Branding of Gayungan Sub-district through Integrated Website Management Development

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ABSTRACT

Keywords:
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Gayungan sub-district, Surabaya City, has achieved prestigious and proud achievements, including being named Best Village Category I at the Peak Commemoration of the 20th Community Mutual Cooperation Month (Bulan Bakti Gotong Royong Masyarakat-BBGRM) and the 51st PKK Movement Unity Day (Hari Kesatuan Gerak-HKG) held in July 2022 in Madiun. Head of Gayungan sub-district Pramudita Yustiani, stated that four aspects of potential were assessed: community, economic, socio-cultural, and environmental elements. The potential in Gayungan sub-district is not yet supported by a comprehensive system for publishing and disseminating information on flagship programs. Recognizing the importance of digital information development, a collective and sustainable system can be realized, one of which is through the development and management of an integrated website. This is the basis for providing assistance to Gayungan sub-district officials. The assistance provided is integrated website management training. The implementation method is mentoring in the form of village website management training by implementing integrated aspects through visual elements, communication, and behavioral patterns. The output of this Community Service Program is a tutorial on website management and online news media. This mentoring provides opportunities for Gayungan sub-district officials to become independent in managing assets and excellence through website management, and serves as a valuable branding activity.

INTRODUCTION

Gayungan sub-district is one of the sub-districts under Gayungan District located in the southern part of Surabaya City, with an area of 146,542 hectares (ha) and consisting of 7 RW (Community Unity Units) and 49 RT (Neighborhood Units). Gayungan Village has achieved prestigious and proud achievements. In 2023, Gayungan Village received an award as the best village in East Java in the Best Village I category at the Peak Commemoration of the 20th Community Mutual Cooperation Month (*Puncak Peringatan Bulan Bakti Gotong Royong Masyarakat*) and the 51st PKK Movement Unity Day (*Hari Kesatuan Gerak*) held in Madiun. At the peak of the award, Gayungan Village Head, Pramudita Yustiani, said, there are four important assessment aspects, including community aspects, economic aspects, socio-cultural and religious aspects, and environmental aspects.

The Gayungan sub-district government recognizes the potential of its area. Several flagship programs have been implemented. These include: Kampung Madani, Batik SLB Siswa Budhi, Vanilla Garden, Food and Horticulture Cultivation (Maggot Galaxy, catfish farming, chicken farming, and medicinal plants), Health Counseling and Services, Smokeless Waste Incinerators, Eco Enzymes and Waste Banks, Karang Taruna and Community Training, Clean Hearts, Clean Cupboards, and Kampung Guyub. These

flagship programs have diverse focus areas, thus reaching various community sectors in the Gayungan sub-district.

Regarding technological developments, need for the Internet of Things (IoT) will increase efficiency and productivity in various sectors. Furthermore, it is stated that this will create a smart, interconnected environment with automatic interaction between devices and the environment (Fahmi et al., 2024). In line with this opinion, digitalization is crucial for entities to survive and thrive in increasingly fierce competition (Tomahuw et al., 2024). Therefore, several flagship programs in Gayungan sub-district require a digital touch to make them more accessible to the public and thus provide a more tangible impact.

From this flagship program, the community service team of the Visual Communication Design Study Program, Universitas Negeri Surabaya, has identified as an initial analysis of the needs for implementing the activity. Through a meeting between the Gayungan Village Head and the Visual Communication Design study program lecturers, several activities that can be synergized were identified, starting from several findings related to the digital divide. One of the focuses of the flagship program's mentoring is website development and management. This is expected to bridge the existing digital divide. Koswara (2024) argues that the digital divide refers to differences in access and use of information technology, including the internet, experienced by various community groups. With digital development through website design, it is hoped that it will not only accelerate the flow of information but also enable the creation of new economic opportunities through other sectors such as e-commerce and the creative economy.

Figure 1. Discussion for needs analysis between implementers and partners

The main problem is the lack of a collective system for publishing and disseminating information about Gayungan sub-district's flagship programs. Recognizing the critical need for digital information development, a collective and sustainable system can be realized, one way being through the development and management of an integrated website. This development will facilitate local communities' exploration and publicization of existing potential. As mentioned, websites can facilitate public access to necessary information, thereby improving public services (Melinda et al., 2017). This statement is also supported by Rasyid & Rahmawati (2023) who state that the presence

of a website in a village/sub-district can streamline public services. Sub-district officials can easily present the results and potential of their area.

In synergy with this, reliable and professional personnel are needed to oversee and operate the website. Through this mentoring, residents, especially Gayungan sub-district employees, can be prepared to become trained and skilled website administrators. Whether acknowledged or not, reliable and technologically proficient personnel are indeed highly needed in the region. With the development of technological skills by local officials, management and services will be more optimal. As mentioned, through the use of information technology, it is hoped that better public services and increased interaction between government, business, industry, and the community will be achieved (Rivaldi & Harahap, 2023). This background served as the basis for the community service team from the Visual Communication Design study program, Faculty of Languages and Arts, Universitas Negeri Surabaya, to provide assistance to the Gayungan sub-district apparatus in Surabaya. The assistance took the form of integrated website management training.

