

The Expanding of Village Digital Archive Management Competence and Marketing Development for Small and Medium Village Micro Enterprises

Silverius Tey Seran

Published online: 10 August 2022

Abstract

This service aims to increase the competence of village officials in the village digital archives management and the development of marketing techniques for Micro, Small, and Medium Enterprises (MSMEs) in Jatiroke Village. This community service was motivated by the breakthrough and digital innovation of the West Java Government in 2019, which touched various sectors of community service. The achievement of these digital-based programs needs to be supported by qualified Human Resources. Socialization about the digital village program, digital literacy measures, and various forms of digital adaptation need to be continuously promoted, including digital archives management and the variations of marketing techniques for MSMEs products for business actors. With the Participatory Rural Appraisal (PRA) and the FGD (Focus Discussion Group) approach technique, the Village Government can better understand the importance of the effectiveness of archive utilization and MSMEs actors can also understand the importance of marketing adaptation in the midst of globalization.

Keywords: Competencies, Archive, Digital, Small and Medium Enterprise (SME)

INTRODUCTION

This paper aims to describe two variables used in community service activities regarding increasing the capacity of village governments and developing MSME product marketing. This service activity was carried out in the village of Jatiroke, Jatinangor District, Sumedang Regency.

Under Indonesia's Law Number 6 of 2014 concerning Villages, the Village Government is the organizer of government affairs by the Village Government in regulating and managing the interests of the local community based on local origins and customs that are recognized and respected in the system of Government of the Unitary State of the Republic of Indonesia.(Wuri et al., 2017)

The village government is vital in implementing village development, community development, and community empowerment. This complex task requires the village government to be responsible and carry it out as well as possible. A responsible government must be able to present information on government administration in a

fair, transparent, fast, and precise manner to the public. Able to provide satisfying services for the community and space for the community to be actively involved in the development process. The village government must also be able to explain and account for each public policy proportionally, and there are facilities for the public to assess government performance(Apriani, 2020)

What is essential now is increasing the village apparatus's capacity to significantly contribute to the effectiveness of the implementation of the Village Law to create an advanced and independent village. It includes the capacity to carry out duties and functions as a village apparatus. Covers the areas of village government management, planning preparation, and development, as well as village finance and assets(Lasmana, 2017)

Integrity and self-confidence are not enough if it is not followed by qualified capacity; as a result, the instinct to avoid tasks irrelevant to capacity will get more robust so that organizational goals will be further away from optimization.

Everyone needs the capacity to carry out their job within the organization and individuals to avoid gaps between responsibility and individual capacity in carrying out a job within the organization.(Lasmana, 2017)

An important aspect that influences the performance of the village government is the village head's and village officials' capacity. Several research results mentioned that the Head of the Village's competency positively impacts financial management accountability and village development.(Susanti, 2015)

Ipdn kampus kalimantan barat

*) *corresponding author*

Silverius Tey Seran

Email: Seran@gmail.com

In implementing the program, the village government is certainly not alone but requires cooperation with the community. The community is not only an object but needs adaptation to be involved as a subject in achieving village government goals. The lack of community involvement makes village development programs unable to run optimally, including the tourism village formation program (Rahma & Aldila, 2017)

The problem of the village is getting more and more complex day by day. This problem is influenced by many factors that influence each other, whether it's about dependency, underdevelopment, limited agricultural land, low productivity, human resources that are not superior, and unemployment which seems to be a typical problem in rural areas. (Arifin, 2015)

Not only seen from innovation but the low capacity of village officials that dominates the knowledge aspect of specific governance, for example, knowledge to synergize local needs and village planning in the Village Medium-Term Development Plan (RPJMDes) and Village Revenue and Expenditure Budget (APBDes) documents. (Lesmana et al., 2019)

In Indonesia's Law Number 06 of 2014, village head candidates are not required to have managerial, technical, or socio-cultural competence. However, many previous research results (Kuengo et al., 2017) (Lesmana et al., 2019) concluded that village officials must have at least three of these competencies.

