

Enhancing village public services and transparency through websites and social media

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ABSTRACT

Digital transformation at the village level requires not only technological infrastructure but also the capacity of village officials to effectively manage digital information and public services. The Village Government of Sidomulyo (Deket District, Lamongan Regency) faced three key challenges: the absence of an official village profile website, limited use of information technology for village administration, and inconsistent management of information via social media. This community service program aimed to strengthen the digital capacity of village officials, develop an official village profile website, and improve digital content management to support public services and information transparency. The program employed a participatory approach comprising outreach, training on digital literacy and governance, technology implementation, hands-on practice in website and social media management, mentoring, evaluation, and sustainability planning. Fifteen village officials participated in the program, and its effectiveness was evaluated using pre- and post-tests covering four competency indicators. Results showed that the participants' average achievement rose from 61.67% to 76.67%, reflecting a 15-percentage-point increase. Specifically, understanding of digital-based organizational governance improved from 60% to 73%; understanding of information technology for village administration rose from 53% to 73%; skills in website operation and maintenance increased from 66% to 73%; and digital content management skills improved from 66% to 86%. The program also produced a village profile website integrating the village profile, demographic data, village potential, administrative service information, activity publications, and a public grievance mechanism. The integration of capacity building, website implementation, and social media management provided a practical model for strengthening village digital governance. Overall, the program enhanced the digital competence of village officials and established a more structured mechanism for disseminating public information, thereby supporting more accessible public services and improved information transparency.

Keywords: digital; services; government; transparency; website

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INTRODUCTION

In providing services to the community, the Sidomulyo Village Government strives to use the concept of good governance with principles such as transparency; effectiveness and efficiency; equality; accountability; responsiveness; compliance with regulations; and consensus-oriented (Kannapadang et al., 2025). Principle must be understood in a way evenly distributed by all village officials, so that behave equally in serving the community. Adequate capacity of village officials in general managerial and administrative needed to realize good village administration. The apparatus is characterized by behavior innovative in managing development, governance and society towards a developing, dynamic

village, to achieve its vision and mission (Herdiana et al., 2022; Irawati, 2021; Puspitasari et al., 2023; Rofi'ah et al., 2023).

Partners in community service activities to this community is a non-productive group, namely the Sidomulyo Village Government Apparatus. Based on the results of observations initial and discussion with partners, it is known that Not yet There is a website for the Village Profile which contains basic information about the village, the village's vision and mission, history, and a map of the village area.

Another problem is that the Village Government apparatus in carrying out public service activities is lacking. The competence of officials in managing digital communications. Consequently, information on activities taking place in Sidomulyo Village is lacking known by the community. The development of a village profile website needs to be carried out, so that the website can serve as an information medium for the community to access information easily, fast, accurate, and wide without limited by space and time (Fitriasari et al., 2021; Hardiyansyah & Amin, 2025).

The Sidomulyo Village Government strives to provide public services using the concept of electronic good governance. Therefore, Sidomulyo Village officials must gain a comprehensive understanding of the principles of electronic good governance, such as transparency, effectiveness and efficiency, equality, accountability, responsiveness, compliance with regulations, and consensus-oriented (Kannapadang et al., 2025). In this context, strengthening digital governance competencies is important because village digitalization requires not only the provision of technology but also the capacity of officials to manage the technology sustainably. Principle must be understood in a way evenly distributed by all government officials of Sidomulyo Village, so that can behave the same in serving the community.

Therefore, the implementation of good governance in Sidomulyo Village needs to be supported by the use of information technology, such as village websites and social media (Afni, Kasiami, et al., 2021; Auliandri et al., 2025; Prastiti et al., 2021) such as websites and social media (Bianto & Aprillya, 2023). This use of technology is expected to be used as a means delivery of official information from the village government, publication policies and activities, as well as two-way communication media direction with the community in general transparent (Aprillya & Suryani, 2023). It is hoped that the Sidomulyo Village Government will be able to increase independence in managing digital-based information and public services, as well as strengthen community participation through the application of good governance principles.

The objectives of this PKM activity are firstly to improve the capabilities and skills of the apparatus in utilizing information technology to support the administration of the Sidomulyo Village Government through digital literacy training. Secondly, the objective is to create a Sidomulyo Village profile website that can provide geographic and demographic information as well as various general data and reports that can be accessed by the public to support the transparency process. Thirdly, the objective is to provide assistance in improving the management of social media facilities to display activity documentation, the latest news in the village, and a calendar of upcoming activities in Sidomulyo Village.

