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Public Visual Communication via Running Text

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ABSTRACT

The advancement of information technology prompts village administrations to embrace digital media to enhance the quality of public communication. Villages encounter challenges related to restricted information dissemination, insufficient openness, and unproductive village assemblies, which hinder effective communication and community engagement. To address this issue, a community service initiative was created, including the installation of running text. The implementation technique encompasses planning, installation, training, and assessment, engaging local leaders as the primary beneficiaries. The activity's results indicate that flowing text enhances real-time information dissemination, augments transparency, improves meeting efficacy, and elevates the digital capabilities of village administration. A guidebook was created as a technical guide to ensure the sustainability of utilisation. This programme has effectively facilitated the digital transformation of village governance in alignment with the smart village concept.

Keywords: Digital Village, Running Text, Public Communication

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INTRODUCTION

The advancement of information technology has created extensive opportunities to enhance the quality of visual communication and public services, particularly within the realm of local governance (Aiello & Parry, 2019). The installation of running text at the Segodorejo Village Hall is perceived as a straightforward measure; however, it exerts a considerable influence as a method of disseminating information. Running text is an electronic digital information medium shown on a display board, consisting of a matrix of LED lights to convey written content (Dhanesh & Rahman, 2021). The Village Hall has not yet possessed such facilities, resulting in limited and less effective information dissemination to the community and village administration. The low participation of residents in various village deliberation agendas is evident, as only 32 individuals (46.4%) attended an average of 69 meeting invitations, partly attributable to delays in information dissemination.

The presence of running text serves as a visual medium capable of conveying messages dynamically and in real time. This technology facilitates continuous information transmission, enabling meeting attendees at the village hall to concentrate on the discussion topic without being sidetracked by extraneous topics (Jakus, 2018). Moreover, inhabitants benefit from the immediate access to the latest information, eliminating the need to await human announcements or depend on less efficient media (Buehner & Sommerfeldt, 2013). The execution of flowing text promotes the concepts of openness, accountability, and active engagement among village communities by facilitating swift and open access to information.

The selection of the village as a service location is not merely a team decision but rather a component of the university's policy. This decision offers students the chance to enhance the village's digital capabilities and address the genuine needs of the local community. Consequently, this activity is both scholarly and pertinent to the actual requirements of supported villages.

Moreover, the implementation of running text is integral to the plan for achieving smart villages, a notion presently under development in multiple locations. Smart villages leverage technology to enhance the living conditions of rural inhabitants, augment the efficacy of public services, and encourage community engagement in village development. The installation of running text at the Village Hall offers practical advantages for information dissemination while also providing village officials with novel experiences in technology adoption, hence

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facilitating the sustainable digital transformation of the village, which can lead to improved communication and engagement with the community regarding local initiatives and services.

RESEARCH ELABORATIONS

The execution of this community service programme occurs at the local hall, serving local authorities who function as managers and information media coordinators, alongside the village community as the primary beneficiaries of the initiative. The selection of villages is governed by campus norms for geographical placement, facilitating direct collaboration with village officials in the creation and implementation of technical advancements.

The activity planning method employs a participatory approach by including local leaders from the outset. The team collaborates with the village head and local administrative personnel to identify the public communication challenges encountered. The mapping results indicate that the inadequacy of information media is the primary factor contributing to poor community engagement, as many residents lack access to timely and relevant information about local initiatives and events. Consequently, the team agreed that the implementation of running text serves as a collaborative solution that is straightforward, economical, and successful in meeting the village's demands.

During the community organising phase, village leaders serve not only as beneficiaries but also engage actively in selecting the strategic site for the installation, identifying the kind of content to be exhibited, and establishing protocols for information updates. The student team offers technical support to enable village leaders to operate the devices independently, thereby ensuring the program's sustainability.

We employ the participatory action research (PAR) approach as our research strategy, collaboratively devising each phase of the activity. The planning, execution, and assessment stages of this process continuously adapt to the needs of the community it supports. The phases of community service activities can be delineated as follows. During the planning phase, location assessments were conducted, hardware requirements were determined, and implementation timelines were established. During the implementation phase, the assembly

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and installation of scrolling text devices, operational testing, and technical training for village personnel were conducted. During the evaluation phase, the team conducted an appraisal of technical elements, human resource proficiency, and social impact through observation and concise interviews with the community. This interactive and collaborative process enables the running text programme to generate technological improvements while fostering the enhancement of the digital capabilities of village infrastructure and promoting more transparent and adaptive information governance.

RESULTS AND DISCUSSIONS

The execution of the running text programme at the Village Hall has yielded numerous concrete accomplishments: The presence of digital information media as an LED scrolling text unit at the Village Hall entrance. This medium serves as a novel conduit for disseminating public information instantaneously. Enhanced accessibility and transparency of public information enable residents to get information more swiftly and openly, particularly about village agendas, service schedules, and significant announcements. Enhance the focus and efficacy of village meetings by visually presenting the primary agenda to ensure a more directed discussion. The village apparatus's technology utilisation capabilities will be enhanced through technical instruction on the application of running text. A procedural manual will be developed as a technical resource to enable independent device management by village officials.

The primary product, an LED running text display, serves to convey essential information (village agenda, service schedule, announcements) in real time. To facilitate village gatherings by disseminating the primary agenda. Methods of education and socialisation via public communications (health information, social appeals, etc.). Digital infrastructure for the development of smart villages. The benefits felt by the village apparatus are that it is easier to convey information, meetings are smoother, and technological skills improve. The community acquires knowledge rapidly and contemporaneously and is increasingly engaged in village activities. Village administrations generally enhance transparency, accountability, and the

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technological adaptability of the community's image by implementing digital platforms that facilitate communication and information sharing among residents.

The village administrations aim to minimise the expenses associated with publishing informational media, create supplementary revenue streams via village service adverts, and attract external parties for collaboration. b. Social: enhancing information accessibility, cultivating a sense of unity, strengthening community trust in local officials, and transforming interaction patterns towards digital communication. We are facilitating education through school notifications and academic motivation, ensuring safety through emergency communications, and promoting health and environmental initiatives such as healthy lifestyles and environmental stewardship campaigns.

Table 1: Experimental Outcomes

Aspects	Before the Program	Treatment	After the Program
Media data	Information is disseminated manually, constrained, and sluggish	Installation of scrolling text and training of village equipment	Immediate, clear, and readily available information
Community assembly	Participants frequently deviate from the subject, resulting in unfocused meetings	The meeting agenda is presented in the continuous text	Enhanced talks yield more efficacious decisions
Capacity of Village Administration	Deficiency in technological literacy	Executing text operation training	The village apparatus can autonomously update content
Community Engagement	Insufficient due to inconsistent information	Public information is disclosed via continuous text.	Participation rises; citizens exhibit

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heightened
engagement

CONCLUSIONS

The establishment and implementation of running text at the Village Hall has successfully delivered efficient, transparent, and readily accessible digital information resources for the community. This medium facilitates real-time information dissemination by village officials, enhances citizen engagement, sharpens the focus of village meetings, and represents the initial phase of the digital transition toward smart villages. Furthermore, through training and the development of manuals, village authorities get new competencies, ensuring the sustainable application of running text and fostering good effects on social, economic, and governance dimensions within the village, such as improved communication, increased participation in local decision-making, and enhanced transparency in village operations.

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