

Socialization of the Use of Mobile-Based Online Public Complaints System in Kebun Kelapa Village

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ABSTRACT

This service aims to provide socialization and training on the use of a mobile-based online public complaint system in Kebun Kelapa Village. This training is carried out using practical and participatory methods, allowing participants to learn and implement the use of Android / mobile in the online complaint process. It is hoped that in the future the results of this service will make it easier for the community to provide suggestions, input and criticism regarding the performance of village officials both in Kebun Kelapa Village and Langkat District Office. By implementing this mobile-based online method, it will be easier for the community to convey their aspirations to village officials without having to come to the village office. The positive impact of this training can be observed from the increase in people who are able to use online applications via their respective mobile phones. . Apart from that, this training also opens up new opportunities for village communities to utilize the potential of village communities with existing technological developments and effectively support sustainable village economic development.

Keywords: Android, Mobile, Services, Technology Information

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1. INTRODUCTION

Kelapa Garden Village, during the Dutch colonial period, most of the area was a Dutch coconut plantation area which was returned to the community. In general, economic life originates from rice farming activities (rice, horticulture) and plantations and some labor. Kelapa Garden Village is located/located to the north of the city of Secanggang District at a distance of 3.5 km and from Langkat Regency City 11.5 km, borders Hinai Kiri Village to the south, borders Sungai Ular and Tanjung Ibus Villages to the east, borders Karya Maju Village (District Tanjung Pura) to the north and borders Muka Paya Village (Tanjung Pura District) to the west. The community of Kebun Kelapa Village, which is inhabited by 3061 people, consists of different ethnic groups, namely: Banjar, Malay and Javanese. The majority of people adhere to the Islamic religion and almost all of the community's educational strata have received formal education. The Village Digitalization Program is currently being improved in all areas [1][2][3][4][5].

In today's increasingly advanced digital era, information technology has significantly changed the way people access information, communicate and carry out various daily activities. In Indonesia, the development of information technology has had a positive impact, especially in efforts to introduce regional potential, including village potential, to a wider audience [6][7] [8]. Villages in Indonesia have unique natural and cultural riches, but they are often not explored and utilized optimally [9][10][11].

The Communication and Information Technology Service has an important role in providing Information and Communication Technology services to the community[12]. In explaining its main tasks and functions, the Langkat Regency Communication and Information Service is a Regional Apparatus which has the main function in the Langkat Regency Government in carrying out digitalization or electronification in every aspect of public services[13]. Public services or general services can be defined as all forms of services, both in the form of public goods and public services which in principle are the responsibility and implemented by government agencies at the center, in the regions, and within the State-Owned Enterprises or Regional-Owned Enterprises. , in order to fulfill community needs and in the context of implementing the provisions of laws and regulations. Therefore, the



public bureaucracy is obliged and responsible to provide good and professional services [14][15][16]. One form of good and professional service is by making it easy for the public to submit complaints, questions and requests for information to the government work unit, which in this case is the Langkat Regency Communication and Information Service [17][18].

On this basis, the author feels that there is a need for a media that can be a means for the community or the Communication and Information Department to exchange information and accommodate public complaints and technical questions related to information technology which have been difficult for the public to understand. The media that will be built must of course prioritize the principles of ease of access, broad coverage, and the use of technological elements in it. For this reason, the author in this research will try to design a solution to the problems described previously in the form of a mobile application through a research entitled “ Socialization of the Use of Mobile-Based Online Public Complaints System in Kebun Kelapa Village.”



Figure 1. Kebun Kelapa Village

2. RESEARCH METHODOLOGY

Approach Methods Offered

Stage 1: SOCIALIZATION

In the socialization stage, the method offered is to convey information and knowledge about the importance of technology to the entire community of Kebun Kelapa Village. Socialization can be carried out through community meetings, lectures, or counseling involving all village residents. The aim of this stage is to increase public awareness and understanding of the use of information technology, especially Android, in everyday life.

Stage 2: TRAINING

Training methods are offered to provide practical knowledge and skills to participants regarding the use of the online community complaint system in Kebun Kelapa Village. This training aims to empower participants to be able to carry out/implement the use of an online complaint system via Android.

Stage 3: MENTORING

After the training stage, mentoring methods are offered to provide individual or group guidance and support to training participants. This assistance is provided by a team of experts or facilitators who assist participants in implementing the use of the complaint system. This mentoring ensures more effective application of knowledge from training into daily practice.