The weak competence of the village apparatus shows that so far, village officials have rarely received competency development in various forms. Some of the results of previous research suggest that local governments or non-governmental organizations provide training through outreach, technical guidance, and continuous training education (Ngara, 2021)

Suppose you look at the current conditions and needs. In that case, the competencies of village officials needed to realize village development cover extensive matters in terms of village fund management and capabilities in other village affairs. For example, data collection on villagers, the ability to understand administrative village boundaries, managing tourism potential, demands for village innovation, understanding legal products about villages that are highly elastic, managing village archives, and innovation in developing village Small and Medium Enterprise (SME).

Jatiroke Village is experiencing problems experienced by villages in Indonesia, including matters of archive management, as well as the development of village SMEs after the Covid-19 Pandemic. All of these phenomena originate from one factor, namely the self-competence of the village apparatus.

Jatiroke Village officials said that the socialization of e-office application administration was minimal, so they still needed to fully understand when updating new application features that were not preceded by prior socialization. SME data collection also brings new problems in its management because village officials need to input SME data in 2 (two) different applications, so there is a dual input.

Service contributions in increasing the capacity of the Jatiroke Village government and SME actors will use the most appropriate approach according to the results of pre-conducted research, namely the Participatory Rural Appraisal (PRA) method. This method is effective in terms of an approach that stimulates the participation of village officials and the community in the village development process regarding archive management and village MSME marketing innovations.

Methods

The author chose the qualitative method to be used in this service because this method emphasizes a holistic description that can explain in detail the situation of community service in Jatiroke Village. (Farida, 2008)

Data collection techniques belonging to the qualitative method (observation, interviews, documentation) can strengthen the accuracy of the research results, thereby helping the authors find answers to research on digital archive management and the development of SMEs in Jatiroke village.

Through interviews, researchers can examine the answers given by the informants, understand the attitudes shown when giving answers, and understand points of view, feelings, and actions. Interviews can also clarify previously unknown things (Rachmawati, 2007), observations for the direct exploration of conditions in Jatiroke Village, and documentation to support research evidence that did not found in the two previous methods (Dr. Umar Sidiq, M.Ag Dr. Moh. Miftachul Choiri, 2019)

The researcher then processes the collected data by summarizing, sorting out the main points, and looking for themes so that they become the research focus. The researcher then processes the collected data by summarizing, sorting out the main points, and looking for themes so that they become the research focus.

Result and Discussion

Researchers took a direct approach to the problems faced by Jatiroke Village officials and village SME actors so that this service went according to the problems faced by village officials. The advantage of this direct approach procedure is that handling the problem will be appropriate because the identification of the pain originates from the disclosure results of the village officials, which are then focused on by the researcher.

Before providing training to village officials and SMEs in Jatiroke, it is necessary to understand the main problems before offering tentative solutions that provide optimal work modes that will meet the real needs of the village (Supriatna, 2014)

The researcher chose Participatory Rural Appraisal (PRA) because this approach is based on participatory practices. It can help researchers realize the knowledge, techniques, and dispositions needed by village officials and SMEs in running the wheels of government and business development.

The researcher has formulated the focus of the problems that occur in Jatiroke Village that it is necessary to develop capacity for Jatiroke Village officials so that the Jatiroke Village Government can understand well the workflow and utilization of conventional and digital archives. SME actors can understand the importance of adaptation in marketing SME products.

In this community service activity, 13 Jatiroke Village officials were the main focus for receiving training from the service team, consisting of the Village Head, village apparatus, village secretary, members of the Village Consultative Body (BPD), Hamlet Head, and 10 Jatiroke Village SME actors. The aim is to recall the obligations, functional duties, authorities, and prohibitions, along with several other provisions, including document filing

activities in the village. This service activity also emphasizes the importance of adaptation in marketing SME products for representatives of SME actors.

The selection of 13 village officials and 10 SME actors was intended to conform with the PRA approach, namely with the results of secondary data collection, researchers followed up with key informant interviews, Focus Group Discussion (FGD) with a participatory model.(Chambers, 1994)

The Head of Jatiroke Village, representing other village officials, said this assistance is very much needed. That is used as the village government can continue to adapt in managing records and to fulfill the community's right to receive services, primarily the responsibility for developing SMEs in Jatiroke village.