Empowerment program that will be implemented is also related to SDG'S which includes education quality, peace, justice, and institutions resilience and partnership to achieve purpose. Community service activities to this community in accordance with hope the stated goals focus on strengthening political, legal, and bureaucratic reforms, as well as strengthening the prevention and eradication of corruption and narcotics. This community service activity strengthens the commitment carry out reforms, especially in the bureaucratic sector, to increase information transparency and accountability and strengthen efforts to prevent and eradicate corruption.

METHOD

Method implementation of community service activities to this community using the method participatory. In this activity, partners play a role active in every stage socialization, training, technology implementation, monitoring and evaluation, and program sustainability. The partner was a non-productive community group consisting of 15 officials of the Sidomulyo Village Government, Deket

District, Lamongan Regency. The main field activities reported in this article were conducted in July 2026. The stages of this activity are shown in Figure 1 as follows.



Figure 1. Method

The initial assessment was conducted through observation and discussion with the partners to identify existing conditions, digital capabilities, and technological needs. The assessment showed that Sidomulyo Village did not yet have an official village profile website, the use of information technology for village administration was still limited, and village information through social media was managed incidentally. These findings were used as the basis for designing the training materials, website development, and mentoring activities.

The implementation consisted of five stages. First, socialization and needs identification were conducted to explain the program and identify the partners' digital capabilities and needs. Second, training and capacity building included digital literacy, digital-based organizational governance, planning and development of the village profile website, website management and maintenance, and digital content management. Third, technology implementation involved hands-on practice in operating and maintaining the village profile website and updating information through the website and social media. Fourth, mentoring and evaluation were conducted to strengthen participants' ability to apply information technology in village administration and independently manage digital information. Fifth, program sustainability included the handover of the village website and social media management to the partner and the preparation of further training plans related to electronic good governance.

Data were collected through initial observation and discussion, pre-test and post-test assessments, and documentation of program implementation. The evaluation involved four indicators: (1) understanding of digital-based organizational governance, (2) understanding of the use of information technology for village administration, (3) ability to use and maintain the village website, and (4) ability to update website and social media content. The program achievement criterion was set at a post-test achievement of more than 70% for the evaluated indicators.

The evaluation data were analyzed descriptively by calculating the percentage of participants who achieved each competency indicator before and after the intervention. Program improvement was determined by comparing the pre-test and post-test percentages and calculating the difference in percentage points for each indicator. The analysis was used to determine changes in participants' digital competence and to identify aspects requiring further mentoring.

Sustainability Program, this activity is to encourage the use of village profile websites and social media content as one of the information technology infrastructures used to facilitate public access to information, thereby increasing transparency. Stages program sustainability includes handover assets, namely the village website and social media. Advanced training plan, develop an annual training agenda or advanced training on electronic good governance.

RESULT AND DISCUSSION

Condition the beginning of the partners. Before program implementation, the ability and skills of the apparatus in utilizing information technology in the Sidomulyo Village government apparatus are still low. In the FGD activity on July 17, 2026, which was attended by 15 partners, it was found that findings The Sidomulyo Village Government does not yet have a village profile website infrastructure to present various data and general reports that would facilitate public access to information shown in Figure 2. This is also due to the poor management of social media facilities for displaying activity documentation, the latest village news, and event calendars, which are still carried out incidentally. These findings

confirm this the need for improvements in the aspect of resource capacity power humans in the use of information technology such as websites and social media.



Figure 2. Discussion together between PKM team with Sidomulyo Village

The activity was carried out through digital literacy training in the form of a workshop and socialization of digital-based organizational governance for Sidomulyo Village Government officials. This activity was carried out from July 20-23, 2026, attended by 15 partners. This activity aims to improve the understanding and skills of village officials in utilizing information technology to support administration, information management, organizational communication, and services to the community as shown in Figure 4. The material provided also covers the concept of E-Government which includes Government to Citizens (G2C), Government to Business (G2B), Government to Government (G2G), and Government to Employees (G2E). In the context of village government, this concept can be applied through the provision of digital information and services to the community, promotion of village business potential, coordination between government institutions, and digital management of internal communication and administration.



Figure 3. Socialization of Digital-Based Organizational Governance

The implementation of this activity is in line with the E-Government development strategy as listed in the Instructions President Number 3 of 2003, particularly in efforts to increase human resource capacity and optimal use of information technology in the implementation of government. Improvements were also seen in participants' understanding of good digital-based organizational governance. Prior to the outreach program, 9 out of 15 participants, or 60%, had a good understanding, while the remaining participants still did not have an optimal understanding of the application of digital-based organizational governance. After the outreach program, the percentage of participants with a good understanding increased to 73%. This represents a 13 percentage point increase. These results indicate that the outreach program provided participants with additional insight into the importance of structured organizational governance supported by the use of digital technology.

