

Strengthening the Digital Capacity of Karang Taruna Bedulu Village through Website Development for the Local Economy

I Gusti Ngurah Agung Pawana¹, Made Widya Jayantari², Gede Yohanes Arygunartha³, I Nyoman Angga Prabawa⁴

^{1,3}Telecommunication Technology, Warmadewa University, Denpasar, Indonesia

²Civil Engineering, Udayana University, Badung, Indonesia

⁴Accounting Information Systems, Warmadewa University, Denpasar, Indonesia

ABSTRACT : Digital transformation plays a crucial role in driving the local economy, particularly through the use of business websites as a tool for promotion and market expansion. However, in Bedulu village, many youths involved in the Karang Taruna Eka Wira Bhakti have not yet fully utilized digital technology. This study aims to enhance the digital skills of Karang Taruna members in creating and managing business websites through a training program based on the Google Sites platform. The methods employed include training, workshops, and intensive mentoring. Participants were provided with fundamental knowledge of programming and web design, as well as digital marketing strategies such as social media usage, email marketing, and online market analysis. The evaluation results showed a significant increase in participants knowledge and skills. The average improvement in understanding from the pre-test to the post-test was 41.15%, with the highest gains in the use of multimedia features (43%) and website layout management (43%). The business websites created by the participants are expected to expand the market reach of local products and improve the competitiveness of businesses in Bedulu Village. The success of this training is expected to promote the sustainable use of digital technology, enhance local economic welfare, and strengthen the potential of youth in developing village enterprises.

KEYWORDS: Youth Empowerment, Karang Taruna, Digital Marketing, Google Sites, Web.

I. INTRODUCTION

Digital transformation has become a major driver of change in various sectors, including the local economy [1]. Business websites have become one of the essential tools for promoting products and services, establishing relationships with customers [2]. However, many rural communities have yet to fully utilize the potential of the internet and digital technology to develop their businesses and expand their marketing reach [3], [4], [5]. Karang Taruna Eka Wira Bhakti in Bedulu Village holds a strategic role in the development of youth potential and the improvement of village welfare, particularly in social, economic, and cultural aspects. However, with the advancement of information technology [6], many youths involved in local businesses have not been able to optimize the use of technology [7], especially in terms of creating and managing business websites. Business websites are crucial tools for promoting products and services, building customer relationships, and expanding market reach [8]. The lack of knowledge and technical skills in programming [9] and web design has become a major obstacle for Karang Taruna members in developing local businesses. This hampers their ability to build websites that can compete in the digital market. Additionally, access to technological resources in Bedulu Village remains limited, both in terms of internet infrastructure and the availability of adequate computer devices. This limitation is compounded by the low awareness of the potential of digital technology, where most Karang Taruna members do not fully understand the importance of digitalizing businesses to increase market reach [10]. Moreover, the support for digital marketing strategies, such as the use of social media and online market analysis, is still weak, making it difficult for local businesses to compete in the digital era [11].

Bedulu Village has a solid human resource potential, especially among its youth, who are taking this challenge seriously. Karang Taruna Bedulu Village needs to be encouraged to be more active in utilizing digital technology to support the villages economic development. Without a strong digital presence, local products and services in Bedulu Village will face limitations in reaching a broader market, both regionally and nationally. Delays in adopting digital technology can also result in a decline in the competitiveness of local businesses [12], compared to competitors from outside the village who have already embraced digitalization. On the other hand, strengthening digital skills among village youth is crucial to preparing a generation capable of competing in the era of globalization [13], where technical skills in managing business websites and digital marketing strategies will be key

Determinants of the success of local businesses in the future. Concrete steps are needed to help enhance the ability of Karang Taruna members in utilizing digital technology, particularly in creating and managing business websites. This training program is designed to address these challenges. Through a series of activities such as training, workshops, and intensive mentoring, this program aims to improve the technical skills of Karang Taruna Bedulu Village members in the field of business website development. The training covers not only the basics of programming and web design but also effective digital marketing strategies, such as social media usage, email marketing, and online market analysis. Furthermore, the program also focuses on increasing Karang Taruna members awareness of the importance of digital technology in developing local businesses. Socialization and education about the benefits of business websites are expected to encourage members to be more proactive in adopting this technology. In the long run, this capacity strengthening is expected to lead Bedulu Village towards a more advanced future, where digital technology is fully utilized to improve local economic welfare, strengthen the villages product image, and open partnership opportunities with external parties. This training program will not only enable them to compete in an increasingly competitive digital market but also help realize the vision of becoming a self-sufficient, prosperous, and highly competitive village in the globalization era.