Village officials realize that managing records so far, including dynamic archives related to land, vital in supporting potential land dispute issues, still needs to be improved in both conventional and digital storage. Follow-up assistance regarding archives in e-office applications still needs to be improved in collecting all data in the village. The e-Office application has an Archiving Folder available. Still, not all documents can be archived in the e-office, for example, Village Head Decree documents, so it is necessary to Scan and Save on Village inventory computer/laptop storage media. Documents stored on the device's memory have been backed up on an external hard drive to back up files. Even though document digitization has been carried out, document discovery/retrieval is still carried out conventionally so that it cannot be accessed online (in the network). The Head of Jatiroke Village said that the use of cloud storage media, including through Google Drive, had yet to be activated due to concerns about the level of security of the application, which has the potential for essential data leaks for the village community.

Apart from being a document storage medium, e-office applications are still not optimally utilized because there is still data that has not been integrated. For example, village MSMEs data needs to be input twice, namely the State Minister for Cooperatives Small and Medium Enterprises Application and the E-Office Application. In another case, if this application has been integrated, of course, it can minimize the ineffectiveness of work. Integration is limited to applications and requires intense coordination in building working relationships between the Office and the Village regarding the socialization of using e-office applications. In connection with what was conveyed by the e-office operator in Jatiroke Village, there is already a feature called SILAPASAGI (GISA Village Population Service System). Still, it has yet to be discovered how optimal it will utilize.

Concerning SMEs, SME actors in Jatiroke Village are estimated to have reached 400 based on the recapitulation of Business Identification Number data which Village officials facilitated. With a large number of SME actors, developing knowledge in product marketing is essential. At the activity implementation stage, MSME actors have been assisted in marketing potential efforts by introducing and utilizing marketing media, namely Shoppefood. The sample of marketing Online Store that has been made to support this activity is Shopee Shop shopee.co.id/bumdes_tunasharapan. The simulation of creating an online store and marketplace application business process is expected to foster a mindset and digital marketing adaptation due to rapid digital transformation.

Community service uses the Participatory Rural Appraisal (PRA) approach to increase the capacity of the Jatiroke village government to manage digital archives, and the ability of MSME actors in product marketing techniques can be concluded to have a positive impact. The Village Government can better understand the importance of effectively using archives both conventionally and digitally. Understand the urgency of good records management to trigger thoughts of implementing ways to store and pack archives so that they are organized and not easily damaged, easy to find, and more efficient and practical storage. With the same method, namely PRA, MSME actors can understand the importance of marketing adaptation amidst the development of globalization. MSME business actors have also been assisted in simulating creating an online store to introduce marketing opportunities through social media as a marketing adaptation.

Furthermore, it is interesting to carry out further service as a monitoring step to maximize activity output. Then it is necessary to evaluate the usefulness that has been carried out and ensure that changes can occur in village officials and MSME actors. This evaluation aims to assess the impact on the development of village development and community welfare or other conditions that cannot predict.

Gratitude

The service community team would like to thank the Head of Jatiroke Village, along with all village officials and village SME actors who have accepted and supported the team in community service activities to increase the capacity of the village government and Jatiroke village SME actors.

