Consistency: Community Services Journal
https://journal.takaza.id/index.php/konsienti

Vol. 04, No. 01, 2026, pp. 40-44
E-ISSN: 3025-1532

E-mail:konsienti@takaza.id

Creation of the Pancasila Village Profile Website as an Effort to Digitalize Village Information and Promotion

Muhammad Zidan Rosyid[1], Ni Putu Kartika Elsi Putri[2], Muhammad Fajril Rifaldo[3], Mohammad Taufiqurrahman[4], Della Oktaviani[5], Salha Athira Lubis[6], Qurrotuain Mufidah[7], Gilman Nur Ramadani[8]
[1]Computer Science Study Program, University of Lampung
[2]Agricultural Product Technology Study Program, University of Lampung
[3]Physical Education Study Program, University of Lampung
[4]Law Study Program, University of Lampung
[5]Agronomy Study Program, University of Lampung
[6]Soil Science Study Program, University of Lampung
[7]Law Study Program, University of Lampung
[8]Medical Professional Study Program, University of Lampung
Corresponding Author e-mail:zidanrosyid22@gmail.com

Article History:
Received: 19-05-2026
Revised: 20-05-2026
Accepted: 20-05-2026

Keywords: village website, information system, village profile

Abstract:*The limitations of conventional media in conveying village information are a challenge in the digital era, especially in terms of reach, speed of updates, and efficiency of information distribution. Utilizing internet-based technology through a village website is a strategic solution to increase transparency, service effectiveness, and ease of access to information for the public. This study aims to design and develop the Pancasila Village Profile Website, Natar District, South Lampung Regency, as an information medium and a digital-based public service support tool. The village website not only functions as a medium for publishing the profile and potential of the region, but also as a means of providing information related to geographical conditions, population, government, education, and village development programs. The methods used include the stages of identifying village information needs, system design, website development, and implementation and functional testing. The results of the activity indicate that the village profile website is able to increase information accessibility, support transparency of village government, and become a means of promoting village potential to the wider community. Thus, the creation of a village website is a relevant step in supporting digital transformation and the progress of Pancasila Village.*

Introduction

The limitations of conventional media in conveying information are a major problem in today's digital era, particularly at the village level. Village information disseminated through print and electronic media such as television and radio often fails to reach a wide and targeted audience. Furthermore, both types of media have limitations in terms of accessibility, speed of information updates, and distribution efficiency (Rizal et al., 2024). On the other hand, developments in information and communication technology have brought significant changes to various aspects of life, including governance systems and public services at the village level. Therefore, utilizing internet-based technology is a strategic effort to increase transparency, effectiveness, and ease of access to information for the public. One form of implementing this technology is through the creation of a village profile website as an official information medium that can be accessed widely and sustainably.

In today's digital and modern era, the existence of a village website has become an indispensable necessity. The progress of a country is also influenced by the development of villages as the smallest government units, so a fast, accurate, and easily accessible information delivery system is needed for the public. One effort that can be done is through the provision of a village website that can facilitate the dissemination of information more effectively. According to Isoraite (2020), a website can be likened to a modern business card that contains information about profiles, achievements, services, contacts, and various forms of information presentation such as visuals, audio, and written text. In the context of village government, the website not only functions as a publication medium but also as a means of providing local services and information related to the geographical conditions, population, government, education, and potential of the village area. This is in line with the opinion of Krishna et al., (2019) who stated that village development can be supported by the provision of website-based services that present various local information in a structured and easily accessible manner. Therefore, the creation and management of a village website is relevant for implementation in Pancasila Village, Natar District, South Lampung Regency, Lampung, as an information medium capable of supporting transparency and village progress.