Stage 4: MONITORING AND EVALUATION

Monitoring and evaluation methods are used to monitor and evaluate the results of implementing training and mentoring. The implementation team will monitor developments in the use of the online public complaint system mobile application. Evaluation is carried out to assess the success of the program and identify areas that need improvement.

Stage 5: PUBLICATION

At the publication stage, the results and benefits of this training program will be published on social media, testimonials from training participants will be shared via social media, village websites and local media to increase awareness and inspiration for other villages. This publication also aims to provide encouragement for village communities to increase their knowledge about information technology.

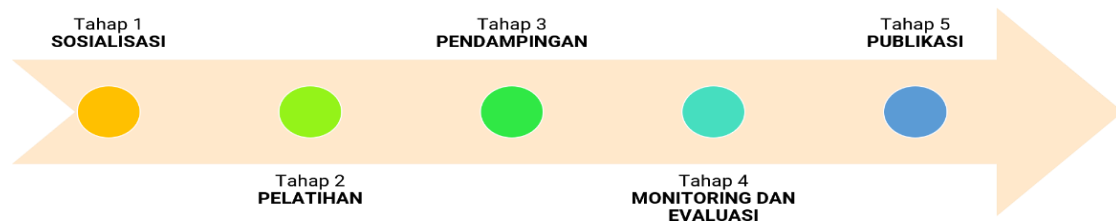


Figure 2. Approach Method

Work Procedures

The team's realization in this program took an approach by discussing with the head of the Coconut Plantation about the obstacles faced and program needs that needed to be implemented, then the team immediately carried out internal discussions with the PKM team in consolidating the program and methods that had been determined by not forgetting to carry out the program according to with the needs and profile of Kebun Kelapa Village.

The plans that the team will carry out are discussed with the Head of Kebun Kelapa Village as the partner involved. The series of work procedures for the Community Service program are as follows:

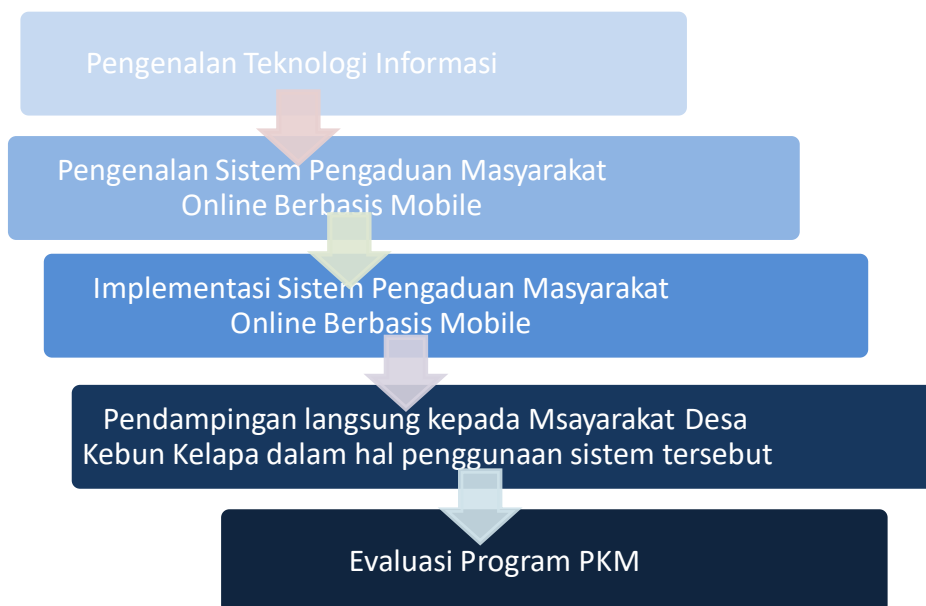


Figure3. Work Procedure

Activity plan

The following is an activity plan for community service activities :

1. Direct observation.

Together with several representatives of the PKM Team, they carried out direct observations, collecting data and information on the conditions that occurred which were obtained from the community and the Kebun Kelapa Village apparatus.

