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Website Implementation as a Digital Promotion Media for the Community

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ABSTRACT

The rapid development of information technology has encouraged communities to adopt digital media as a means of promotion and information dissemination. However, many community groups and small organizations still rely on conventional promotional methods that limit their outreach and effectiveness. This community service project aims to implement a website as a digital promotion medium to enhance the visibility and accessibility of community activities and products. The implementation process included needs assessment, website design and development, content creation, training, and evaluation. The website was developed using web technologies to ensure ease of access, user-friendliness, and efficient information management. Training sessions were conducted to improve participants' skills in managing and updating website content independently. The results showed that the website improved the community's ability to promote their activities and products more effectively and expanded their reach to a broader audience. In addition, participants demonstrated increased knowledge and skills in utilizing web-based technologies for digital promotion. Therefore, the implementation of a website as a digital promotion medium can support community empowerment and enhance digital literacy in the era of information technology.

INTRODUCTION

The rapid advancement of information and communication technology has significantly transformed the way information is shared and accessed in modern society. The internet has become one of the most important platforms for communication, information dissemination, and digital promotion. Websites, in particular, serve as effective digital media that enable communities and organizations to present information, promote activities, and reach broader audiences without geographical limitations. As digital technology continues to evolve, the use of websites as promotional media has become increasingly essential for communities seeking to improve their visibility and competitiveness in the digital era (Sari, et al, 2024).

Despite these technological advancements, many community groups still rely on conventional promotion methods such as printed brochures, banners, and word-of-mouth communication. These traditional methods often have limited reach and are less efficient in delivering information quickly and accurately. As a result, many community activities and local products remain underexposed and struggle to attract wider public attention. This situation highlights the need for accessible and sustainable digital solutions that can help communities improve their promotional strategies.

The implementation of a website as a digital promotion medium offers several advantages. A website can provide comprehensive and up-to-date information, improve communication with the public, and serve as a centralized platform for showcasing community activities and products. Furthermore, websites can be accessed anytime and anywhere, making them a flexible and cost-effective promotional tool. By utilizing web technology, communities can enhance their digital presence and improve their ability to compete in an increasingly digital environment (Sari, et al, 2024).

However, the successful implementation of a website requires not only technical development but also user training and support. Many community members have limited experience with digital technologies, which can hinder the effective use and maintenance of a website. Therefore, it is important to provide guidance and training to ensure that community members are able to manage and update website content independently. This approach helps ensure the sustainability of the website and maximizes its benefits for the community.

This community service project aims to implement a website as a digital promotion medium for the community. The objectives of this project are to develop a functional and user-friendly website, to improve the community's ability to promote their activities and products digitally, and to enhance participants' knowledge and skills in using web-based technologies. Through this initiative, it is expected that the community will be able to utilize digital media more effectively and expand their promotional reach in the digital era.

SITUATION ANALYSIS

The development of digital technology has created new opportunities for communities to promote their activities, products, and services through online media. One of the most widely used digital platforms for promotion is a website, which provides a centralized and easily accessible source of information. Websites allow communities to share information efficiently, reach wider audiences, and improve communication with the public. In the digital era, the ability to utilize web-based technology has become an important factor in enhancing community competitiveness and visibility.

However, many communities still face challenges in adopting digital technology, particularly in the use of websites as a promotional medium. Most community groups continue to rely on conventional promotional methods such as printed materials, banners, and word-of-mouth communication. These traditional methods are limited in terms of reach and effectiveness, making it difficult for communities to disseminate information quickly and widely. As a result, many community activities and local products remain less known to the public.

In addition, limited knowledge and skills in information technology are among the main obstacles faced by community members. Many individuals have not been exposed to website development and management, which makes it difficult for them to adopt digital promotion strategies. The lack of technical skills also affects the sustainability of digital platforms, as websites require regular updates and maintenance to remain effective and relevant. Without proper training and guidance, the implementation of digital promotion media may not achieve its intended outcomes.