Pancasila Village is a village with a majority of residents working as farmers and has a population of approximately 3,080 people in 2025. Although the area is quite busy and developed, the use of the internet as a medium for transferring information from village officials to the community is still not optimal. The service system is still carried out directly at the village office, making the administration process and information delivery less efficient in terms of time and ease of access. Through the Community Service Program (KKN), students together with their supervising lecturers play a role in supporting the development of Pancasila Village, especially in the field of information technology utilization. The activity of creating the Pancasila Village Profile Website not only focuses on the technical aspects of system development, but also on efforts to ensure that the website is able to meet the information needs of the community, both from within and outside the village. In addition to being a medium for information and services, this website also functions as a means of village promotion. Its existence is expected to introduce the potential of Pancasila Village to the wider community, including potential cooperation partners and local investors, thereby supporting the improvement of village development and economy. Therefore, this scientific paper was created to design and develop the Pancasila Village Profile Website as an information medium and a means of supporting digital-based public services.

Research Methods

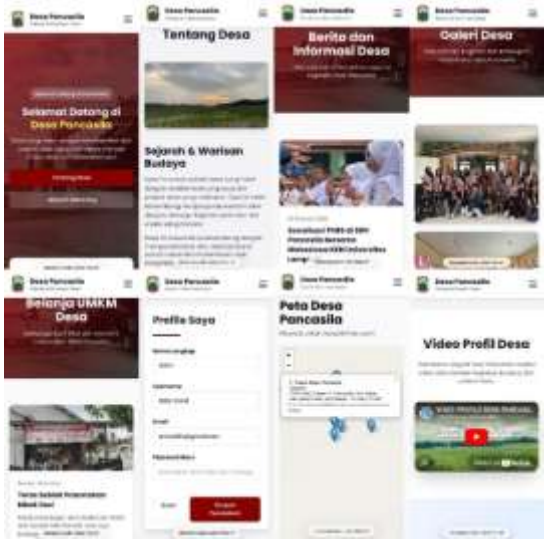
Method: This research uses a system development approach based on website development practices that includes the stages of needs identification, design, development, implementation, testing, and evaluation, with an analytical focus on information reach, update speed, and efficiency of information distribution. The initial stage is the identification of information needs through semi-structured interviews with village heads and village officials, observation of administrative documents, and comparative studies of other village websites to produce a list of functional and non-functional requirements. Based on these needs, system objectives and specifications are formulated which include

village profile modules, news/announcements, galleries, service forms, contacts, and location maps, as well as non-functional requirements such as responsive design and target load times. Next, domain registration and hosting package selection are carried out according to needs, CMS installation is carried out on the hosting account by creating and connecting a MySQL database, customizing the theme to reflect the identity of Pancasila Village, and ensuring display responsiveness for mobile and desktop devices, the design is validated through a brief review with representatives of village officials. Content creation included village history, brief population data, economic potential, public facilities, news/announcements, galleries, maps, and village video profiles, along with content management procedures for admins (step-by-step procedures for adding, editing, and addressing maps, as well as publishing content). Implementation of public service features included location map integration (embedded Google Maps). Testing was conducted across several aspects: functional testing of all features (navigation, media upload, and access rights), usability testing through trials with a number of target users (village officials and community representatives) to assess ease of navigation and the update process. Analysis of key indicators was conducted using a combination of qualitative and light quantitative methods: information reach was evaluated through post-implementation interviews and page visit data; update speed was measured by calculating the average time required for admins from concept to publication before and after training; information distribution efficiency was evaluated based on the frequency and speed of announcement publication compared to previous methods, as well as user feedback on the ease of accessing information. Finally, documentation and a brief admin guide were developed, as well as training for village officials on website usage, content update steps, and form management to ensure continuous content maintenance and updates.

Material: This research uses one main hardware, namely a laptop (Lenovo LOQ, Intel Core i5-13450HX, 12 GB RAM) which is used for the entire process of designing, developing, testing, and documenting the website. The main software and services used include domain registration through the InfinityFree domain provider for the Pancasila Village Profile Website address; shared hosting services based on HTML, CSS, JavaScript, PHP 7.4, MySQL as a place to store and execute the site; InfinityFree Content Management System (https://desapancasila- natar.free.nf/?i=1versi) as a content management platform. Supporting software used for design and development includes Visual Studio Code, while functional testing is conducted on the Google Chrome browser.

