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Creation of a Village Profile Website to Facilitate Village Digitalization Utilizing the Laravel Framework

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ABSTRACT

The aims to provide an official website that serves as a source of information and a platform for digital promotion for local MSMEs. The primary issue is the absence of a digital platform for the community and insufficient promotion of MSME products, which hinders local businesses from reaching a wider audience and limits their growth potential. The proposed solutions entail the development of a Laravel-based Village Profile Website, incorporating village profile functionalities, content management systems, MSME product stores, and activity documentation. The implementation methodology encompasses needs assessment, system design, development, testing, and training of local personnel. The activity's results indicate that the website operates effectively, is publicly accessible, and facilitates information transparency and the promotion of MSMEs. This website enhances the village's digital identity and facilitates sustainable digitization.

Keywords: Digitization, Larave, Website

INTRODUCTION

Significant social and economic potential exists, particularly through Micro, Small, and Medium Enterprises (MSMEs), which provide the foundation of the community's economy.

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The offerings of these local MSMEs are varied, encompassing processed foods, handicrafts, and agricultural products, which ought to compete in a broader market. Nevertheless, according to observations and interactions with village officials and business stakeholders, this potential has not been fully realized due to constraints posed by inadequate promotional media and digital documentation (Kristiyanti et al., 2024). Product advertising primarily occurs through traditional methods or personal social media, resulting in restricted reach and diminished competitiveness. Conversely, Plosokerep Village lacks formal information infrastructure, including a readily accessible village website. Only informal channels or direct interactions communicate village profiles, historical accounts, and details regarding community activities, leading to inadequate documentation. This scenario leads to diminished information transparency, challenges in public access to village data, and obstructed initiatives to enhance local potential (Akbar et al., 2023). This scenario demonstrates an immediate necessity for cohesive, transparent, and readily accessible digital information platforms. The implementation team developed a Laravel-based Village Profile Website as a solution to this issue. This website features the profile and history of the village, as well as a digital boutique for promoting MSME items. Consequently, the website is anticipated to serve a dual purpose: as a source of official information and as a vehicle for community economic empowerment (Siman & Wiratama, 2023).

Multiple factors predicate the selection of the town as the program's location. This community possesses significant potential for MSMEs but remains constrained in digital promotion, which limits their ability to reach broader markets and customers effectively. Secondly, there is an absence of official media to facilitate transparency and communication inside the community, which hinders the dissemination of information and engagement among residents. Third, village authorities exhibit passion for embracing technological advancements to enhance public services. Fourth, the program's alignment with the academic qualifications of the implementation team in information technology is essential to ensure that the proposed solutions meet the partners' needs (Nurpuriani et al., 2024). The primary objective of this initiative is to establish an official website that serves as an information platform featuring village profiles, historical context, administrative details, and activity agendas and functions as a digital marketplace for MSMEs. This program aims to provide technical training to village officials, enabling them to independently operate websites and ensuring the program's

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sustainability. Village profile websites represent a significant innovation, serving as a long-term tool for public communication and the digital promotion of villages.

RESEARCH ELABORATIONS

This activity focuses on the village government and the local population, particularly emphasizing micro, small, and medium enterprises (MSMEs). The village administration was selected as the primary partner due to its requirement for official information resources to communicate village profiles, history, administrative structure, and other development initiatives. Concurrently, MSMEs constitute an additional demographic that gains advantages from internet storefronts as a platform for showcasing local products. The village is endeavoring to adapt to the advancement of digital technology, resulting in substantial support from both the village administration and the community for this initiative. Village officials participate in the action planning process. The service team performed preliminary observations to ascertain the most pressing information requirements, thereafter engaging in a discussion session with village officials and community representatives. In this session, partners actively articulated issues, including the constraints of official information channels and the absence of a cohesive MSME promotion platform. The discussions concluded that developing a village profile website using the Laravel framework is the optimal solution. Consequently, partners serve as both beneficiaries and active participants in the program's conception and execution.

