



Empowering community at Kampung 1001 Malam through website development

Ragil Tri Atmi ^{a,1,*}, Faisal Fahmi ^{a,2}, Yunus Abdul Halim ^{a,3}, Yanuar Dwi Kurniawan ^{a,4}, Bertha Niken Ayu Pratiwi ^{a,5}, Ajeng Mustika Pratiwi ^{a,6}, Nur Khalisha Syamsi ^{a,7}

^a Department of Information and Library, Faculty of Social Sciences and Politics, University of Airlangga, Campus B. Jl. Dharmawangsa Dalam, 60286-Surabaya, East Java, Indonesia

¹ ragil.tri.atmi@fisip.unair.ac.id; ² faisal.fahmi@fisip.unair.ac.id; ³ yunus.abdul.halim@fisip.unair.ac.id; ⁴ yanuar.dwi.kurniawan@fisip.unair.ac.id;

⁵ bertha.niken.ayu.pratiwi-2021@fisip.unair.ac.id; ⁶ ajeng.mustika.pratiwi-2021@fisip.unair.ac.id; ⁷ nur.khalisha.syamsi-2021@fisip.unair.ac.id

* Corresponding author

ARTICLE INFO	ABSTRACT
<p>Article history Received: 2023-09-25 Revised: 2024-02-04 Accepted: 2024-05-30 Published: 2024-07-04</p> <p>Keywords Information and Communication Kampung 1001 Malam Technology Website</p>	<p><i>In the age of information technology, website development has become a crucial solution in empowering communities, and this article highlights the important role that library and information science students play in this endeavour. The focus is on Kampung 1001 Malam Surabaya, specifically on the community that has undergone relocation to Rusunawa Benowo, Pakal. The website developed by these students became a vital communication and information tool for the community. It provides important information about relocation, available resources, community support, and skills that can help them in facing new challenges after relocation. The importance of good interface design in the development of the website is key, as it ensures that users can easily interact with the website and obtain the information they need. In addition, training and mentoring programs are necessary to ensure effective use of the website. Through the socialisation program, the community is given an in-depth understanding of the importance of the website as a communication tool and source of information that can provide significant benefits in their daily lives. All in all, the development of this website helps to improve the welfare of the community, improve the image of their village, and help them overcome the technological challenges that exist in today's digital era.</i></p>
<p>Kata kunci Informasi dan komunikasi Kampung 1001 Malam Teknologi Website</p>	<p>Pemberdayaan masyarakat di Kampung 1001 Malam melalui pengembangan website. Dalam era teknologi informasi, pengembangan website telah menjadi solusi krusial dalam memberdayakan masyarakat, dan artikel ini menyoroti peran penting yang dimainkan oleh mahasiswa ilmu informasi dan perpustakaan dalam upaya ini. Fokusnya adalah pada Kampung 1001 Malam Surabaya, khususnya pada masyarakat yang telah mengalami relokasi ke Rusunawa Benowo, Pakal. Website yang dikembangkan oleh mahasiswa ini menjadi alat komunikasi dan informasi yang vital bagi masyarakat. Website ini menyediakan informasi penting seputar relokasi, sumber daya yang tersedia, dukungan komunitas, dan keterampilan yang dapat membantu mereka dalam menghadapi tantangan baru pasca relokasi. Pentingnya desain antar muka yang baik dalam pengembangan website menjadi poin utama, karena memastikan bahwa pengguna dapat dengan mudah berinteraksi dengan website dan memperoleh informasi yang mereka butuhkan. Selain itu, program pelatihan dan pendampingan sangat diperlukan untuk memastikan penggunaan website yang efektif. Melalui program sosialisasi, masyarakat diberikan pemahaman mendalam tentang pentingnya website sebagai alat komunikasi dan sumber informasi yang dapat memberikan manfaat signifikan dalam kehidupan sehari-hari. Keseluruhannya, pengembangan website ini membantu meningkatkan kesejahteraan masyarakat, memperbaiki citra desa mereka, dan membantu mereka mengatasi tantangan teknologi yang ada di era digital saat ini.</p> <p style="text-align: right;">Copyright © 2024, Atmi, et al. This is an open access article under the CC-BY-SA license</p> <div style="text-align: right;">  </div>