Another issue is the absence of a centralized digital platform that can serve as an official source of information for the community. Information about activities and products is often scattered across different communication channels, making it difficult for the public to access accurate and up-to-date information. This condition reduces the effectiveness of promotional efforts and limits opportunities for community development.

Based on these conditions, the implementation of a website as a digital promotion medium is considered an appropriate solution to address the existing challenges. A website can function as an integrated platform for sharing information, promoting activities and products, and improving communication between the community and the public. Furthermore, providing training and assistance in website management can enhance the digital literacy of community members and ensure the sustainability of the system.

Therefore, this community service activity focuses on implementing a website that is tailored to the needs of the community. By introducing web-based technology and providing practical training, it is expected that community members will be able to utilize the website effectively as a digital promotion medium and improve their ability to adapt to technological advancements.

IMPLEMENTATION METHOD

The implementation of the website as a digital promotion medium for the community was carried out through several systematic stages to ensure the effectiveness and sustainability of the program. The method used in this community service activity consisted of five main stages: needs assessment, system design, website development, training and assistance, and evaluation.

The first stage was the needs assessment. At this stage, observations and interviews were conducted with community members to identify their needs and challenges related to digital promotion. Information was collected regarding the types of activities, products, and services that would be promoted through the website. This stage also aimed to analyze the community's level of digital literacy and readiness to adopt web-based technology. The results of this analysis were used as the basis for designing a website that met the community's needs.

The second stage was system design. Based on the results of the needs assessment, the structure and features of the website were planned. The design process included determining the website layout, navigation structure, and main features such as the home page, profile page, activity information, product gallery, and contact information. The design was created with a focus on user-friendliness to ensure that community members could easily manage and update the website content.

The third stage was website development. In this stage, the website was developed using web technologies such as HTML, CSS, and JavaScript, along with a database to manage the content. The development process involved creating web pages, integrating features, and testing the functionality of the website. The website was designed to be responsive so that it could be accessed through various devices, including smartphones and computers. After development, the website was tested to ensure that all features functioned properly and that the system was ready for use.

The fourth stage was training and assistance. Training sessions were conducted to provide community members with the knowledge and skills needed to manage and update the website. The training covered basic website operation, content management, and simple maintenance procedures. Participants were guided through practical exercises to ensure that they could independently update information and upload promotional content. Assistance was also provided during the initial implementation phase to help participants overcome any technical difficulties.

The final stage was evaluation. The evaluation was conducted to assess the effectiveness of the website implementation and the training activities. Feedback was collected from participants to identify strengths and areas for improvement. The evaluation focused on participants' understanding of website management, the usability of the website, and the effectiveness of the website as a digital promotion medium. The results of the evaluation were used to improve the system and ensure the sustainability of the website. Through these stages, the implementation of the website was expected to support the community in utilizing digital technology for promotion and to enhance their ability to manage digital information effectively.

RESULTS AND DISCUSSION

The implementation of the website as a digital promotion medium for the community produced several positive outcomes in terms of system functionality, user participation, and promotional effectiveness. The developed website successfully functioned as a centralized platform for sharing information about community activities, products, and services. The main features of the website included a home page, community profile, activity information, product gallery, and contact information. These features enabled the community to present information in a structured and accessible manner.

From a technical perspective, the website operated properly and could be accessed through various devices, including smartphones and desktop computers. The responsive design allowed users to navigate the website easily, which improved accessibility for both administrators and visitors. The testing process showed that the main functions of the website, such as uploading content, editing information, and displaying promotional materials, worked effectively. This indicates that the website was suitable for use as a digital promotion medium.

The training sessions conducted during the implementation phase showed positive results in improving participants' knowledge and skills in managing website content. Before the training, most participants had limited experience in using web-based technology for promotional purposes. After the training, participants demonstrated a better understanding of how to update information, upload images, and manage website content independently. This improvement indicates that the training activities were effective in enhancing the digital literacy of community members.