Results and Discussion

Based on the system development stages which include identification of needs, design, development, implementation, testing, and evaluation, the results obtained are in the form of a Pancasila Village Profile Website which can be managed via CMS on shared hosting services.



Picture1. Pancasila village profile website

This website contains key modules such as village profiles, news or announcements, galleries, service forms, contacts, and location maps, so that village information is presented in a structured and

easily accessible manner. In its implementation, the system is also designed to be responsive for both mobile and desktop devices, and is equipped with a location map integration feature through an embedded map that helps users understand location information more clearly. After the system was completed, functional testing was conducted which demonstrated that all core features worked as designed, including menu navigation, media management and uploading in the gallery and news content, and the admin access rights mechanism to maintain content curation.

Usability testing was conducted through trial use by village officials and community representatives. User feedback indicated that the website was quite easy to use due to its clear menu flow and easy-to-follow content update process through the provided guides. From an evaluation perspective, information reach was analyzed through post-implementation interviews and pageview data, which generally indicated that the official digital channel helped communities access village information more quickly than previous approaches. The speed of content updates was evaluated by comparing the time it took admins from concept to publication before and after training, and the results supported that training and content governance procedures resulted in faster and more consistent publication. Furthermore, the efficiency of information distribution was analyzed based on the frequency and speed of announcement publication and the ease with which users accessed information, thus making the website a more effective medium for distributing public information on an ongoing basis. Finally, documentation and admin guidance, along with training, are crucial factors in ensuring the continued maintenance of the system, allowing village officials to continue updating content independently without relying entirely on developers.

Conclusion and Recommendation

The development of the Pancasila Village Profile Website demonstrates that the use of website-based technology can be an effective solution in supporting the digitalization of information and public services at the village level. The developed website successfully provides village information in a faster, more structured, and easily accessible manner to the public through village profiles, news and announcements, galleries, service forms, contacts, and location map integration. Functional and usability testing results also show that all key features work as designed and are easy to use by both village officials and the community. In addition to increasing information accessibility and transparency in village governance, this website also has practical implications as a promotional medium for village potential that can support cooperation, development, and community economic improvement. With training and guidance on content management, village officials are expected to be able to update information independently and continuously, thereby maintaining the effectiveness of village public communication.

However, this study still has several limitations, particularly the limited scope of the evaluation, which failed to measure the long-term impact on community participation or overall improvements in the quality of public services. Furthermore, the website development focused on providing basic information and did not fully integrate village administration services into an integrated digital system. Therefore, further research is recommended to develop online-based administrative service features, a public complaints system, population data integration, and a more in-depth analysis of website security and performance. Future research could also expand the evaluation method by involving more respondents and using more comprehensive quantitative measurements to more accurately analyze the effectiveness of village websites in supporting the digital transformation of village government.

References

Krishna, A., Sriram, K., & Prakash, V. (2019). E-Governance and Rural Development: Role of Web-Based Services in Local Administration. International Journal of Information Systems and Social Change, 10(2), 45–60.

Rizal, A., Pratama, D., & Nugroho, Y. (2024). Analysis of the Effectiveness of Digital Information Media in Village Government. Journal of Information and Communication Technology, 12(1), 1–10.

Ministry of Villages, Development of Disadvantaged Regions, and Transmigration of the Republic of Indonesia. (2023). Guide to Village Website Management for Public Information Transparency. Jakarta: Kemendes PDTT.

Setiawan, D., & Wibowo, A. (2022). Development of a Web-Based Village Information System to Improve Public Services. Journal of Information Systems, 18(3), 120–130.

Hidayat, R., & Saputra, E. (2021). Implementation of Village Websites as Information Media and Promotion of Village Potential. Journal of Informatics and Technology, 5(2), 85–92.

Sari, M., & Lestari, P. (2023). Utilization of Information Technology to Increase Transparency of Village Government. E-Government Journal, 9(1), 15–25.

World Bank. (2022). Digital Development Overview: Expanding Internet Access for Rural Communities. Washington, DC: World Bank Publications.

UNDP. (2021). Digital Transformation in Local Governance. United Nations Development Programme.