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INTRODUCTION

Information technology makes it possible to become a forum for interaction between individuals or groups regardless of distance and time, country, race, economic class, ideology or other factors, either directly or indirectly (Dashora & Henry, 2022; Kim et al., 2020; Rahim et al., 2019). Humans need the internet as a means to communicate and access information (Fadhilah, 2023; He et al., 2020). The internet functions as a medium of information and communication needed to expose the resources owned by the community, as well as in Kampung 1001 Malam Surabaya. An information program with an appropriate and directed system in accordance with its usefulness will have a maximum positive impact on its users (Petrova & Pervukhina, 2022; Kurniawan et al., 2020). The existence of harmful information confusion in the community has resulted in public perception of the village, especially recently (Khatimah, 2018). The Surabaya City government has relocated residents under the bridge to other places; there are pros and cons to this. In fact, the community potential human resources that can be developed, which will be of value to the community and the Surabaya government.

Kampung 1001 Malam is one of the residential areas located on the edge of the Morokembang River and the Dupak-Port Tanjung Perak Toll Road, which is almost isolated because the access is relatively closed and far from the city road (Pertiwi & Sarmini, 2021). One of the accommodations to get to Kampung 1001 Malam is by using a mine, which is a raft boat pulled using steel by residents. After crossing the river, the next path will be through the tunnel under the bridge, commonly referred to as the 'mina tunnel'. The livelihoods of the local community, some of whom are scavengers, beggars, and the like, cause most people from other areas around Surabaya to have an unfavourable view of the existence of Kampung 1001 Malam, which is then supported by the uninhabitable environmental conditions. In addition, the people of Kampung 1001 Malam are classified as marginalised communities who are inhibited from expressing themselves because they almost never get more attention from various parties, both the community and the village government. This makes them powerless in the community, and they need access to village policies.

Even though the people of Kampung 1001 Malam are classified as marginalised, they do not despair about the situation and conditions they have. They certainly want changes to their quality of life in accordance with Law 11/2009 on social welfare. The law describes the condition of a prosperous society with the fulfilment of material, spiritual and social needs in a decent life and self-development of social functions (Muhammad, 2019). Interviews conducted with an interview with the head of village highlights that found information that the Kampung 1001 Malam community needs education and assistance regarding promotion and information communication media facilities to provide updates to the general public about a better quality of life after relocation activities in several Rusunawa, especially Rusunawa Benowo Pakal. This is supported by the agenda setting theory by Maxwell McCombs and Donal Shaw which states that the mass media has the power to change priorities on personal topics so that they get public attention (Karman, 2019). The public will assess what is the main topic in the audience has the ability to change the news agenda that is private into an agenda that can be accessed by the wider community.

In order to achieve a prosperous life and community conditions, various things are done by the people of Kampung 1001 Malam for this purpose. This can be seen from the various skills possessed by the people of Kampung 1001 Malam, especially for the purpose of fulfilling their daily economic needs and improving their own welfare. One example of such skills is the group of married-women who have potential skills such as making spinach chips, embroidering ribbons, making tempered chips, spinach brownies, and so on. The knowledge that exists in each individual needs to be stored and disseminated through website media, so that the knowledge possessed in each individual can have value, can be utilised and developed further (Wulandari & Nurisani, 2020). Thus, it is necessary to take an approach to disseminating information through website media that can be accessed anytime and anywhere, thus website has revolutionized the way information is shared (Baharuddin et al., 2022; Lord et al., 2019; Joly, 2017). The choice of information dissemination using a website is because the information presented on the website page can be conveyed more clearly, and described in an easy-to-understand form, so that the website becomes an appropriate, efficient, and accurate information media to use (Andriyan et al., 2020).

