enabling them to utilize technology in their daily lives.

m. Fostering the growth of the creative economy

a) Creative Economy, an economic concept that relies on creativity, ideas, knowledge, and innovation as the primary sources for generating value-added products or services.
b) Primary Objective The main goal of the creative economy is to create employment opportunities and increase economic value by leveraging creativity and local culture.
c) Creative Economy, plays a significant role in the development of non-traditional sectors, which are often more sustainable and less dependent on natural resources.
d) Addressing Social Issues = Well-being

n. Development of applications to support the creative economy

Positive Impacts

a) Sense of pride
b) Easy to control
c) Better aligned with specific needs

Negative Impacts

a) Limited reach
b) High costs
c) Requirement for highly skilled human resources
d) Requirement for robust technological infrastructure

o. Strategy for utilizing technology to support the village creative economy.

a) Foster a sense of pride in the local region = Cultivate care/concern
b) Foster unity = Align on common goals
c) Enhance human resource capacity
d) Shift mindsets
e) Strengthen the village's core identity/spirit
f) Map out key local potentials
g) Form community groups
h) Build collaborations, business networks, and relationships
i) Conduct evaluations

Village Financial Management Material

Several key aspects must be considered regarding the village financial management process, including the human resources involved (the village head, village cadres, and the Village Deliberation Agency), rural infrastructure and facilities, and village-level policies. The process encompasses planning, budgeting, management, and oversight. During the planning phase, the village government must ensure that the Medium-Term Village Development Plan (RPJM) and the Annual Village Government Work Plan are coordinated with the development plans of the central, provincial, and regency/city governments. It must also consider the level of participation from the Village Deliberation Agency and the quality of the village's annual work plan.

In the budgeting phase, when the village financial management team (PTKPD) prepares budget documents, they must focus on the integration and cohesion of the budgeting process, collaboration between the village head and the BPD, and the assessment of the village budget (APB) in accordance with regional regulations. During the administrative phase, the PTKPD is responsible for managing bookkeeping, recording village assets, and overseeing matters related to commodities and capital expenditures.

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Priorities for Managing Village Finances

Village-level financial resources are utilized to enhance community capacity, specifically through efforts to increase income at the village level. Entrepreneurship training can be leveraged to boost income, thereby expanding the economic scale of individual residents, community groups,

and the village as a whole. Regency/city governments—acting through village administrations—prioritize community empowerment activities by taking into account the specific classification of each village, which falls into one of three categories:

a) Underdeveloped and/or severely underdeveloped villages must prioritize empowerment activities aimed at creating new employment opportunities and/or new business ventures. Furthermore, the purpose of the Village Fund is to provide access or infrastructure to support the work and business activities of residents—covering the entire process from production to the sale of products.

b) Developing villages should focus empowerment activities on increasing the scale or quality of work, or enhancing the quality of production and product marketing processes. In these villages, the Village Fund is used to facilitate capital requirements or access to financing.

c) Advanced and/or self-reliant villages should pursue empowerment activities designed for a visionary community, transforming the village into an economic hub or a center for grassroots enterprise. Such villages will become economically independent or sovereign, with the capacity to develop their economic resources and human potential in a sustainable manner.

FGD Materials

During this FGD phase, participants are guided by tutors to complete a provided template. This process involves identifying and formulating problems, establishing a priority scale for issues within each element, and introducing the SWOT analysis framework. Participants define the problems, weaknesses, opportunities, and challenges, enabling them to develop strategies and solutions for the issues at hand. The final outcomes of this FGD will serve as a foundation for designing programs for the Village Government and the management of the Village-Owned Enterprise in Pilangsari Village, Jatitujuh District.

CONCLUSION

Based on the discussion and analysis within the community service initiative titled "Village Digitalization to Improve the Quality of Public Services in Pilangsari Village, Jatitujuh District, Majalengka Regency," it can be concluded that this project has made a positive contribution toward enhancing knowledge, understanding, and proficiency in the use of information technology, the implementation of e-government, and the adoption of digital systems across all elements of the village government—with a particular focus on the youth, who represent the nation's future. The utilization of various applications serves as a practical implementation of e-government concepts, specifically aimed at improving the quality of public services through village digitalization. As the nation's hope, the younger generation is encouraged to be creative and innovative in managing local potential, which can, in turn, foster the village economy. Developing a digital-based creative economy serves as a strategic approach to improving the welfare of the community in Pilangsari Village, Jatitujuh District, Majalengka Regency.

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