



Creative Building a Village By Empowering Technology as a Media of Information for The Community

Helmi Yazid^{1*}, Dilla Ayu Ristanti², Hesti Widyani³, Fikri Widyansyah⁴, Alfina Bunga Assyaukanie⁵, Muhamad Habib Anwar Fatwari⁶, Alifia Nuraeni Mardini⁷, Amsori Mahsus⁸, Muhammad Hafizh Fauzan⁹

^{1*,2,3,4,5,6,7,8,9}University of Sultan Ageng Tirtayasa

helmiyazid@untirta.ac.id ^{1*)}

Abstrak

Mahasiswa sebagai agen pendorong perubahan di masyarakat harus mampu merangsang adanya perubahan melalui program kerja yang dibuat dalam kegiatan Kuliah Kerja Mahasiswa (KKM). Banyak dikitnya bisa dilakukan untuk membantu dan membangun desa dengan program kerja yang kreatif, sederhana, dan mudah dipahami oleh masyarakat desa. Khususnya kondisi saat ini yang sedang terjadi di Indonesia yaitu pandemi Covid-19 dan munculnya varian terbaru dari Covid-19 masih menjadi permasalahan yang utama. Kegiatan KKM Tematik dilakukan Secara Online dan Offline, tetapi sebagian besar kegiatan yang kita lakukan adalah secara online. Dengan serangkaian program mengedukasi dan sosialisasi masyarakat Desa Pasir Jaya mengenai permasalahan kesehatan yaitu Penanganan, pecegahan, penularan, dan vaksinasi Covid-19. Pembuatan website Desa Pasir Jaya guna sebagai media penyaluran informasi terkait desa untuk masyarakatnya, serta pengadaan webinar kolaborasi dengan kelompok 19,40,112, yang berjudul "Imun Aman Pangan Maju" untuk mengedukasi masyarakat sekabupaten Tangerang tentang vaksinasi Covid-19 dan ketahanan pangan dimasa pandemic virus Covid-19. Penyebaran informasi kegiatan program kerja menggunakan media video animasi ataupun tutorial, infografis, pamflet, dan poster yang kemudian target informasi tersebut disebarakan melalui whatsapp group karang taruna Desa Pasir Jaya serta memanfaatkan media sosial seperti instagram dengan nama akun @kkmtematik17_untirta dan YouTube KKM17TEMATIK2021.

Kata kunci: *Kuliah Kerja Mahasiswa; Sosialisasi Covid-19; Teknologi; Media Informasi; Masyarakat.*

Abstract

Students as agents of change in society must be able to stimulate change through work programs made in Student Work Lectures (KKM). Much can be done to help and develop villages with work programs that are creative, simple, and easily understood by the village community. In particular, the current conditions that are happening in Indonesia, namely the Covid-19 pandemic and the emergence of the latest variant of Covid-19 are still the main problems. Thematic KKM activities are carried out online and offline, but most of the activities we do are online. With a series of programs to educate and socialize the community of Pasir Jaya Village regarding health issues, namely handling, prevention, transmission, and vaccination of Covid-19. Making the Desa Pasir Jaya website to serve as a medium for distributing information related to the village for its people, as well as providing a collaborative webinar with the 19,40,112 group, entitled "Imun Safe Foods



Forward" to educate people in the Tangerang district about Covid-19 vaccination and food security during the Covid virus pandemic -19. Dissemination of information on work program activities using animated videos or tutorials, infographics, pamphlets, and posters which then target the information to be disseminated through the Pasir Jaya Village youth group whatsapp and using social media such as Instagram with the account name @kkmatematik17_untirta and YouTube KKM17TEMATIK2021.

Keywords : Student Work Lecture; Covid-19 Socialization; Technology; Information Media; Public.