As the implementation of Tri Dharma Of higher education website development activities involve students and lecturers with the aim of empowering the community through the contribution of disseminating knowledge, skills, and resources needed to overcome the challenges faced (Ekadjaja et al., 2023; Maududi et al, 2022). The website is a bridge that connects knowledge and society (Sarantis, 2024; Fadhilah & Yulianita, 2023). Students will play a role as part of the website system development and facilitators in the training organised and help to understand the utilisation of the website so that it can be utilised properly by the Kampung 1001 Malam community to become a bridge in delivering information and ensuring all training activities run effectively. Efforts in website development for 1001 Nights Village are expected to expose all existing activities and potential to the wider community (Sudjatmoko et al., 2023). The benefits that can be obtained if the Kampung 1001 Malam area has a special website is that it can improve the image of their village where the general public can easily get information about existing developments and activities. As the implementation of Tri Dharma Perguruan, website development activities involve students and lecturers with the aim of empowering the community through the contribution of disseminating knowledge, skills, and resources needed to overcome the challenges faced (Salam, 2020). This aspect is a benchmark used in achieving sustainable development

(Anggara et al., 2022). This community service aims to realise several Sustainable Development Goals (SDGs) number 4, i.e Quality Education (United Nation, n.d.). Therefore, collaboration in the realisation of information technology, websites, and the development of human resources in managing information are the main objectives in the service carried out in Kampung 1001 Malam.

METHOD

The implementation of community service activities for website development for 1001 nights village is as in Figure 1.

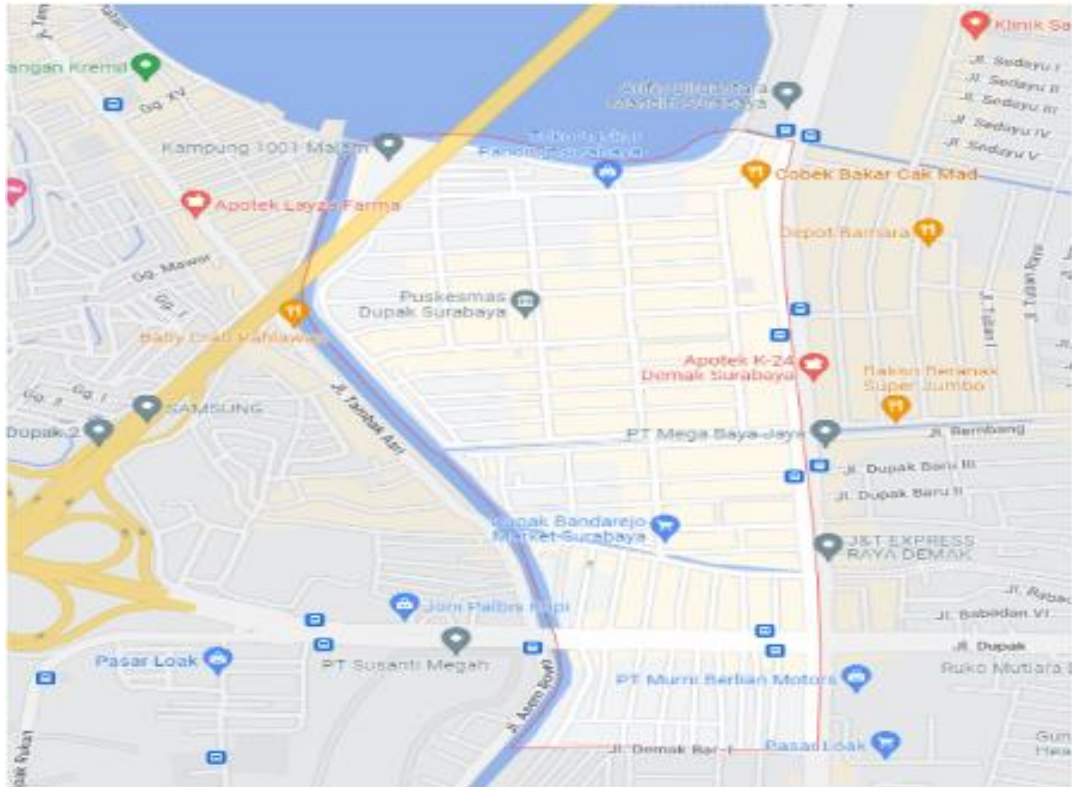


Figure 1. Location of Kampung 1001 Malam

Target Condition Analysis

The condition analysis activity was carried out by conducting a survey of the Kampung 1001 Malam community where in the course of community service, the original condition which was under the Dupak Toll Bridge was relocated by the Surabaya City government to several Rusunawa.

