

## **STRATEGY FOR INTRODUCING ALUE NAGA VILLAGE TOURISM THROUGH WEBSITE CREATION AS A DIGITAL PROMOTIONAL MEDIA USING GOOGLE SITES**

**Sufyan <sup>1\*</sup>, Maimun <sup>2</sup>, Munandar <sup>2</sup>, Imilda <sup>1</sup>, Muhammad Yassir <sup>3</sup>, Riyan Maulana <sup>2</sup>, Rahmat Arfan <sup>4</sup>, Joharsah <sup>5</sup>, Razaqul Daffa <sup>1</sup> Mujiburrahman <sup>2</sup>**

<sup>1</sup> Department of Information Management, STMIK Indonesia Banda Aceh, Indonesia

<sup>2</sup> Department of System Information, STMIK Indonesia Banda Aceh, Indonesia

<sup>3</sup> Biology Education Department, Gunung Leuser University, Aceh, Indonesia

<sup>4</sup> Public Sector Financial Management Study Program, Faculty of Economics, Kutaraja Polytechnic, Banda Aceh, Indonesia

<sup>5</sup> Animal Husbandry Study Program, Faculty of Agriculture, Gunung Leuser University, Aceh

Email correspondencesofyan.ars@gmail.com

### **ABSTRACT**

Community Service (PKM) is one of the activities carried out by universities or educational institutions to make a positive contribution to society. PKM focuses on the application of science and technology owned by universities to help solve problems faced by the community, and improve social welfare. Community Service (PKM) is also an effort to realize a more efficient education, namely education that is directly experienced by lecturers and students, so lecturers and students do not only get material, but what is more important is that the theories obtained in the lecture bench must also be applied in the field, especially in the community environment of Gampong Alue Naga, Syiah Kuala District, Banda Aceh City.

**Keywords:** Tourism Introduction, Digital Promotion, Lecturer Service, Gampong Alue Naga

### **INTRODUCTION**

Community Service is a form of social responsibility carried out by universities, especially lecturers, to make a positive contribution to society through the application of science, technology, and skills. This service aims to improve welfare, education, and community empowerment in various sectors of life. According to Dr. Ki Hajar Dewantara, Community Service (PKM) is one of the three main pillars in the tri dharma of higher education in Indonesia, in addition to education and research and emphasizes the importance of universities not only functioning to produce knowledge, but also to make a real contribution to society. PKM is a means for lecturers and students that allows students to apply their theories to the real work of the community. PKM is also a concrete experience that includes education, research and community service. With the help of this community service program, students are expected to be able to apply scientific disciplines that are still at the theoretical level, such as direct service and assistance to the community, in addition to research that aims to further develop the knowledge that has been obtained. In addition, PKM also has the skills to overcome and solve problems in the community to learn how to build integrated human relationships in society, the main goal that will be achieved later after graduation. (Galuh Fandatiar 2015). One of the activities that improve students' critical abilities and experience in

a real form is the Real Work lecture. The Community Service Program is a companion course that must be taken by students in every undergraduate program.

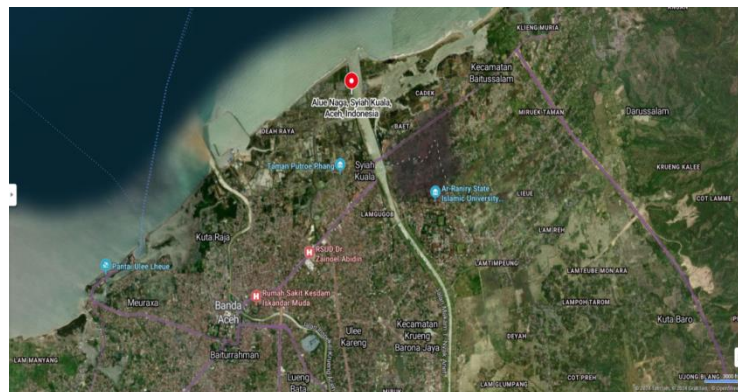
Alue Naga Village, located in Syiah Kuala District, Banda Aceh City, Aceh, is one of the coastal villages that has promising tourism potential. The village is famous for its beautiful panoramic beaches, white sand, and the life of a typical fishing community. Its strategic location near the center of Banda Aceh City makes this village one of the potential destinations for local and foreign tourists. However, despite its great potential, Alue Naga Village still faces various challenges in developing the tourism sector. One of the main challenges is the lack of effective promotion and the underutilization of digital technology as information media. In today's digital era, online media has become one of the main tools in promoting a tourist destination. Modern travelers tend to search for information via the internet before deciding to visit a place. However, Alue Naga Village does not yet have an integrated digital platform to showcase the natural beauty and interesting activities that can be done in this village. Information about the village's potential is often only spread through word of mouth or personal social media, so its reach is very limited. This is one of the main obstacles in attracting tourists to visit the village.