This activity employs a methodology that integrates Participatory Action Research (PAR) with the concept of Service Learning (SL). PAR was selected due to its focus on collaboration between the implementation team and partners at every phase of the activity, encompassing problem identification, solution formulation, and evaluation. This method guarantees that the generated website aligns with the actual demands of the village. Simultaneously, SL is utilized as this program not only advantages partners but also serves as an educational platform for students, who acquire practical experience in addressing technological and societal difficulties. The implementation phases are methodically structured to ensure activities proceed in a linear

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fashion. The initial phase involves ascertaining requirements by observation and discussions with village leaders and micro, small, and medium enterprises (MSMEs). The second step involves the system design, encompassing the website layout, menu architecture, and essential elements, including town profiles, activity details, services, and MSME (micro, small, and medium enterprises) storefronts.

The third stage involves website creation utilizing the Laravel framework to guarantee security, scalability, and manageability. The fourth stage involves testing the system using village devices to verify that all functionalities are working properly. The final level involves mentorship and training, equipping village administrators with the technical expertise necessary for independent content management. The last phase involves implementation and publication, which entails posting the website to the hosting platform for accessibility by the broader community as an official village information medium. This integrated approach enables the service program to generate a technological product, specifically a website, while simultaneously enhancing the digital literacy of village officials, promoting MSMEs more extensively, and fortifying public information governance.

RESULTS AND DISCUSSIONS

This website utilizes the Laravel framework and is hosted for public access via an official domain address. The establishment of a website is a key step in advancing village digitization, since it offers current, accessible, and dependable information resources. This website is intended to encompass essential information pertaining to village identity and potential, including village biographies, history, governance, activities, and digital stores for local MSME products. The advent of digital storefronts enables the broader exhibition of Village MSME products, along with descriptions and contact information for shop proprietors. This venture is anticipated to enhance promotional outreach, augment competitiveness, and facilitate the economic development of the village community. Direct experiments were conducted using community equipment to verify the appropriate functioning of each feature. Essential functionalities, including article content administration, activity photo uploads, and

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MSME storefront management, may be executed seamlessly. Village leaders receive mentoring and training to autonomously administer information, ensuring the sustainability of website adoption.

Table 1 Results of Implementation

No	Aspect Field	Results
1	Public Information	Websites enhance transparency by facilitating access to village profiles, historical information, and village device data.
2	Promotion of MSMEs	Websites serve as a more structured form of digital promotional media than personal social media; hence, they offer enhanced value for MSME stakeholders.
3	Digital Proficiency	Village authorities acquire practical experience in administering web-based information systems, thereby enhancing their digital literacy capabilities
4	Sustainability	By utilizing a manual guide for website operation, village officials may consistently update material independently of external assistance.

Consequently, the creation of the Village profile website not only yields a technological output but also significantly influences the social, economic, and governance dimensions of village information, leading to improved community engagement, increased access to resources, and better decision-making processes. This indicates that digitalization may serve as a strategic solution for enhancing village capability in the contemporary period.

CONCLUSIONS

This community service initiative has successfully developed and implemented a Laravel-based Village Profile Website to address the deficiency of formal information channels

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and the restricted digital promotion for local MSMEs. This website employs a participative method to fulfill two purposes: to ensure transparency of public information and to function as a digital marketplace that fosters the economic empowerment of rural people. The study's results indicate that the generated website is operating effectively and is publicly accessible. The presence of this website substantially influences various facets, particularly enhanced information transparency: the community may now more readily access essential data, like village profiles, history, and activities, in a structured way.

The efficacy of MSME advertising as a digital storefront has successfully expanded the promotional platform for local products, which previously depended solely on traditional media or personal social media, allowing local businesses to reach a wider audience and increase their sales through online visibility. Enhancing Digital Literacy: The training administered to village officials effectively augments their ability to independently manage information systems, hence ensuring the program's sustainability. The creation of this website not only generates technological items but also significantly enhances the village's digital identity and fosters a sustainable digitization process. However, there remains opportunity for more advancement, like the incorporation of online public service functionalities, such as e-governance tools, or the enhancement of promotional outreach to broader e-commerce platforms, which could help local businesses reach a wider audience. Consequently, it can be inferred that the digitization via the establishment of village websites constitutes an efficient strategic measure for enhancing information governance and augmenting the economic potential of villages in contemporary society. This report advocates for the replication of analogous approaches in other towns facing comparable obstacles to expedite the nationwide digitalization process, particularly by implementing similar online public service functionalities and promotional outreach strategies that have proven effective in the villages discussed.

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