

Empowering Nagari through the Strategic Role of Focal Points in Disseminating Digital Information in Nagari VII Koto Talago, West Sumatra

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ABSTRACT

The growth of information technology has changed the social, economic, and cultural landscape globally, but the challenges of access and distribution of digital information remain significant, especially in rural areas such as Nagari VII Koto Talago. Through community service activities that focus on socialization, training, and workshops on using the Nagari Informative Application, participants can improve their understanding and skills in utilizing information technology. It is hoped that the use of this application will increase efficiency in the delivery of information and public services. The impact evaluation will be important to measure the effectiveness of the use of information technology in improving the performance of the Nagari government and public services, as well as to develop further policies and strategies to support economic, social, and cultural growth in Nagari VII Koto Talago and similar areas throughout Indonesia.

KeyWords: *Nagari Empowerment, Digital Information, Information Technology, Information Access.*



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INTRODUCTION

The growth of information technology has changed the social, economic, and cultural landscape throughout the world (Ratten, 2021). However, the impact of this digital revolution is uneven, especially in rural areas which often lag in terms of access and use of digital information (Robinson et al., 2020). Nagari VII Koto Talago, a Nagari located in Guguak Sub-district, Limapuluh Kota Regency, is an example of a Nagari in West Sumatra that is facing serious challenges in the digital era. Although information technology has offered new opportunities for growth and development, Nagari does not yet have an effective center for disseminating digital information as a whole. As a result, access to digital information is limited, limiting the potential for economic, social, and cultural development (Benyam et al., 2021).

In the current digital era, access to information is the main key to social, economic, and cultural progress (ElMassah & Mohieldin, 2020). Even though the development of information technology has brought great benefits to society, Nagari still experiences limitations in terms of access and distribution of digital information. This problem not only hinders local economic progress but also affects people's access to public services, education, and employment opportunities. Therefore, in the context of Nagari VII Koto Talago, it is important to understand in depth the specific problems faced by society in

terms of access to digital information.

The purpose of this service is to assist in the design of a public information disclosure system in Nagari VII Koto Talago, which is located in Guguak Sub-district, Limapuluh Kota Regency. With the development of information technology, especially in the context of digitalization, the need for access to fast and reliable information is increasing throughout the world. However, the reality at the local level is often not in line with these technological advances. Nagari VII Koto Talago is a clear example where access to digital information is still a significant challenge. Therefore, the main objective of this service is to assist in the design of a public information disclosure system by analyzing the factors that limit access to digital information in this village and determining how the center's strategic role can strengthen community capacity in facing this challenge.

Although much research has been conducted in the field of digital information access and distribution, there are still gaps in the literature that require further research (Vassilakopoulou & Hustad, 2023; Lythreatis et al., 2022; Longoria et al., 2022). Specifically, in the context of Nagari VII Koto Talago in Limapuluh Kota Regency, the problem of access and distribution of digital information has not been adequately addressed. Previous research has tended to focus on urban areas. Community empowerment through the center's strategic role in disseminating digital information is an important and relevant research area in the context of current information technology developments. However, empowerment efforts like this are often faced with complex and varied challenges, especially in rural areas such as Nagari VII Koto Talago in Limapuluh Kota Regency. Adopting information technology at the local level is not only related to technical factors but is also influenced by social, cultural, and political aspects that complicate understanding of the challenges faced by villages in facing the digital revolution.

METHODS

The service method used is a qualitative approach with a case study design (Edwards, 2020). This approach was chosen because it allows an in-depth understanding of the center's strategic role in improving access and distribution of digital information in Nagari VII Koto Talago. Case studies provide an opportunity to investigate complex phenomena and specific contexts in depth. The population studied was the Nagari VII Koto Talago government apparatus, with the sample selected using a purposive sampling technique, where members of the government apparatus who had a significant role in the management and distribution of digital information were selected to be respondents. Service techniques through training and workshops will be held to involve members of the government apparatus selected as research samples (Purnamasari et al., 2020). Training will focus on understanding basic concepts about information technology, using digital tools, and the importance of equitable access to information. The workshop will serve as an interactive forum where participants can share experiences, explore joint solutions, and design

strategies to improve access and distribution of digital information in Nagari. Data was collected through observations to understand existing practices in managing digital information in Nagari VII Koto Talago. The collected data will be analyzed thematically to identify patterns, themes, and main issues that emerge in the research context.

RESULTS

This community service activity was carried out in the Walinagari VII Koto Talago Office Hall, attended by 25 participants representing various elements of the government apparatus of Nagari, Jorong, PKK, KI, and so on. This activity aims to socialize the use of the Nagari Informative Application, which is delivered by research team lecturers who are experts in Information Technology. The website display can be seen in Fig 1 below.