To overcome these problems, this PKM program was designed with a focus on developing digital promotional media through the creation of village websites. The utilization of the Google Sites platform was chosen due to its advantages of being easy to use, free, and allowing the village to manage content independently after the program was completed. Through this website, information about the tourism potential of Alue Naga Village can be conveyed in a structured, attractive, and easily accessible way to the wider community. The website is designed to display various information, such as descriptions of tourism potential, photo galleries, village activity agendas, and contacts that can be contacted by potential tourists. In addition to the main program in the form of website development, supporting programs were also implemented to empower the village community in various aspects, such as education, environment, and technology. One of the supporting activities is a coloring competition for PAUD children at SPS Seulanga, which aims to train children's creativity from an early age. This activity is expected to have a positive impact on the development of children in Alue Naga Village. In addition, we also conducted a PKK garden reforestation program through planting new plant seeds and cleaning the garden area. This activity aims to increase community awareness of the importance of keeping the environment green and beautiful.

Another important program was an educational visit to SDN 58 Alue Naga, where we provided counseling on the impact of smartphone use on children. In the digital era, uncontrolled use of smartphones can have a negative impact on children's development, such as health problems, game addiction, and decreased social interaction. Therefore, through this counseling, we provide students with an understanding of the importance of using technology wisely. This activity also involves teachers and parents so that they can continue to monitor children's smartphone use at home. The various programs designed in this PKM not only aim to provide short-term solutions, but also to create long-term sustainable impacts. The website creation program, for example, is designed so that it can continue to be managed by the village community later on. To ensure this, we also provide training to village youth on how to manage website content using Google Sites. This way, they can independently update information on the website, such as adding new photos or announcing village activities.

In addition, the reforestation and education program in schools is expected to increase community awareness about the importance of protecting the environment and making positive use of technology. This activity is also part of our efforts to strengthen social relationships between students and the people of Alue Naga Village. Through direct interaction in every activity, we can hear the aspirations of the community and understand more deeply their needs. Overall, the background of this PKM program is based on the urgent need to optimally utilize the potential of Alue Naga Village. In the process of planning and implementing the program, we always involve the village community so that every activity carried out is truly relevant to their needs. We believe that community empowerment is the key to the success of the PKM program, because only with the full support of the community, this program can have a real and sustainable impact.

With this report, we hope to provide a comprehensive overview of the implementation of the PKM program in Alue Naga Village. This program is not only designed to provide benefits to the village community, but also as a learning experience for students in applying knowledge and skills in the real world. We hope that this program can be a good first step for the development of Alue Naga Village as a widely known tourist destination in the future. Through this Community Service (PKM) program, students are expected to get to know directly with community life with all its problems. With the discovery of problems in society, students are required to find solutions through the mechanism of their respective scientific interdisciplinary work systems. Through this Community Service (PKM) activity is expected



Location of Community Service in Gampong Alue Naga, Syiah Kuala District, Banda Aceh

## A. SERVICE METHOD

The method of Community Service (PKM) Gampong Alue Naga Syiah Kuala District Banda Aceh uses the method. Implementation by conducting lectures, training and guidance and documentation to participants from the community and giving a positive effect both for the community and lecturers and students. The target group for the implementation of the work program is the community in Gampong Alue Naga, Syiah Kuala District, Banda Aceh. While the form of implementation is carried out through introduction, direct interaction and direct practice of several things that become the program of this Community Service (PKM), one of which is about the practice of cleanliness, togetherness and the location renewal program of the Real Work Lecture site. This aims to strengthen personalization and togetherness with the village community which is the location of this Community Service. The following is a

description of the implementation method carried out:

1. Socialization of Community Service (PKM)
2. At the location, group members were welcomed by Geusyik and other officials and the community of Gampong Alue Naga. The initial activity of Community Service (PKM) is a sign of introduction to the community about the theme and material of Community Service (PKM) to all gampng officials, community leaders of Gampong Alue Naga, Syiah Kuala District, Banda Aceh.
3. Direct interaction  
The next stage is the process of direct interaction with the community and mutual interaction with all communities, in this interaction process it is usually about introducing the implementers and campus institutions, introducing the program to be implemented and the program activities carried out at the location of this Community Service (PKM).