Condition analysis has the aim of designing activities that will be agreed upon for approximately three months by each party, namely representatives of the Kampung 1001 Malam Community Social Institution, the service team, and representatives from the UPTD Surabaya Rusunawa Service. The division of tasks is as follows: (a) The task of the Service Team in this activity is to become a facilitator for the community in developing website content and operations. (b) The task of the UPTD Rusunawa Office is to assist in accessing permits in the implementation of the scene. (c). The Kampung 1001 Malam community is the implementer and target so that they have responsibility for operating and creating news content for the website.

Mentoring and Training

The implementation of the mentoring and training program aims to increase the understanding of productive age communities about the structure and function of the menu on a website, with the aim of maximising the use of available features. This program also provides guidance in the process of creating content that will be uploaded to the website (Renshaw & Burton, 2023). The success indicator of this mentoring and training program is the level of active participation of local communities in the website development process as well as a deeper understanding of the functions, structure, and benefits that can be obtained from the website (Richter et al., 2023). In this context, it is important to understand that a website is a digital platform that has a central role in the current era of information and technology. It is a virtual platform that enables effective information delivery, social interaction, and content development.

Socialisation

Socialisation and training on optimising the use of website media as a means of information, communication, content creation, and as a support for online buying and selling is an important step in the context of current technological developments (Kurniawan, 2020). Socialisation is implemented through practical methods and lectures to make it easier to be accepted by the community (Tanjung et al., 2021). The purpose of this activity is to ensure that the community of Kampung 1001 Malam has good adaptability to the development of digital technology and the use of website media. In addition, this program also aims to improve their technical skills in managing the website as a communication and information tool for Kampung 1001 Malam Surabaya, as well as providing training in creating relevant and useful content, especially on news about daily activities and activities carried out. Thus, this website can be an effective platform to strengthen the image and identity of their village in the digital world, fulfil the information and communication needs of the community more efficiently, and become a means of supporting online buying and selling that facilitates economic growth.

Utilising the website as a tool to support online buying and selling allows small and medium entrepreneurs in the 1001-night village to expand their market reach. In this training, they will understand how to post products, manage product inventory, and run transactions securely. This will not only increase income but also help the local community in facing the challenges of technological development.

This implementation method is complemented by a socialisation program accompanied by discussions and lectures by bringing in speakers who are competent in the field of information technology. Monitoring during the socialisation activities was carried out through direct observation of the enthusiasm and activeness of the community to measure the level of understanding of the community regarding the material of the activities held. In addition, the demonstration and practice method made the community of Kampung 1001 Malam practice directly after the socialisation activities were held. This aims to encourage the community to be active in improving their skills, accompanied by mentoring as a forum to monitor and evaluate various kinds of mistakes during the activities.

RESULTS AND DISCUSSION

Preparation stages and observation of the target situation

At this stage is the first step in community service activities, in this case the efforts made are to conduct location surveys and interviews. The first interview activity was conducted with Bu Purwanti through a zoom meeting on 15 March 2023 to discuss the conditions of the community that occurred and accommodate the needs of the Kampung 1001 Malam community (Figure 2). This effort is made in order to provide sustainable benefits and create website features that will be designed.



Figure 2. Interview

During the interview, it was found that the 1001 Malam community located in the Dupak area will be relocated to several rusunawa spread across Surabaya City. So, the next step is to search for information about relocation planning considering that the relocated community will face various challenges, including changes in education facilities, health

access, and understanding the social and psychological impacts that may occur due to the implementation of relocation activities (Figure 3).

The relocation situation creates significant adaptation challenges, especially for the entire community of Kampung 1001 Malam. Further efforts to understand the relocation conditions, the next preparation is to conduct a survey in the Rusunawa Benowo area, Pakal which is one of the relocation areas by identifying social conditions, facilities, and post-relocation community activity plans (Figure 4). In the survey and interview process, information was extracted regarding the efforts made by the government and related organisations on post-relocation mitigation of the Kampung 1001 Malam community. These aspects include the establishment of programs in the rusunawa to help them adapt to the new environment. The results of the survey and interviews will be the basis for the formation of the website in the service project to determine features that are in accordance with existing conditions.