Introduction

Student Work Lecture (KKM) is one of the mandatory courses that must be taken by all students of Sultan Ageng Tirtayasa University. This KKM activity lasts for one month. At Sultan Ageng Tirtayasa University, the KKM is divided into two, namely the Partnership KKM and the Thematic KKM. What our group is currently holding is the Thematic KKM. Our Thematic KKM group had the opportunity to do service for one month in Pasir Jaya Village, Cikupa District, Tangerang Regency, Banten. Our group consisted of eight people with 4 members living in the vicinity of Pasir Jaya Village and the rest outside the city. Thematic KKM is carried out by living mingling with the community in the village for one month. Not just stay students are also required to make any programs that will be held in the village, because the main purpose of the KKM activity is so that students can socialize in the village with various dynamics, and can apply all the theories that have been studied in college for approximately six semesters. Students as agents of change in society must be able to stimulate change through work programs made in Student Work Lecture activities.

Unlike before, the 2021 Thematic KKM will be held online due to the ongoing COVID-19 pandemic in Indonesia. Therefore, all KKM activities are carried out online, including the work program. At first, everything seemed to be difficult because the work program was carried out online, especially the potential for field problems in the village that we did not know about, such as people who were not familiar with gadgets, and others. In the Thematic KKM, the work program is divided into two, namely the main work program and the supporting work program. Our main work program is counseling about Covid-19 in Pasir Jaya Village. Our supporting work programs include socialization about covid-19, socialization of the covid-19 vaccine,

The objectives of holding the Thematic Student Work Lecture (KKM) include:

1. Fulfill the obligations of the KKM courses.
2. Apply directly (practice) social theory that has been studied for approximately 5 (five) semesters.
3. Encouraging changes in the KKM area.
4. Do community service.
5. In order to be able to mingle and socialize in the Village with diverse dynamics.

Implementation Method

The thematic online Student Work Lecture (KKM) was held in Pasir Jaya Village, Cikupa District, Tangerang Regency, Banten Province, Indonesia. The selection of the thematic online KKM locations for group 17 has been determined and determined by LPPM Untirta, namely Pasir Jaya Village. The work program runs according to the theme promoted by LPPM, which is to be creative in developing villages by

empowering technology as a medium of information for the community around Pasir Jaya Village. Overall the work program is carried out online, but there are several work programs that require you to go into the field represented by group members who live around the village of Pasir Jaya. One of its work programs is licensing and handing over placards to village heads, school principals, and MSME coordinators by complying with health protocols.

The selection of the thematic online KKM locations for group 17 has been determined and determined by LPPM Untirta, namely Pasir Jaya Village. This is also based on and considered related to current conditions, where the Covid-19 virus outbreak has spread throughout Indonesia and the emergence of new variants of Covid-19, causing all activities to be carried out remotely or in other terms online to minimize the spread of Covid-19. and implement the PPKM that has been set by the central government. The implementation time of this thematic online KKM is 1 month 6 days (16 July 2021 - 18 August 2021).

Result and Discussion

Pasir Jaya Village is a village located in the Cikupa sub-district, Tangerang Regency, Banten Province, Indonesia. Pasir Jaya Village is the result of the division of Pasir Gadung Village, which is currently led by the village head Muhidin, S.Pd. Consisting of 42 RT and 9 RW, the village which is divided by the Jakarta-Merak toll road is also divided into several villages, namely Kampung Pengkolan, Bunut, Nangkolanda, and Waru. Then there are two housing estates, namely Griya Pasir Jaya and Bukit Tiara housing or often referred to as Gajah Tunggal housing. In Desa Pasir Jaya, there are also several school facilities such as SD Pasir Jaya, SMP Negeri 3 Cikupa, and also Puskesmas Pasir Jaya. Pasir Jaya also has a Village Owned Enterprise called BUMDes Jaya Berdikari. The following is important information regarding the population and area of Pasir Jaya Village.