REFERENCES

- Apriani, G. (2020). Kinerja Aparatur Pemerintah Desa. *FOKUS: Publikasi Ilmiah Untuk Mahasiswa, Staf Pengajar Dan Alumni Universitas Kapuas Sintang*, 18(1), 44–50. <https://doi.org/10.51826/fokus.v18i1.394>
- Arifin, M. Z. (2015). Pengelolaan Anggaran Pembangunan Desa di Desa Bungin Tinggi, Kecamatan Sirah Pulau Padang, Kabupaten Ogan Komering Ilir, Sumatera Selatan. *Jurnal Akuntansi*, 1(1), 1–21.
- Chambers, R. (1994). The Origins and Practice of Rural Appraisal. *World Development*, 22(7), 953–969. <http://www.ircwash.org/sites/default/files/125-94OR-16929.pdf>
- Dr. Umar Sidiq, M.Ag Dr. Moh. Miftachul Choiri, M. (2019). Metode Penelitian Kualitatif di Bidang Pendidikan. In *Journal of Chemical Information and Modeling* (Vol. 53, Issue 9). [http://repository.iainponorogo.ac.id/484/1/METODE PENELITIAN KUALITATIF DI BIDANG PENDIDIKAN.pdf](http://repository.iainponorogo.ac.id/484/1/METODE%20PENELITIAN%20KUALITATIF%20DI%20BIDANG%20PENDIDIKAN.pdf)
- Farida, N. (2008). Metode Penelitian Kualitatif dalam Penelitian Pendidikan Bahasa. *信阳师范学院*, 1(1), 305. <http://e-journal.usd.ac.id/index.php/LLT%0Ahttp://jurnal.untan.ac.id/index.php/jpdpb/article/viewFile/11345/10753%0>

Conclusion

[Ahttp://dx.doi.org/10.1016/j.sbspro.2015.04.758%0Aw](http://dx.doi.org/10.1016/j.sbspro.2015.04.758%0Aw)
www.iosrjournals.org

- Kuengo, S., Posumah, J. H., & Dengo, S. (2017). Kompetensi Kepala Desa Dalam Penyelenggaraan Pemerintahan Di Desa Tounalet Kecamatan Kakas Kabupaten Minahasa. *Jurnal Administrasi Publik UNSRAT*, 3(046).
- Lasmana, H. (2017). Peningkatan Kapasitas Kepala Desa Dan Aparatur Desa (Studi Terhadap Penyusunan Perencanaan Pembangunan Desa Dalam Pengelolaan Dana Desa Panggak Laut Kecamatan Lingga Kabupaten Lingga). *Jurnal Ilmu Administrasi Negara (JUAN)*, 5(2), 9–18.
<http://ojs.umrah.ac.id/index.php/juan/article/view/698>
- Lesmana, R., Sunardi, N., Hasbiyah, W., Tumanggor, M., & Susanto. (2019). Manajemen Alokasi Dana Desa dalam Upaya dan Strategi Mewujudkan Desa Sejahtera Mandiri di Desa Cihambulu, Kec. Pabuaran, Kab. Subang, Jawa Barat. *Jurnal Abdi Masyarakat*, 1(1), 57–65.
- Ngara, A. D. (2021). *Junrejo Kecamatan Junrejo*.
- Rachmawati, I. N. (2007). Pengumpulan Data Dalam Penelitian Kualitatif: WaRachmawati, I. N. (2007). Pengumpulan Data Dalam Penelitian Kualitatif: Wawancara. *Jurnal Keperawatan Indonesia*, 11(1), 35–40.
<https://doi.org/10.7454/jki.v11i1.184wawancara>.
Jurnal Keperawatan Indonesia, 11(1), 35–40.
- Rahma, P. D., & Aldila, R. (2017). Identifikasi Potensi & Masalah Desa Sidomulyo Sebagai. *Jurnal Reka Buana*, 2(1), 89–97.
- Supriatna, A. (2014). Relevansi Metode Participatory Rural Appraisal Dalam Mendukung Implementasi Undang-Undang. *Jurnal Lingkungan Widyaaiswara*, 1, 39–45.
http://juliwi.com/published/E0101/Paper0101_39-45.pdf
- Susanti, E. (2015). PERANAN KOMPETENSI PERANGKAT DESA DALAM MEWUJUDKAN AKUNTABILITAS PENGELOLAAN DANA DESA. *Paper Knowledge . Toward a Media History of Documents*, 3(April), 49–58.
- Wuri, R. R., Kaunang, M., & Pioh, N. R. (2017). KINERJA APARATUR PEMERINTAH DESA DALAM MENINGKATKAN PELAYANAN PUBLIK (Studi di Desa Sinsingon Kecamatan Passi Timur Kabupaten Bolaang Mongondow). *Jurnal Eksekutif*, 1(1), 107–115.