2. Hearing between the PKM Team and Partners

Before implementing the program, the team first held an audience regarding the implementation and mechanism of the PKM program with the Kebun Kelapa Village. At the hearing, the Kebun Kelapa Village, represented by the Kebun Kelapa Village Secretary, was directly received and warmly welcomed by the Village Secretary and held a discussion with the PKM team at Panca Budi Development University, especially the Faculty of Science and Technology, as proof of their willingness to become partners with the PKM team.

3. Socialization of the Introduction to Information Technology.

In implementing the program, students are involved as a form of interaction between lecturers and students outside of courses and the implementation of the MBKM (Free Learning, Independent Campus) program as well as providing additional insight and experience for students, but students are only helpful. The PKM team presented material about the important role of using technology, especially the internet and various technologies, in implementing and resolving the problems faced.

4. Introduction to the Online Public Complaints Information System

At this stage the team carried out outreach about the important role of the Online Public Complaints Information System via mobile, what its advantages are and how to use it, including management as admin assisted by computer engineering students from Panca Budi Development University.

5. Direct implementation training for the Kebun Kelapa Village Community

The PKM team carries out direct practical training in the process of using the online complaint system. At this stage the team carried out an evaluation to find out how much the participants absorbed the material provided and the impact obtained from implementing socialization training on the use of the online public complaint system via mobile.



3. RESEARCH RESULTS

This Collaborative Community Partnership Program (PKM) is an implementation of the results of the National Collaborative Research Program between Panca Budi Development University and Kebun Kelapa Village entitled "Socialization of the Use of Mobile-Based Online Community Complaints System in Kebun Kelapa Village".

Situation Analysis in Village Product Potential efforts:

1. Kelapa Garden Village has a variety of superior products, such as processed coconut products, handicrafts and agricultural products. The potential of these diverse village products is good capital to be developed and promoted digitally.
2. Use of Social Media: The people of Kebun Kelapa Village are quite active in using social media, such as Facebook, Instagram and WhatsApp. However, the use of social media for community services, especially in terms of conveying people's aspirations, still does not exist and is not yet known to the public.
3. Knowledge about Android, mobile, websites and other information technology is still minimal due to limited internet networks and many people are still confused about using this technology.
4. Internet Access and Devices: Internet access in Kebun Kelapa Village continues to increase, but there are still some areas that have limitations. Apart from that, ownership of devices such as smartphones and laptops also varies among village communities.
5. Availability of Digital Content: Even though knowledge about the internet has developed and there is also a lot of use of Android, the willingness to create a system or use an up-to-date system has not gone well.

From the situation analysis above, it can be concluded that there is a big opportunity to socialize the use of an Android-based online public complaint system. Training and practical approaches can be the key to empowering village communities to utilize village community potential and strengthen the village economy in a sustainable manner.

Partner Problems

The problems faced by Mitra (Coconut Garden Village) are as follows:

1. Limited Knowledge: Kebun Kelapa Village experiences limitations in the use of Android and online complaint websites, there are still many people who are unaware of technology.
2. Lack of knowledge about the online complaint system: The majority of people in Kebun Kelapa Village have limited knowledge about using the online complaint system via mobile phone.
3. Lack of Facilities and Infrastructure: Limitations in terms of internet and network availability are one of the obstacles in the process of using Android and mobile applications.
4. Limited Access to Technology: Even though internet access in the village has increased, some residents still experience limited access to technology such as smartphones and laptops to support the use of the online complaint system.
5. Limited Resources: Kebun Kelapa Village may have limited human resources and budget to develop its information technology facilities and infrastructure.

Solution to Partner Problems

The team offered solutions to Kebun Kelapa Village regarding the problems that occurred as follows:

- a. Training on the Use of Information Technology in Kebun Kelapa Village using Android as a means/medium for online public complaints.
- b. Training on the use of online mobile applications for the people of Kebun Kelapa Village



Local Resources/Local Wisdom

Local Resources or Local Wisdom refer to the unique knowledge, culture, traditions and potential possessed by the people of a region or village. In the context of a content creation training program using On-Page and Off-Page SEO techniques for digital promotion of Kebun Kelapa Village products, the following are examples of local resources or local wisdom that can be utilized:

1. **Local Products and Art:** Local products and art typical of Kebun Kelapa Village can be the main attraction in digital promotional content. Using images or videos of local products as well as typical village art performances can increase the attractiveness of the content and attract the attention of the target market.
2. **Local Language and Culture:** Utilizing local language and culture in promotional content can give an authentic impression and help strengthen village identity. Local language and terms used in content titles, descriptions and taglines can increase user engagement.
3. **Local Stories and Legends:** Exploring local stories and legends related to a product or village can be a valuable asset in promotional content. The use of narrative or story-based content can create an emotional bond with the target market.
4. **Local Knowledge of Products:** The people of Kebun Kelapa Village may have in-depth knowledge of local products and traditional ways of processing and utilizing them. This knowledge can be leveraged and shared through promotional content to increase consumer trust.
5. **Stories of Local Entrepreneurs:** Telling success stories of local entrepreneurs who have succeeded in exploiting village potential and digital promotions can inspire prospective entrepreneurs and increase the positive image of the village.
6. **Local Landscape and Natural Potential:** The natural beauty and other natural potential in Kebun Kelapa Village can be an attraction for tourism promotions or typical natural products.
7. **Local Food and Culinary:** Typical village food and traditional culinary delights can be featured in promotional content as an attraction for visitors or potential consumers.

Utilizing local resources or local wisdom in digital promotional content will help Kebun Kelapa Village to strengthen its identity, increase the uniqueness of products or services, and attract the attention of potential markets. With an approach that respects and utilizes local wisdom, this training program can contribute to sustainable development and empowerment of village communities.

Aspects of Village/Subdistrict Potential

The potential aspects of Kebun Kelapa Village include various aspects that are advantages and have the potential to be developed in order to improve the welfare of the community and the village economy as a whole. The following are several aspects of the potential of Kebun Kelapa Village:

1. **Natural Resource Potential:** Kebun Kelapa Village has rich natural resource potential, such as fertile agricultural land, diversity of flora and fauna, as well as fisheries and marine potential.
2. **Featured Village Products:** Kebun Kelapa Village has superior products such as young coconuts, processed products from coconuts, as well as other agricultural or fishery products.
3. **Local Wisdom and Culture:** Kebun Kelapa Village has local wisdom, culture and distinctive arts which can be an attraction for tourists and potential markets.
4. **Strategic Location:** The strategic location of Kebun Kelapa Village, for example close to a city or popular tourist attraction, can increase tourism potential and promote village products.

5. Natural Tourism Potential: The natural beauty and natural tourism potential in Kebun Kelapa Village can be an attraction for tourists and visitors.
6. Human Resources: Potential human resources who are skilled and experienced in managing village products and businesses.
7. Diversity of Products and Services: Kebun Kelapa Village has a variety of products and services that can be developed and promoted digitally.
8. Supporting Infrastructure: The existence of adequate road infrastructure, clean water, electricity and other facilities can support business development and digital promotion of village products.
9. Partnerships with External Parties: Potential for collaboration and partnerships with external parties, such as non-governmental organizations, universities or the private sector to support village development.
10. Education and Training Potential: There is potential to empower the community through education and training programs.
11. Product and Service Quality: The superior quality of products and services from Kebun Kelapa Village can be an added value in digital promotions.

This potential aspect of Kebun Kelapa Village is an important basis for designing effective digital promotion strategies, optimizing the use of local resources, and increasing the competitiveness of village products in the increasingly wide digital market.



4. CONCLUSION

The success of this PKM program cannot be separated from the role of the partners involved, namely as follows:

- a. Starting from direct observation activities carried out by the PKM team, data was collected through question and answer discussions and interviews conducted by the team with the Kebun Kelapa Village, providing complete and clear information about the needs and mechanisms that have occurred so far.
- b. Carrying out the activities, the team received assistance in the form of In Cash/In Kind amounting to 4,600,000,- (Four million six hundred thousand rupiah) so that the activities of this national collaborative Community Partnership Program (PKM) could run smoothly and successfully.

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Description of Evaluation of the Implementation of the Community Service Program

The closing of this PKM program activity is an evaluation. Evaluation of program implementation is carried out by giving a test at the end of the implementation session with the aim of knowing to what extent the participants received the material that has been presented by the PKM team.

This program aligns with learning outcomes as defined by Key Performance Indicator (IKU) 5, which focuses on enhancing the skills and knowledge of community members in effectively managing the promotion and sale of livestock to fishermen. Additionally, it also addresses IKU 2, which aims to enhance community participation in the development and utilization of local resources.

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