## **B. RESULTS AND DISCUSSION**

During the period of Community Service (PKM), all group members and the surrounding community always work together and help each other in every daily activity as well as in all activity programs carried out by Community Service (PKM) participants. The first week of activities only focused on environmental cleanliness and preparing the place for the PKM implementation post in the Meunsah Musafir neighborhood, Alue Naga Village, Syiah Kuala District, Banda Aceh. The first week of activities began to design an activity program, which began with the creation of a digital promotion website for village products. In the second week of activities on socialization of introduction and friendship with the community of Gampong Alue Naga, because the environmental factors are more crowded with children being supporters of activities and they also participate in playing during Community Service activities (PKM). This week all group members also carried out other supporting activities such as making competition activities for children, and helping local residents' activities such as by helping and visiting the making of fishing boots, visiting elementary schools for direction on the use of gadgets for children. This second week, the movement of post members has also been relatively active, such as by cleaning and maintaining the village park and attending invitations to community feasts and attending other community social activities. In this week also did not forget the social activities of renewing the meunasah Musafir Gampong Alue Naga environmental facilities to seem more active and able to start and convince from the programs that will be implemented in the future.

The process in the third week was only activities around the Community Service Post (PKM). In this fourth week the post members also coordinated with several residents about the next program on making cleanliness education boards and making road signs and others. While in this last week the Community Service activities (PKM) socialize the results of this Program to the community and apparatus, namely: 1. The importance of the tourism potential of Alue Naga Village through digital promotional media, which can also improve community skills in utilizing technology to support the tourism sector. 2. The purpose of this supporting program is designed to increase community awareness about education, environment, and technology. 3. This program provides new insights into the importance of digital promotion in developing the village's tourism potential. In addition, supporting programs such as reforestation and student education increase awareness of the importance of environmental preservation and wise use of technology. The following is the agenda of Community Service (PKM) with the



theme of Alue Naga Village Tourism Introduction Strategy through Website Creation as Digital Promotion Media in Gampong Alue Naga, Syiah Kuala District, Banda Aceh:

| ACTIVITY   | PERSON IN CHARGE               | ACTIVITY DATE        | KET    |
|--|--------------------------------|----------------------|--------|
| Website setup time 1 week  | Razaqul Daffa and Aufa Ziyanda | October 11-18, 2024  | Finish |
| Coloring competition at SPS Selanga Alue Naga                    | Lilis suryani and Risyanti     | October 27-29, 2024  | Finish |
| Gadget user briefing for elementary school children 58 Alue Naga | Gusti Mulia and Rika Reza      | October 30-31, 2024  | Finish |
| PKK garden greening  | Nilyanda and Ayu Irmadiaka     | November 15-21, 2024 | Finish |
| Beach Cleaning   | All Members                    | November 22-24, 2024 | Finish |

## 1. Gampong Website Setup

Setting up a Gampong Website is the first step to providing a digital platform for gampong (villages) to support transparency, public services, and promotion of local potential. Here are the important steps that can be taken:

- Planning includes 1) determining the main purpose of the website, such as public service information, tourism promotion, or financial reports. 2) Choosing a domain name that is easy to remember, reflecting the identity of the village, such as [www.gampongnama.com](http://www.gampongnama.com). 3) Forming a team consisting of village officials, IT managers, and community representatives.
- Website Development which includes 1) Selecting a reliable hosting provider that is suitable for the village budget. 2) Using a CMS (Content Management System) platform or code-based platform if technically capable. 3) Ensuring the website is easily accessible on various devices, both desktop and mobile.
- Create Initial Content which includes 1) Village profile (history, vision, mission, government structure). 2) Public service information. 3) Potential and superior products of the gampong. 4) Gampong news and gampong activity agenda.
- Infrastructure provision includes 1) Ensure stable internet availability for the management process. 2) Prepare a computer or laptop device for website admin.
- Management and Maintenance includes 1) Training village officials or managers to be able to manage content independently. 2) Update the information on regularly to keep the website relevant. 3) Install SSL for data security, and perform regular backups.
- Socialization and Launching includes 1) Socializing to the community through social media, community meetings, or billboards in strategic places. 2) Solicit input from citizens to improve the website