Table 1. Pasir Jaya Village Population Information

Total population	11,564
Number of KK	3,826
Area (km ²)	2.22
Man	5,952
Woman	5,612



Figure 1. Pasir Jaya Village Map

A. Breakthrough Designs/Creative Ideas Main and Supporting Activities.

1. Creating a website for Pasir Jaya Village.

In village building activities by empowering technology, one of them is by creating a place or container for information from village officials regarding program

activities/events related to village communities. With the website as a medium for distributing information, it can make it easier for village communities to find out the schedule of activities/events made by the village, for example the covid-19 vaccination program that has not been conveyed to the community in its entirety and clearly.

The process of making a website requires general data related to the structure of the village office, area, population, and the institutions concerned. In the process of making a village website, a professional web developer is also needed to create and manage village government data. The plan to create a website for 1 full month from July 16, 2021 – August 18, 2021. However, it is very unfortunate that this main program could not be realized due to insufficient funds from KKM Group 17. Therefore, we submit the main activities in making this website fully to the village as one of the village program ideas for the village community.

Due to one of the main programs that could not be realized, group 17 together with 3 groups from Tangerang district, namely groups 112, 40, 19 made a joint webinar entitled "Safe Immune, Advanced Food" with reliable speakers, namely Dr. Fitria Riyan Eris, SP., M.Si as resource persons for Food Security during the Covid-19 pandemic, and dr. Erni Trisnasari, M.Pd as a resource for the dissemination of Covid-19 vaccination, led by moderator Alfina Bunga Assyaukanie, a 2018 government science student with a target audience of the Tangerang Regency community. Implementation Time : August 14, 2021.



Figure 2. Collaborative Webinar Pamphlet “Safe Immune, Advanced Food”



Figure 3. Implementation of the “Safe Immune, Advanced Food” Collaborative Webinar Activity

2. Health Socialization and Education in Handling, Prevention, and Vaccination of Covid-19

Many people in Pasir Jaya Village have not been properly socialized and educated regarding health in handling, preventing, and vaccinating Covid-19. Some of the common factors include: not knowing anything because they don't have television or cellphone electronic devices, being underestimated because they see a good environment, and "feeling safe". Therefore, this main work program is held in the

form of posters, pamphlets, infographics, animated videos, and video tutorials so that people care about their surroundings and understand how important it is to protect themselves and their families from the Covid-19 outbreak. In addition to socializing and educating, we also made video tutorials and distributed masks and hand sanitizers for the people of RT 30 Desa Pasir Jaya. Each work program for a month 6 days, we always remind to stick to health protocols, do 3M, and avoid 3R. The time for the activity is one week starting from July 23, 2021-July 29, 2021, by uploading it to the Instagram social media page *kkmtemati17_untirta* and YouTube *KKM17TEMATIK2021*.



Figure 4. Installation of banners asking for vaccinations to residents of Pasir Jaya Village at several locations



Figure 5. Making a video tutorial for making hand sanitizer independently from ingredients available at home



Figure 6. Distribution of masks and hand sanitizers for residents of Pasir Jaya Village.



Figure 7. Dissemination and education of the Covid-19 vaccine for residents of Pasir Jaya Village.



Figure 8. Health socialization and education in handling Covid-19 for residents of Pasir Jaya Village.

3. Making Study From Home Educational Videos.

This main work program collaborates with SDN Pasir Jaya and SMPN 3 Cikupa. The goal is to educate the children of Pasir Jaya Village through video learning materials that are being studied by students at SDN Pasir Jaya and SMPN 3 Cikupa. The video also contains practice questions to stimulate students' memory and understanding of the material. In addition, it is hoped that this program can help and relieve the teacher of the subject in question during 2 KBM meetings. The implementation time was carried out at SDN Pasirjaya and SMPN 3 Cikupa at different times between. Implementation time at SDN Pasirjaya: August 6, 2021 and Implementation Time at SMPN 3 Cikupa: August 12, 2021 and August 18, 2021.



Figure 9. Distance learning education for students of SMP Negeri 3 Cikupa.