Regarding the understanding indicator regarding the use of information technology to support village administration, pre-test results showed that 8 of the 15 participants, or approximately 53%, had a good understanding, while the remaining 7 participants still had limited understanding. After the participants attended the training, post-test results showed an increase to 11 participants, or

approximately 73%, who had a good understanding. This represents a 20 percentage point increase. These results indicate that the material provided during the training was able to improve participants' understanding of the role of information technology in supporting village administration processes. Indicates that the training materials are aligned with participants' needs, particularly in encouraging the use of technology to support more effective and efficient administrative processes. Thus, these results also indicate the need for further assistance so that the use of technology can be implemented consistently. Therefore, this activity is a step the beginning for the development of more effective, transparent, and digital-based governance of the Sidomulyo Village Government.

The village profile website planning activity is one of the communication technology infrastructures to facilitate public access to information, thereby increasing transparency. This activity was carried out on July 28, 2026, attended by 15 partners. This activity is directed at providing digital media that can facilitate the public in accessing various village information more quickly, widely, and not limited by time or place. The planning process was carried out by considering the need for relevant information for the community as well as the needs of the Sidomulyo Village Government in conveying information in a more structured manner. The results of the activity are realized through the availability of a village profile website that can be used as a medium for publishing information regarding the village profile, government activities, village programs, regional potential, and various other information related to community interests as shown in Figures 5 and 6 as follows.



Figure 4. Handover of Village profile website to partners

The existence of a village profile website is one way to implement digital transformation in village governance. This website serves as the official village government medium, providing village profile information, geographic and demographic data, activity publications, and information on village administrative services, thereby improving the quality of public services and information transparency for the community. This finding is consistent with previous community service and research findings that village websites can facilitate public access to information and support transparency in village governance (Afni, Kasiemi, et al., 2021; Fitriasisari et al., 2021). In addition, the use of digital government platforms can strengthen transparency and accountability when information is managed systematically and continuously (Rahayuningtyas & Setyaningrum, 2018).

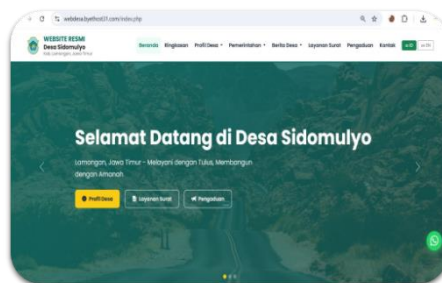


Figure 5. Sidomulyo Village website dashboard

The training activity on the use and maintenance of the village profile website was carried out on July 30, 2026, attended by 15 partners. The implementation of activities is carried out through several material, introduction functions and benefits of village websites, demonstration website usage, and basic website maintenance training are shown in Figure 9. At this stage beginning, participants given an understanding of the importance of websites as a communication technology infrastructure that can be used to convey information quickly and easily accessible to the public. Furthermore, participants get training on use features main on the website, including the login process to administrator page, updating village profile information, as well as managing information regarding village potential and services, etc.



Figure 6. Training on how to use and maintain the village profile website

During the activity, participants show good enthusiasm. This shows existence partners' needs and interests in improving their ability to utilize information technology as a medium for conveying information to the public. Regarding the technical ability aspect in using and maintaining the village website, the pre-test results showed that as many as 10 out of 15 participants or around 66% have basic skills, while 5 participants others are still experiencing difficulties in operating and maintaining the website. After attending the training, the post-test results showed that percentage participants who have these abilities increased to 73%, or experienced an increase of 7 points percentage. Relative increase lower than indicator other show that the website management capabilities are not only requires conceptual understanding , but also technical skills that need to be developed through practice in a way repeated and ongoing support. Therefore that, the continuity of activities in the form of technical assistance required for participants the more accustomed to managing and maintaining village websites independent.

Training and mentoring activities for partners in updating social media content and village profile websites were held on July 30, 2026, with 15 partners in attendance. This activity focused on improving the capabilities of village officials in updating and managing information content effectively. The scheduled activities are shown in Figure 10. The materials provided include selecting information that is suitable for publication, compiling informative content, updating information on the website, and publishing village activities through social media. Participants were also given an understanding of importance consistency in terms of content updates so that the information conveyed remains relevant to society.