II. METHOD

The training partner for this program was Karang Taruna Eka Wira Bhakti from Bedulu Village, Blahbatuh Subdistrict, Gianyar Regency. This youth organization consists of young men and women who are actively involved in various social, economic, and cultural activities. They were chosen as strategic partners because of their potential to develop skills in digital technology, particularly in creating and managing business websites. The event took place on Saturday, May 25, 2024, at the discussion room of the Bedulu Village office. The training started at 08:15 AM and concluded at 01:00 PM WITA, with 15 participants in attendance. The training method is illustrated in the flow diagram in Figure 1.

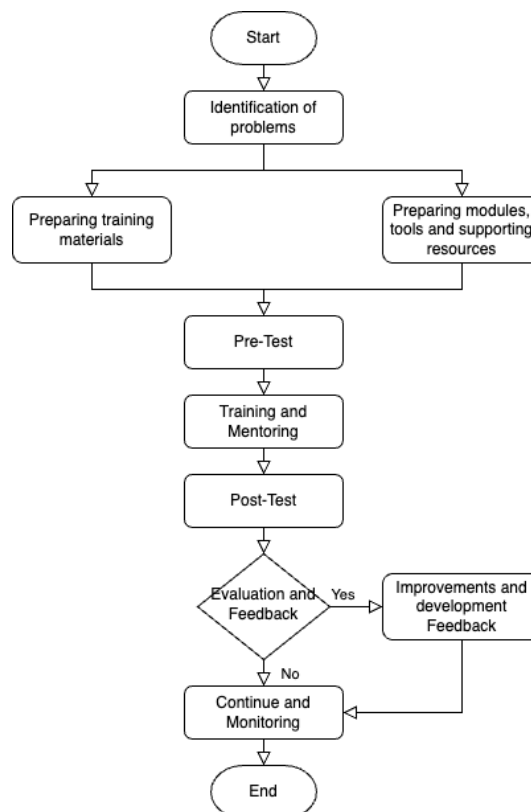


Figure 1. Flow of the Training Program Implementation

The training was carried out through several key stages. The first stage was preparation, which included identifying training needs and determining appropriate teaching methods. This stage also involved coordination with village officials and members of Karang Taruna to ensure participation and support. The second stage was the implementation of the training, which consisted of several workshop sessions and technical mentoring, such as creating business websites, basic programming, and web design [14].

During this phase, participants received direct instruction and hands-on practice in building their own business websites. The third stage was evaluation, where pre-tests and post-tests were conducted to measure the participants improvement in knowledge and skills. Additionally, follow-up monitoring and guidance were provided to ensure that participants could apply the training outcomes effectively and manage their business websites independently. Finally, the closing phase included discussions about the development of the websites that had been built and plans for further enhancement to sustain the programs long-term impact.

III. RESEARCH RESULTS

Google Sites is an ideal platform for website development in supporting the local economy due to its ease of use, especially for communities or small business owners who lack technical backgrounds [15], [16]. This platform offers drag-and-drop features, allowing anyone to quickly create and manage websites without needing programming skills. With free access and direct integration with Googles ecosystem, such as Google Drive, Google Forms, and Google Maps, Google Sites makes it easier for local businesses to share product information, services, locations, and interact with customers online. The presence of a website can help small and medium enterprises (SMEs) expand their market reach, promote their business, and increase digital visibility, ultimately supporting their digital marketing strategies. Google Sites responsive design ensures that websites are accessible across various devices, which is crucial given the high number of internet users accessing information via smartphones. With a short development time and security fully managed by Google, Google Sites offers a fast, easy, and reliable solution for local communities or SMEs aiming to strengthen the local economy through digital transformation. The training on website creation using the Google Sites platform for the Karang Taruna of Bedulu Village has shown significant results in enhancing the digital skills of its members. The youth involved in Karang Taruna previously faced challenges in utilizing digital technology to support their local businesses. Figure 2 documents the training participants as they listen to the presentation about the importance of digital technology in online marketing.



Figure 2. Mentoring of Training Participants

Before the training began, participants underwent a pre-test [17] to measure their initial knowledge and skills. Subsequently, the core training was carried out through intensive training and mentoring sessions, where participants gained practical knowledge and skills necessary for creating and managing business websites. After the training, a post-test was conducted to evaluate participants improvements. Table 1 illustrates the development of participants understanding and skills before and after the training.