RESEARCH METHOD
Implementation Approach
This activity uses a Participatory Action Research (PAR) approach, which involves active participation from each participant. PAR involves planning, action, and evaluation of results (Miedijensky & Sasson, 2020). This approach is developed into several stages to achieve positive results. Some steps taken to resolve partner issues are as follows.

1. Implement a visual communication concept that emphasizes the management and marketing of partner products. This concept introduction includes: 1) Visual Elements, 2) Communication Aspects, and 3) Behavioural Patterns.
2. Improve communication, publication, and promotion by creating technology-related media, namely a website, along with management assistance.
3. Improve the visual aspects of all partner entities by creating visual parameters from a visual communication perspective.
4. Implement a synergistic communication concept across all involved entities (partners/manufacturers, products, promotional media, product identity, and buyers).
5. Applying the principles of conscious branding behaviour to partners to ensure consistent product presence through visual imagery and publicity.
6. From a management perspective, organizing and monitoring the implementation process of Visual Elements, Communication Aspects, and Behavioural Patterns, ensuring they work in tandem and synergize.
7. Providing in-depth and regular support to partners in website management.

Problem Solving Flow
Furthermore, the implementation flow for this community service program can be outlined as follows.

1. Identifying partners understanding and knowledge of branding management through website management. This aims to determine their understanding. This

also relates to the benefits, objectives, and usefulness of applying branding to the products they produce and all entities involved.

2. Conducting Focus Group Discussions (FGDs) on the implementation of branding management, comparing it with existing concepts implemented by partners, to determine their effectiveness, strengths, and weaknesses.
3. Designing materials on branding management through website management tailored to the partners' circumstances, as study material during outreach.
4. Disseminating the implementation of branding management through training.
5. Providing regular mentoring to partners.

Partner Participation
The roles and participation of partners in this community service program are as follows:
1. Partners, as village/sub-district governments, provide the widest possible space for community service activities.
2. Participate actively in developing rural community resources, one way of which is by promoting this community service activity to the surrounding community.
3. Involved in determining the time and location of the training, and assisting in preparing facilities to ensure the training runs smoothly and without disruption.
4. Provide facilities and easy data access for lecturers and students conducting research at the location.

Program Implementation Evaluation
The evaluation and sustainability of this community service program are outlined as follows.
1. Evaluation and monitoring aimed at identifying obstacles and challenges that arise during the community service implementation process.
2. Correcting identified obstacles and challenges and assessing the success of this implementation.
3. By addressing these obstacles and challenges, partners will likely implement the results of this community service independently and sustainably.
4. Sustainable partner independence can be achieved through encouragement and motivation of the community of Gayungan sub-district, Surabaya City. Thus, human resources in the area will be absorbed and empowered.

Table 1. Activity Success Indicators

No.	Activity Stage	Success Indicators
1.	Preparation	1. Coordination with the team completed 2. Partner data collected 3. Partner data identification and analysis results available 4. Partner training modules available
2.	Implementation	1. Training activities completed 2. Training results in the form of

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No.	Activity Stage	Success Indicators
		media and website designs 3. Training results revised by the community service team
3.	Implementation and Evaluation	1. Training media devices ready for use 2. Training platform on the website 3. Results of initial training implementation

Table 2. Methods and Stages

No.	Achievement Indicator	Method and Stage
1.	100% of presenters have technical mastery of website management materials.	Literature study on digital media development.
2.	65% of participants have basic website design skills and management principles.	Offline and online training and mentoring explain website management steps.
3.	80% of participants have an understanding of the website design flow.	Direct mentoring and monitoring, both offline and online.
4.	60% of participants have the ability to teach website management systems, domain, and hosting processes, so that they can be utilized by other employees in the Gayungan sub-district of Surabaya.	Direct mentoring and monitoring, both offline and online.

RESULTS AND DISCUSSION

The implementation of the activity was carried out in stages. Several steps were developed based on needs, focusing on addressing the needs or problems experienced by partners. Therefore, a visual media-based approach was used as the primary strategy in the implementation, supported by communication and behavioral aspects. The details regarding the visual attributes were discussed in depth. Also discussed were the behavior patterns associated with the changing brand image. A concept of communication focused on the visual and integrated management of marketing products. Things like color, typeface, and layout were discussed as visual elements to help partners recognize the need for uniformity. Also, to help partners sustain the product's image hygienically, behavior patterns focused on the changing brand were offered. Islam (2018) indicated

that uniformity in color, typeface, and design is one of the factors to be considered in branding development.

Enhanced communication is through a site designed and developed in cooperation with the partners. Ongoing mentoring is improving communication and marketing efforts. This complies with the views of Priyatama & Abidin (2021) that a site can be a practical resource for communication and marketing. Accompanying the visualization of the site, guidance is provided to partners so they can control the site autonomously. This way, the partners can formally present product information. A site can also act as a digital promotional resource, broadening the products' audience and making them more competitive.