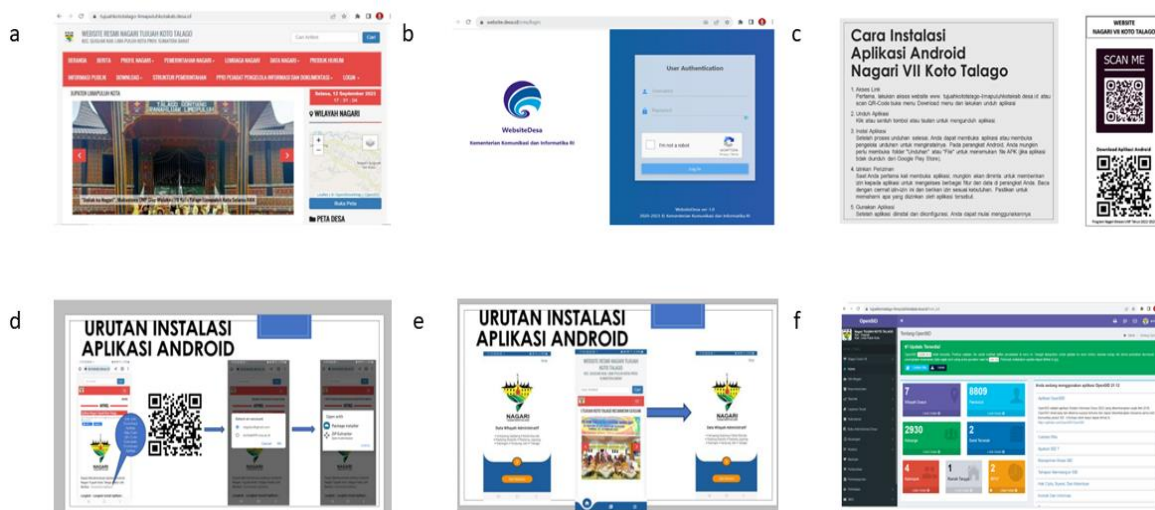


Figure 1. Nagari VII Koto Talago website.

Note:

- The screenshot of the Nagari Website Display;
- The screenshot of the Ministry of Village website display;
- the screenshot of the Display of How to Install a Website on Android; and
- the screenshot of the Android Application Installation Sequence Display
- the screenshot of the Android Application Installation Sequence Display
- the screenshot of the Nagari Website Display on Android

Figs 1 (a, b, c, d, e, and f) is material for training and workshop activities. With explanations by the expert team, the training participants are expected to be able to understand and use this application optimally. Apart from socialization, training and workshops were also carried out in using the application, especially in conveying information to the public. Materials related to application use are presented in detail in this activity. It is hoped that with this socialization, the Nagari government will be able to utilize this application to support their performance in conveying information to the public

more effectively.

Increasing participants' understanding and skills in using the Informative Nagari Application. Participants were given a better understanding of the benefits and potential of these applications in supporting government work and services to the community. In addition, through training and workshops, participants have the opportunity to directly practice using applications in real situations, thereby improving their practical skills in conveying information to the public via digital platforms. The next discussion will include evaluating the impact of using this application on the efficiency and effectiveness of Nagari government performance and public services to the community.

Participants were given a better understanding of the benefits and potential of these applications in supporting government work and services to the community. According to research by Kuziemski & Misuraca (2020), a good understanding of information technology among government employees can increase productivity and the quality of public services (Kuziemski & Misuraca, 2020). Thus, through training and workshops, participants have the opportunity to directly practice using applications in real situations, thereby improving their practical skills in conveying information to the public via digital platforms.

Evaluate the impact of using this application on the efficiency and effectiveness of Nagari government performance and public services to the community. Based on research by Botín-Sanabria et al (2022) regarding the evaluation of the implementation of information technology in public services, a systematic and comprehensive evaluation is needed to measure the real impact of using applications in improving the quality and accessibility of information for the public (Botín-Sanabria et al., 2022). Thus, the results of this activity will become the basis for policy recommendations and strategic steps in increasing the use of information technology in the Nagari government and public services at the local level.

CONCLUSIONS

The growth of information technology has changed the social, economic, and cultural landscape globally, but the challenges of access and distribution of digital information remain significant, especially in rural areas such as Nagari VII Koto Talago. Through community service activities that focus on socialization, training, and workshops on using the Nagari Informative Application, participants can improve their understanding and skills in utilizing information technology. It is hoped that the use of this application will increase efficiency in the delivery of information and public services. The impact evaluation will be important to measure the effectiveness of the use of information technology in improving the performance of the Nagari government and public services, as well as to develop further policies and strategies to support economic, social, and cultural growth in Nagari VII Koto Talago and similar areas throughout Indonesia.

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