A well-managed village website can be an effective means of communication between the village government and the community, while supporting technology-based development. Domain wwbsite gampong alue naga can be seen in the picture below:

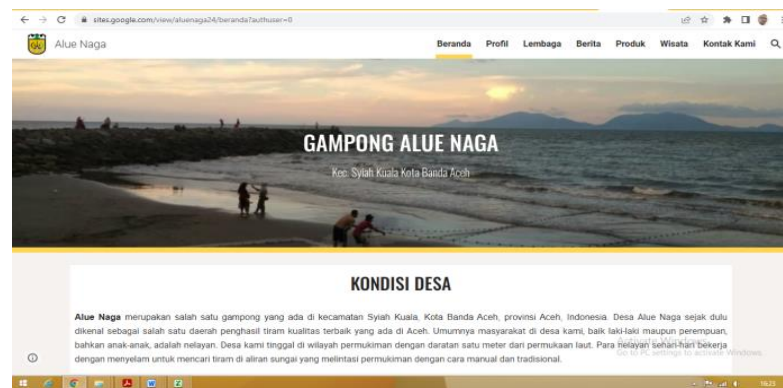


Figure 1 Website of Gampong Alue Naga

## 2. Coloring Competition

**Coloring Competition on Learning** The coloring competition was enthusiastically followed by the counseling participants. This activity is a form of educational activity that is informally expected to affect the knowledge, skills and attitudes/behavior of participants. This is in accordance with the opinion of Hamalik (2010) that education is an effort that plans to involve students in adjusting to their environment, so as to cause changes in themselves so that they can function strongly in community life. Early childhood education is where Golden Age children develop their basics, because according to psychologists, early childhood only comes once and cannot be repeated, which is very important for the development of other human qualities. Children practice skills, hygiene and patience to accomplish their tasks. Children's skills are acquired by practicing hand manipulation repeatedly so that children can gradually control and direct hand movements as desired. The child's cleanliness is trained when coloring, the child tries not to contaminate other areas with the color to be carved, the child practices so that the color of an object does not come out of the existing line.

The longer the better, as the child gets used to the medium and knows how to maintain it carefully and cleanly. It also trains the child's patience as he or she tries to complete the painting task carefully, meticulously and cleanly. The children's drawing competition can be seen in the picture below:



Figure 3 Children's Painting Competition

### 3. Gadget Use Briefing for Kids

Guided gadget use activities for children that can help ensure their use remains positive and supportive of their development. Some ways of using gadgets for children to avoid gadget abuse are as follows:

- a. Set Usage Rules by setting a daily usage time limit, e.g. 1-2 hours according to the child's age and make rules not to use gadgets at the dinner table, bedroom, or during family time.
- b. Choosing the Right Content by 1) Choosing educational and age-appropriate apps and games. 2) Using parental control features to block inappropriate content. 3) Monitoring and supervising the content that children access.
- c. Educate children about digital dangers and etiquette by 1) Explaining risks such as cyberbullying, online fraud, and inappropriate content. 2) Teaching children to be polite and respectful to others when using gadgets or the internet.
- d. Provide Alternative Activities by 1) Encouraging children to play outside, read books, or do creative activities such as drawing and music. 2) Inviting children to join family activities that do not involve gadgets.
- e. Set a good example by reducing the use of gadgets in front of your children, especially during gathering time.
- f. Using Gadgets as a Learning Tool by 1) Inviting children to search for information or watch educational videos together. 2) Using interactive apps to help children learn reading, math or language.
- g. Evaluate Periodically by 1) Revisiting the rules of gadget use as children get older and their needs change. 2) Discussing with the child about their experiences when using gadgets to understand their concerns or interests.