In terms of promotion, the website helped the community expand its reach and improve the visibility of its activities and products. Information that was previously shared only through conventional methods could now be accessed online by a wider audience. The website also provided a more professional and organized way of presenting information, which

increased public trust and interest in the community's activities and products. As a result, the website contributed to improving the overall effectiveness of the community's promotional efforts.

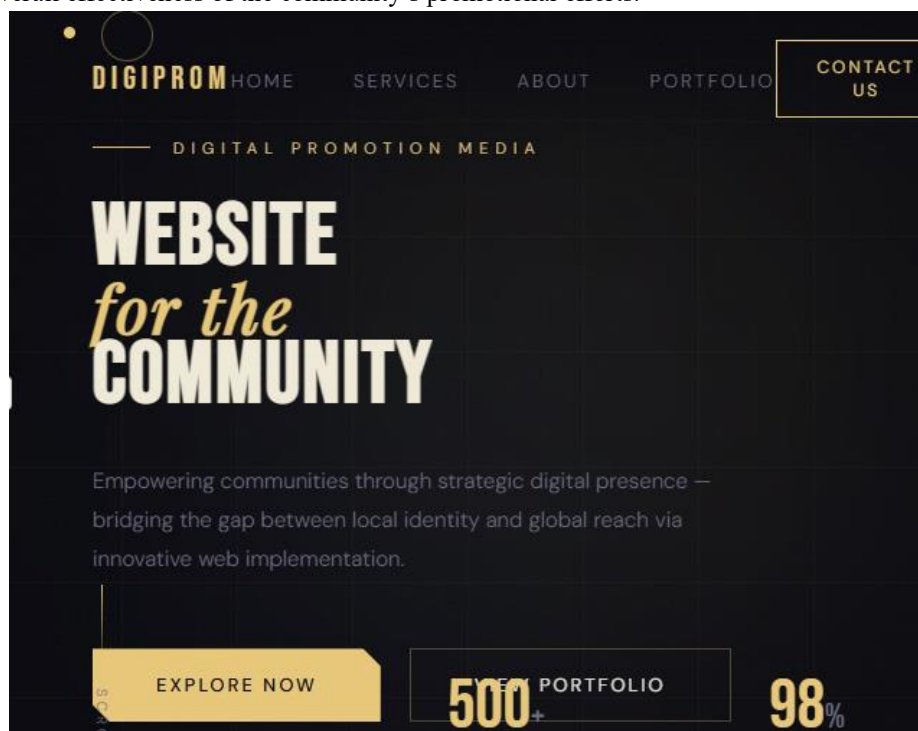


Figure 1. Website Page Views

However, several challenges were encountered during the implementation process. Some participants initially experienced difficulties in understanding basic website management due to limited technical skills. In addition, maintaining regular updates of website content remained a challenge, as it required consistent commitment from the community members. These challenges highlight the importance of continuous assistance and training to ensure the sustainability of the website.

Overall, the results of this community service activity demonstrate that the implementation of a website can serve as an effective digital promotion medium for the community. The website not only improved promotional activities but also enhanced the digital skills of community members. With proper management and continuous support, the website has the potential to become a sustainable platform for promoting community activities and products in the digital era.

CONCLUSIONS AND RECOMMENDATIONS

The implementation of a website as a digital promotion medium for the community has proven to be an effective approach to improving the dissemination of information and promotional activities. The developed website provided a centralized platform that allowed the community to present information about their activities, products, and services in a structured and accessible manner. As a result, the community was able to reach a broader audience and enhance the visibility of their programs through digital media. In addition, the training and assistance activities contributed to improving the participants' knowledge and skills in managing website content. Community members became more familiar with web-based technologies and were able to update and manage promotional information more independently. This improvement in digital literacy supports the sustainability of the website as a long-term promotional tool. Overall, the website implementation not only strengthened the community's promotional capabilities but also encouraged the adoption of digital technology in community activities. Therefore, the use of a website as a digital promotion medium can support community empowerment and serve as an effective solution for adapting to the demands of the digital era.

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