Figure 3. Relocation Situation



Figure 4. Rusunawa Benowo, Pakal

Website development process

The internet has a function as a medium of information and communication needed to expose the resources owned by the community, as well as in Kampung 1001 Malam Surabaya. An information program with an appropriate and directed system in accordance with its usefulness will have a maximum positive impact on its users (Kurniawan et al., 2020). This step is part of the role of Information and Library Science Students to implement knowledge and skills in creating a portal that is useful for the people of Kampung 1001 Malam who were relocated to Rusunawa Benowo, Pakal. The first aspect that becomes the main focus is the formulation of website objectives clearly so that the website can be utilised and provide benefits to the community. The aspects that will be accommodated in the website are the provision of information related to recolonisation, resources, community support, community skills, and providing communication space facilities to the relocated community.

In the context of website development, user interface design is a crucial stage (Figure 5). Interface design ensures that users can easily interact with the website and get the information they need (Issa & Isaías, 2022). It includes visual elements such as page layout, placement of the latest news on the front page, and the use of logos as identifiers (Kress & Leeuwen, 2020). The interface design process aims to achieve three important aspects, namely usability, aesthetics, and brand understanding. Usability ensures that users can easily access available information and features. Visual elements, such as layout and content placement, play an important role in creating an intuitive user experience. Aesthetics, on the other hand, creates a visual appeal that influences users' perception of the website's quality and professionalism. In addition, the use of a logo as an identifier serves a strategic purpose in branding (Figure 6). A logo is a symbol that depicts the identity and values that a website wants to convey. For example, the logo of Kampung 1001 Malam that combines the infinity and butterfly symbols reflects a deep meaning. Infinity, as a sign of limitlessness, depicts continuity and resilience, while the butterfly contains a symbol of transformation and growth, reflecting the spirit of change and progress desired by the people of Kampung 1001 Malam post-relocation. The presence of the word "reborn" in the logo becomes a strong identity, signifying the spirit of change, recovery, and meaningful growth in the Kampung 1001 Malam community. This logo represents the image and message that the website wants to convey, including the hope for a better future and the positive changes that occur after relocation.



Figure 5. Website Development Discussion



Figure 6. 1001 malam reborn logo

Website development training and mentoring

One of the strategies in improving the quality of an effective website such as good web content and necessary navigation is through information architecture (Bahri et al., 2022). Which contains information in the form of charts, columns, or structured designs that are interrelated so that it is more easily understood by others. A good website has a collection of information consisting of interconnected web pages either dedicated by individuals, groups, or organisations (Rochmawati, 2019). Thus, giving a quality impact on the image that is built. Effective website quality also directly impacts information about the activities and development of the Kampung 1001 Malam and product promotion on the website. However, because the knowledge of the Kampung 1001 Malam community regarding the structure and optimisation of the website is still lacking, the website information architecture (design) socialisation program needs to be carried out by means of training in understanding and creating a quality and effective website design structure in supporting their needs in the aspect of information dissemination facilities and product promotion. The main target in the implementation of this activity is the productive age community by introducing the contents of the structure and menu functions available on the website so that they can maximise the functions of the available features (see Figure 7 and Figure 8).