With the right guidance, gadgets can be a useful tool for children's development without having a negative impact. The activity of directing the use of gadgets for children can be seen in the picture below:



Figure 4: Gadget Usage Guidance Activity for Children

### 4. Greening the Garden

Greening the garden is an effort to create a healthier, more beautiful, and sustainable green space by planting various types of plants, including large trees, fruit plants, ornamental plants,



and ground cover plants. This activity is useful for improving environmental quality, adding aesthetics, and supporting the ecosystem around the garden with the following steps:

- a. Planning includes 1) Determine the purpose of afforestation (e.g., afforestation for aesthetics, water conservation, or food provision). 2) Identify plant species that are suitable for soil conditions, climate, and water availability.
- b. Land Preparation includes 1) Clearing the land of weeds and garbage. 2) Tillage to improve fertility, such as loosening the soil and adding compost or organic fertilizer.
- c. Plant selection includes 1) Selecting local or native plants to support ecosystem sustainability. 2) Combining plant species to create biodiversity, such as shade plants, fruit plants, and ornamental plants.
- d. Planting includes 1) Plant according to the recommended spacing to avoid resource competition. 2) Ensuring planting is done at the right time, usually early in the rainy season and swamping regularly.
- e. Benefits of Greening the Garden include 1) Reducing air pollution, improving soil quality, and maintaining ecosystem balance. 2) Adds to the aesthetics of the surrounding environment, provides relaxation space, and improves mental health. 3) Produce crops such as fruits, vegetables, or medicinal plants. Garden Greening activities can be seen in the picture below:



Figure 5 Garden Greening Activity

## 5. Beach Cleaning

Beach cleaning is an activity that aims to collect and dispose of garbage and pollution on the beach, so that the beach environment becomes clean, healthy, and more preserved. Coastal clean up is an activity that aims to maintain the cleanliness and beauty of the beach, as well as increase public awareness of the importance of protecting the marine environment. Some of the benefits of coastal clean up include: 1) Reducing the amount of trash around the beach. 2) Increase public awareness of the environment. 3) Creating a clean and sustainable environment. 4) Increase cross-sectoral cooperation in waste management. 5) Reducing the amount of plastic waste that pollutes the environment.

In beach cleanup activities, participants will sweep and pick up trash, as well as provide an appeal to the community to dispose of trash in its place. In addition, the beach can also be cleaned using sand cleaning machines or other chemicals such as oil dispersants. To maintain the cleanliness of the beach, the community is asked to dispose of garbage in its place and keep the beach clean and support the government's environmental cleanliness counseling program. Beach cleaning activities can be seen in the picture below:





Figure 6 Beach cleaning activity

## CONCLUSION

The implementation of PKM in Alue Naga Village has succeeded in achieving the main goal, namely introducing the tourism potential of the village through digital media. The website created is one of the first steps in promoting Alue Naga Village to the wider community. Supporting programs, such as coloring competitions, greening, and education in schools, also have a positive impact on increasing public awareness about the importance of education, the environment, and the use of technology. PKM is one of the obligations of lecturers to contribute to the country. Research and community service are elements of the Tri Dharma of Higher Education. Community Service (PKM) with a period of 1 month is a form of service of lecturers and students to the community. With this Community Service (PKM), it is hoped that lecturers and students can play a role and participate actively in the community because in the community not only knowledge needs to be applied but how lecturers and students approach and can blend in with the community environment. All programs can be carried out well and smoothly even though there are several obstacles, but these can be overcome. The activities of the Community Service Program (PKM) are carried out in the morning, afternoon and evening, some are also carried out outside of that time. With the implementation of these Community Service programs, it is hoped that they can benefit the people of Gampong Alue Naga, Syiah Kuala District, Banda Aceh.

The implementation of this PKM program is inseparable from the cooperation between the community and the cooperation between lecturers and students who carry out Community Service (PKM) in Gampong Alue Naga, Syiah Kuala District. So that in the implementation of Community Service (PKM) Lecturers and students are required to be able to live in society and understand the reality of society by using their knowledge, attitudes and skills. The success of Community Service programs will ultimately provide mutual benefits between lecturers, students and the community. Seen from the positive side for lecturers and students is that it can increase awareness of the surrounding environment both in the community and expand the horizons of thought and can train student activeness in social life and can build community initiatives and enthusiasm both children, young people and parents in advancing and developing themselves.

## ACKNOWLEDGMENTS

This article is one of the activities of the community service program, therefore, thank you to the Chairperson of STMIK Indonesia Banda Aceh in this case represented by the STMIK Indonesia community service institution for the support of financial assistance and facilities

provided. Thank you also to the tutors who have been willing to provide training, guidance and assistance to the community in series of community service activities. Thank you also to the partners in this service activity who have provided facilities and infrastructure so that this service activity can run well and smoothly.

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