Figure 7. Training and mentoring partners in updating content

Based on the results of the activity evaluation, the highest increase was in the technical skills aspect, seen in the ability to do updating social media content and village profile websites. Pre-test results showed that around 66% or 10 out of 15 participants have initial skills in managing digital content. After the training, the percentage increased to 86%, so there was an increase of 20 points percentage. Achievement shows that part big participant has been able to do updating and publishing content regularly more independent after participate in training and mentoring activities. During the activities, participants also demonstrated high enthusiasm, especially in the session practice editing and adding information to social media and the village profile website. These results show that the assistance provided is able to increase the capacity of partners in maintaining sustainability of village digital information so that the information conveyed to the community can keep going updated in a way fast and transparent.

Monitoring and evaluation show that the success of the program is not only This is characterized by the availability of a village profile website, but also by the ability of officials to manage information published through the website and social media. An evaluation was conducted on 15 participants, assessing their ability to understand. The function of information technology in governance, accessing website management pages, updating village information, and compiling and publishing content through digital media. Evaluation results show achievement more than 70%, which has been beyond Minimum standards for program success. Comparison of post -test and pre-test results during this activity is shown in Table 1.

Table 1. Comparison of post -test and pre-test results

No	Indicator	Post -test and pre-test results		
		Before	After	Improvement
1	Understanding digital-based organizational governance	60% (9 participants)	73% (11 participants)	13%
2	Understanding the use of information technology for village administration	53% (8 participants)	73% (11 participants)	20%
3	Ability to use and maintain village websites	66% (10 participants)	73% (11 participants)	7%
4	Ability to update social media content and village profile website	66% (10 participants)	86% (13 participants)	20%
	Average	61.67%	76.67%	15%

Although In general, the activities showed positive results, during implementation is still being discovered a number of constraints. One of the challenges the main thing is the existence of difference digital capability levels between participants. Some participant has accustomed to using digital technology, whereas participant others still need directions furthermore, especially in the operation and maintenance of the village website. Conditions the causing the acceptance process material and speed practice participants become absent uniform. To overcome constraint said, the team devotion provides assistance after the activity as a form of action continuation of the training that has been implemented. This assistance is aimed at helping participant when face obstacles in website management and ensuring the knowledge and skills acquired during the activity can implemented in a way sustainable.

Need regarding further assistance is also a finding important in program implementation. Evaluation results show that the increase in the ability to use and maintain village websites is still lower compared to a number of indicator others. This indicates that technical skills no enough developed through one training, but requires a process of practice habituation and mentoring sustainable. Therefore that, the success of the program is not only measured by the improvement in pre-test and post-test results, but also by the partner's ability to maintain Sustainability of village website management after the program is completed. Post-activity mentoring is an important strategy to encourage partner independence so that the village website can keep going updated and utilized as a medium for village information and communication in the long term long.

Evaluation results this regard, the program's sustainability strategy focuses on three aspects, technological sustainability, content management, and increasing resource capacity. Technological sustainability is achieved through the submission of the village profile website and social media accounts to the Sidomulyo Village Government. Content sustainability is driven by regularly updating information

periodically, so that the website and social media do not only active at the moment program implementation. Meanwhile, the sustainability of resource capacity Power man planned through advanced training and annual training agendas regarding electronic good governance. This strategy is expected to guard the functionality of digital platforms while simultaneously encouraging changes from previous information management nature incidental to more information management planned, routine, and oriented towards information transparency to the public.

CONCLUSION

Community service activities in Sidomulyo Village achieved the main objectives of the program, namely strengthening the digital capacity of village officials, providing an official village profile website, and improving information management through websites and social media. The implementation of activities using a participatory approach through socialization, training, hands-on technology practice, and mentoring increased the average participant achievement from 61.67% to 76.67%, or an increase of 15 percentage points. The highest increase occurred in participants' understanding of the use of information technology for village administration and their ability to manage website and social media content, each amounting to 20 percentage points. These results indicate that the integration of capacity building and digital technology implementation strengthens the readiness of village officials to manage digital-based public information and services.

In addition to increasing participants' competencies, this activity resulted in an official Sidomulyo Village profile website that provides village profiles, demographic information, village potential, government activities, administrative service information, and public complaint facilities. The availability of this digital platform provides a more structured mechanism for public information dissemination, expands community access to village information, and supports transparency and digital governance at the village level. However, the increase in the ability to use and maintain the website was relatively lower than the other indicators, increasing from 66% to 73%, or by 7 percentage points. This finding shows that technical skills require repeated practice and continuous mentoring.

Therefore, the sustainability of the program needs to be supported by designating responsible website administrators, establishing regular content-update schedules, conducting periodic system maintenance, providing advanced digital governance training, and integrating website and social media management into routine village administration. In the longer term, the program can serve as a practical reference for strengthening village digitalization initiatives by integrating technological infrastructure, human resource capacity, public information transparency, and sustainable digital governance.

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