Figure 10. Distance learning education for students of SD Negeri Pasir Jaya.

4. MSME Visit to Pasir Jaya Village

This support work program is carried out for 2 days. The goal is to find out the facts on the ground, the difficulties that are being faced by the people of Pasir Jaya Village. Due to the Covid-19 pandemic and Emergency PPKM, traders are prevented from selling offline freely. Therefore, it is hoped that this program can help MSMEs in Pasir Jaya Village by proposing a paid online promotion through posting on Instagram KKM 17 so that it attracts the attention of the general public without causing crowds like offline selling in general. Selling online makes it easier for the MSMEs of Pasir Jaya Village to market their superior products creatively and innovatively so that little by little they can build the local economy and be useful. Implementation Time: Visit of MSMEs in Pasir Jaya Village (03-04 August 2021), Upload paid promote on social media (05 August 2021).



Figure 11. Visiting "Rempeyek Budhe" MSMEs in Pasir Jaya Village



Figure 12. Visiting “Jengkol Crackers & Shredded Anchovy NR” MSMEs in Pasir Jaya Village



Figure 13. Visiting “Salted Egg” MSMEs in Pasir Jaya Village



Figure 14. Visiting Custom Guitar "Slamet Widodo" MSMEs in Pasir Jaya Village

Conclusion

The implementation of the KKM program in Pasir Jaya Village, Cikupa District, Tangerang Regency for approximately one month since it was deployed from July 16 to August 18 2021 is a series of activities that are interconnected between the coordinator and implementer. From the activities that have been carried out, the following conclusions can be drawn: The planned programs can be implemented well and smoothly although there are some obstacles, but these can be overcome. And there is a work program that cannot be implemented, in the form of making a website. Even so, the implementation of the programs that have been carried out is expected to be useful for the people of Pasir Jaya Village. The implementation of this program cannot be separated from the collaboration between the community and the collaboration between students who carry out KKM in Pasir Jaya Village. So that in the implementation of KKM, KKM students can live in society and understand the reality of society by using their knowledge, attitudes and skills, especially in pandemic conditions like this. The success of KKM programs will ultimately provide mutual

benefits between students and the community. The positive side for students is increasing awareness of the surrounding environment both in the community and broadening the horizons of thought and being able to train students' activities in social life. Meanwhile, for the community, it is to increase the spirit of working hard, the desire to move forward, a positive mental attitude, a critical mindset which in the end is able to develop self-development and the environment.

We have been running all the main and supporting programs for one month, during which time we also got to know more or less the characteristics of the Pasir Jaya Village Community. After review, Pasir Jaya Village is a village that has very high potential to develop and progress. This can be seen from the human resources who are talented and have capabilities in various fields, as well as abundant natural resources. Likewise with the Pasir Jaya Village website development program, which we have not been able to realize to become a medium of information for the community regarding important agendas that the village office makes for the benefit of the community. We really hope that the benefits of all work programs in our group KKM activities can be felt not only for one month, but for the long term.

References

- Auliyana, Nova. 2020. Laporan KKN. Pengaruh Implementasi Media Edukasi Adaptasi Kebiasaan Baru Terhadap Perilaku Taat Protokol Kesehatan Di CV. Mitra Prima. *Laporan KKN*. Universitas Negeri Semarang.
- Ginanjari, Rah Adi Fahmi. 2020. Peran Mahasiswa Dalam Memberikan Pemahaman Kepada Masyarakat Terkait Covid-19 Serta Pengembangan Minat Masyarakat Agar Tetap Produktif Di Masa Pandemi. *Jurnal Dinamika*.
- Nulhakim, Lukman. 2020. Pengolahan Pangan Berbahan Baku Daun Pepaya Jepang Untuk Dijadikan Makanan (Studi Kasus Pada Kwt Melati li Kelurahan Karawaci). *Jurnal Dinamika*.