Table 1. Training Participant Understanding Evaluation

| No. | Evaluation Aspect | Pre-Test Score (%) | Post-Test Score (%) | Improvement (%) |
|-----|--|--------------------|---------------------|-----------------|
| 1 | Basic knowledge of Google Sites | 43.33 | 82.66 | 39.33 |
| 2 | Website creation skills | 40.00 | 80.00 | 40.00 |
| 3 | Multimedia feature usage in Google Sites | 42.00 | 85.00 | 43.00 |
| 4 | Website layout and navigation setup | 45.00 | 88.00 | 43.00 |
| 5 | Website publishing and management | 46.00 | 86.00 | 40.00 |
| 6 | Mobile display optimization | 42.00 | 84.00 | 42.00 |

| | | | |
|---------|-------|-------|-------|
| Average | 43,05 | 84,36 | 41,15 |
|---------|-------|-------|-------|

The results from this test were then used for evaluation and feedback, providing an opportunity to improve training materials and approaches if needed.

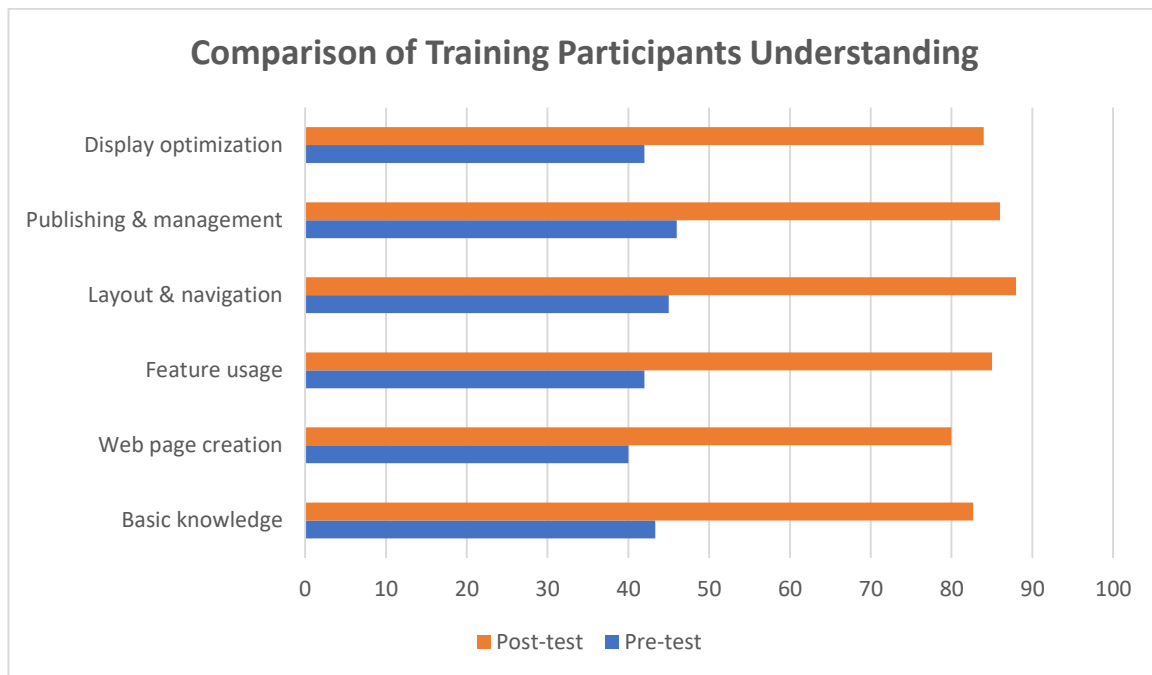


Figure 2. Pre and Post-Test Results of 15 Participants

Based on the graph in Figure 2, there was a clear improvement in the training participants abilities. Basic knowledge of Google Sites increased by 39.33%, showing a significant improvement in understanding the basic functions and features of the platform. Participants skills in website creation also saw a 40% increase, indicating that the training effectively helped participants understand the structure of building a website. The highest improvement, at 43%, was seen in the use of multimedia features such as images, videos, and interactive elements, highlighting participants enhanced ability to enrich their websites visual appearance. An equal improvement of 43% was noted in participants ability to organize the layout and navigation of the website, enabling them to create more professional and user-friendly websites. A 40% increase was observed in the aspect of website publishing and management, showing that participants became more proficient in publishing and managing content. Moreover, mobile display optimization saw an improvement of 42%, reflecting participants awareness of ensuring that their websites are well-accessible across various devices.