Figure 7. Introduction of the website architecture

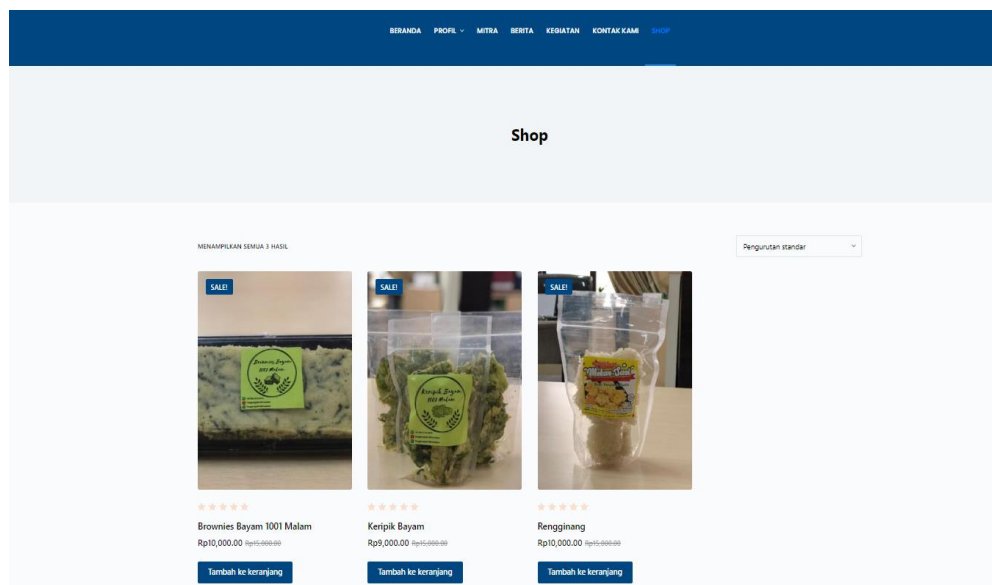


Figure 8. community business products

Socialisation and website launching

Along with the rapid development of technology, users are required to master science and information technology. Information technology is one of the main factors that support the effectiveness of society in facilitating all activities in everyday life. Technology is increasingly of various types. This is not limited to one of its functions, namely as a means of promotion and information, especially in the field of websites which currently play an important role in the aspect of delivering up to date information. This socialisation also explains about the website as a media used as a means of marketing, promotion, information, education, and communication because it is easily accessible to various levels of society in various regions using only internet access. The website as a medium to introduce the various potentials and advantages of a product is also related to information in sharing all information in an effort to brand something to the wider community (Figure 9 and Figure 10).



Figure 9. Socialisation for 1001 malam



Figure 10. Department representative's speech

Therefore, a socialisation program related to the use of websites for information and communication media with speakers who are competent in the field of information technology is expected to provide significant knowledge, experience and benefits. The program focuses on explaining the background of why the website should be used and how to make the most of the website for information and communication media in the current era. Therefore, this socialisation program is expected to be able to help the Kampung 1001 Malam community to optimise the use of the website and its utilization strategy to improve their welfare, especially in the aspect of improving information about the image of the Kampung 1001 Malam as well as the income and profit of their business in the future. The socialisation activity was held at Alexa Building, Campus B Universitas Airlangga and attended by representatives of the Kampung 1001 Malam community.

CONCLUSION

This community service explores the role of library and information science students in developing a website for Kampung 1001 Malam Surabaya. Kampung 1001 Malam is a settlement located on the banks of the Morokembang River and the Dupak-Port Tanjung Perak Toll Road, which is geographically isolated and less accessible. The majority of the population are scavengers and beggars. People in this village are faced with various challenges, including negative perceptions from the outside community. The Surabaya City Government recently relocated some of the residents of this kampung to Rusunawa Benowo, Pakal. This creates significant adaptation challenges, especially in changes to education facilities, access to healthcare, and the social and psychological impacts that may occur as a result of this relocation. In an effort to improve the quality of life of this kampung community and overcome the challenges of relocation, this research involves information and library science students. The students acted as website system developers and facilitators in the trainings organised. They helped the community understand the utilisation of the website as a tool for communication, information, and support for online buying and selling. The development of this website became an effective tool in providing information about relocation, resources, community support, skills, and means of supporting online buying and selling to the community. Good website interface design and information architecture ensure that users can easily interact with the website and obtain the required information. In addition to website development, socialisation and training programs are essential. The community is trained in understanding and utilising the website to its full potential. They are also given an understanding of the benefits of the website as a means of communication, information, and support for online buying and selling. This program is expected to help the community of Kampung 1001 Malam Surabaya in optimising the use of the website and its utilisation strategy to improve their welfare. The community service provided an understanding of the importance of collaboration between universities and communities in overcoming social challenges. With website development and appropriate training, the people of Kampung 1001 Malam can have better access to information, improve the image of their village, and enhance their quality of life in the digital era.

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