Keindahan Alam dan Budaya yang Tak Terlupakan



Figure 3. Bedulu Village Tourism Website Display

The Google Sites platform provides a simple and intuitive interface, allowing members to make independent updates. Figure 3 shows the published Bedulu Village Tourism website, accessible at <https://sites.google.com/view/wisatabedulu/home>, one of the outputs from this training. The analysis results indicate that although the training has yielded satisfactory outcomes, the utilization of digital technology requires continuous monitoring and development. Moreover, steps are needed to strengthen the internet infrastructure in Bedulu Village to support the sustainability of the platforms that have been built. Active community involvement, especially among the youth, is crucial to ensuring that this initiative continues to grow and have a positive impact on the local economy. This activity concluded with the presentation of digital marketing books to Karang Taruna Eka Wira Bhakti Bedulu, witnessed by the Karang Taruna secretary and members. It is hoped that this training will continue and enhance the digital marketing of local businesses in Bedulu Village, Blahbatuh Subdistrict, Gianyar Regency. The documentation of the book handover to the Karang Taruna management is shown in Figure 4.



Figure 4. Digital Marketing Book Handover to Karang Taruna Eka Wira Bhakti Bedulu

The website creation and digital content management training will be integrated with the individual local businesses owned by the participants. The training team also provided mentoring and guidance to Karang Taruna members to ensure the application of the knowledge and skills they had learned. Evaluation and feedback from participants are essential to assess the effectiveness of the training and identify areas for improvement.

IV. CONCLUSION

The training on creating and managing business websites using the Google Sites platform for the members of Karang Taruna Eka Wira Bhakti Bedulu Village has successfully enhanced the digital skills of the village's youth. The evaluation results show a significant improvement in participants' understanding and ability to create and manage business websites, especially in the aspects of using multimedia features and website layout management. This program has helped participants develop the skills necessary to expand the market reach of local products and improve the competitiveness of their businesses in the digital era. The websites built are also expected to have a positive impact on the local economy of Bedulu Village by increasing resources and providing easy access to information for consumers. Although this training has yielded satisfactory results, the utilization of digital technology in Bedulu Village still requires ongoing development. Stronger internet infrastructure and a deeper understanding of digital marketing strategies need to be reinforced to ensure the long-term success of this initiative.

V. ACKNOWLEDGEMENTS

Thank you to the DDPPM of Universitas Warmadewa for supporting the funding of this community service activity through the internal service grant. We also extend our gratitude to the Bedulu Village Government as a partner for granting permission and encouragement, which allowed this activity to be carried out successfully. Additionally, we thank the Karang Taruna Eka Wira Bhakti Bedulu for enabling the team to conduct digital training through website development.

REFERENCES

- [1] R. Annisa, R. Sabaruddin, P. A. Rahayuningsih, and M. N. Winnarto, "Pemanfaatan Transformasi Digital Mindset dalam Kewirausahaan UMKM untuk Pengembangan Ekonomi Lokal," *SOROT : Jurnal Pengabdian Kepada Masyarakat*, vol. 2, no. 2, 2023, doi: 10.32699/sorot.v2i2.4855.
- [2] V. M. M. Siregar, "Perancangan Website Sebagai Media Promosi Dan Penjualan Produk," *TAM (Technology Acceptance Model)*, vol. 9, no. 1, 2018.
- [3] E. Z. L. Astuti, "Gerakan Literasi Digital: Studi Pemberdayaan Pemuda Melalui Program Sistem Informasi Potensi Kreatif Desa di Kulonprogo," *Jurnal Pemberdayaan Masyarakat: Media Pemikiran dan Dakwah Pembangunan*, vol. 3, no. 2, 2019, doi: 10.14421/jpm.2019.032-05.
- [4] S. Widayati, M. H. Fahmi, L. A. Setiyaningsih, and A. P. Wibowo, "Digital Community Development: Media Pelestarian Kearifan Lokal Wisata Jurang Toleh Kabupaten Malang," *Jurnal Nomosleca*, vol. 7, no. 1, 2021, doi: 10.26905/nomosleca.v7i1.5490.
- [5] A. A. Yudanto, T. Raharjo, and R. S. Ubed, "PENDAMPINGAN PENGEMBANGAN PRODUK UNGGULAN KAWASAN PERDESAAN PADA USAHA BERBASIS KOMUNITAS DESA CIBOGO," *Dinamisia : Jurnal Pengabdian Kepada Masyarakat*, vol. 2, no. 2, 2019, doi: 10.31849/dinamisia.v2i2.2297.
- [6] P. N. Sari, "PELATIHAN DIGITAL MARKETING BERBASIS POTENSI LOKAL DAERAH PADA ANGGOTA KARANG TARUNA DESA WANGEN KABUPATEN KLATEN," *SELAPARANG: Jurnal Pengabdian Masyarakat Berkemajuan*, vol. 7, no. 3, 2023, doi: 10.31764/jpmb.v7i3.17238.
- [7] T. Triyono and R. D. Febriani, "PENTINGNYA PEMANFAATAN TEKNOLOGI INFORMASI OLEH GURU BIMBINGAN DAN KONSELING," *Jurnal Wahana Konseling*, vol. 1, no. 2, 2018, doi: 10.31851/juang.v1i2.2092.
- [8] P. F. S. Indrapura and U. M. D. Fadli, "ANALISIS STRATEGI DIGITAL MARKETING DI PERUSAHAAN CIPTA GRAFIKA," *JURNAL ECONOMINA*, vol. 2, no. 8, 2023, doi: 10.55681/economina.v2i8.699.
- [9] N. Rayon *et al.*, "Pelatihan Pemrograman dasar dengan bahasa Pemrograman Java Kepada Pelajar Kelas X TKJ SMK Kristen Niki-Niki," *BERNAS: Jurnal Pengabdian Kepada Masyarakat*, vol. 4, no. 2, 2023.
- [10] N. H. Aushafina and I. Wikartika, "Pendampingan Digitalisasi Marketing Desa Kebondalem melalui Aplikasi Google Maps: Upaya Meningkatkan Pengembangan UMKM," *Jurnal Pengabdian Nasional (JPN) Indonesia*, vol. 4, no. 3, 2023, doi: 10.35870/jpni.v4i3.366.
- [11] B. Bahrudin and M. A. Rahman, "ANALISIS STRATEGI PENGEMBANGAN USAHA MIKRO, KECIL DAN MENENGAH (UMKM) PADA ERA DIGITAL DI KABUPATEN PROBOLINGGO," *ISSN*, vol. 10, no. 2, pp. 2548–5911, 2024, doi: 10.55210/iqtishodiyah.v10i2.1688.
- [12] R. , Budiarto, S. H. , Putero, P. , Astuti, H. , Suyatna, and A. Susiatmojo, "Pengembangan UMKM : Antara Konseptual Dan Pengalaman Praktis / Rachmawan Budiarto," in *Pengembangan UMKM*, 2016.
- [13] D. S. Fauzela, "PERANAN PERBANKAN DALAM MENGHADAPI PENGARUH GLOBALISASI EKONOMI," *Inovasi Pembangunan : Jurnal Kelitbangan*, vol. 11, no. 03, 2023, doi: 10.35450/jip.v11i03.154.
- [14] R. Tahara Shita, L. Li Hin, A. Diana, D. Achadiani, and Fatmasari, "Pelatihan Optimasi Pemasaran Online Dengan Memanfaatkan Search Engine Optimization (Seo) Pada Komunitas Pengusaha Muda," *Aptekmas*, vol. 5, no. 1, 2022.
- [15] S. Al Azhar, "Pengembangan Website Berbasis Google Sites Dalam Mendukung Usaha Kelompok Peternak Nusantara," *Abdi Jurnal Publikasi*, vol. 1, no. 2, 2022.
- [16] A. K. Putri and J. Susilowibowo, "Pengembangan Media Praktikum Menggunakan Google Site Terintegrasi Pada Materi Pencatatan Persediaan Kelas XI SMK," 2023. [Online]. Available: <https://journal.inspirasi.or.id/index.php/edunusa>
- [17] L. Suwarni, E. Sarwono, E. Suryadi, and S. Selviana, "Sosialisasi Strategi dan Web Pemasaran Online (PPDM di Desa Rasau Jaya Satu)," *International Journal of Community Service Learning*, vol. 4, no. 4, 2020, doi: 10.23887/ijcsl.v4i4.29246.