Visual components are customized and tailored. Visual assets are stabilized and developed from a set of colours, shapes, and typefaces. The partner's brand image is built collaboratively. According to Kateryna (2023), digital elements are an implementable brand integration strategy. Promotional materials are integrated with branding. Enhancement of visual components is crucial to consolidating brand identity. The group creates parameters centered on purposeful visual communication. The partner's visual identity maintains a consistent presence across all platforms, including logos, packaging, and advertising. The interdependence between image, communication, and communication channels is crucial for a consistent and distinct brand identity.

Islam et al., (2022) explain that supporting overall brand development within an organization requires comprehensive and ongoing support. Visual elements are managed appropriately. Communication components are maintained to achieve unity. Branding is explained to partners. Support functions are carried out synchronously. Staff involvement extends beyond the implementation of documented processes to ongoing support. Visualization, promotion, and content management of communication elements are under continuous supervision. Brand consistency is explained to partners. In this way, all strategies can work synergistically and have a long-term impact on product and brand growth.

Activity Implementation
This mentoring program was implemented in three phases: preparation, implementation, and evaluation. The first step in the preparation phase was research related to partner needs analysis. This analysis revealed that the partner's needs were related to website digitalization for information media and branding of Gayungan sub-district.

Preparation Phase
The implementation of the program began with coordination with the partner, namely the Gayungan sub-district government, Surabaya City, directly through the Village Head, Pramudita Yustiani, to brainstorm issues within the village and determine the training date. After securing a suitable date, the community service team coordinated and provided information for the training. This coordination was also assisted by students from the Visual Communication Design study program.

Next, the team conducted internal coordination and prepared materials to be presented during the program. The prepared materials were then reconfirmed with the partner for review. Program was organized jointly by the community service team and Gayungan sub-district officials, who were directly assisted by the sub-district Head. The training program ran smoothly and successfully. Participants enthusiastically participated in the training. During the training, participants were also assisted in managing the website that had been designed by the team.

Figure 2. Survey conducted by a team of lecturers and students

Implementation Phase

The results of this activity can be seen in the smooth implementation of the program with partners. This Activity which was conducted through website management mentoring training, has had a significant impact. Several potential areas in Gayungan sub-district have begun to be widely accessible, serving as a branding tool for partners. Partners' potential is easily accessible and discoverable. Currently, sub-district officials have been appointed as website administrators or managers. The website design can be seen at the following link:

https://sites.google.com/unesa.ac.id/gayungan/beranda

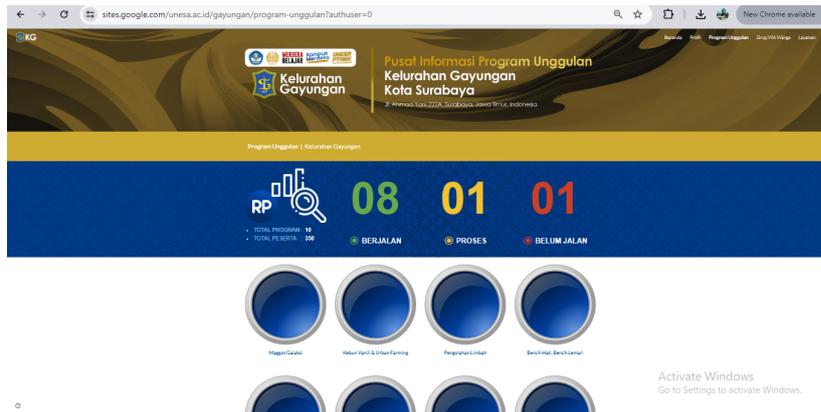

Figure 3. Front view of the Gayungan website

Figure 4. Display of website submenu

This was followed by the implementation phase, which included both online and offline activities. During this phase, the website, which had been developed by the implementation team, was then assisted with website management by several village officials appointed as admins (website managers). Several points discussed during the implementation included aspects of visuals, communication, and behavior.

Figure 5. Offline implementation

Evaluation Phase

The final phase is evaluation, which refines the previous phase. While not all participants became experts in website management after the training, some still needed assistance. After a practical hands-on project, within a month of mentoring, the website administrators/managers were successful. This also doesn't preclude any potential issues, as the community service team will continue to provide input. The eight-month mentoring program has now concluded and will conclude in December 2024. As Sub-district Head, Ms. Dita is very pleased with this program and hopes the collaboration will continue into 2025. There is still much potential that requires academic input, both through lecturers and students. By making Gayungan a research center, more discoveries and innovations will be generated that can benefit the surrounding community. Below

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are some photos documenting the implementation of the training and mentoring for website management in Gayungan sub-district.

Figure 6. Online mentoring with partners

Figure 7. Implementation of offline partner mentoring

CONCLUSION

The Community Service Program of website management training for Gayungan sub-district officials was successfully implemented. This activity had a positive impact on administrators and managers, enhancing their understanding of website management, news reporting, and branding in the digital realm, all of which can be implemented ethically and conceptually. A broader benefit will be evident in the ethical reporting of news related to partners' potential, which can be widely accessed by all levels of society.

Recommendation

Following the implementation of this activity, intensive and ongoing mentoring is needed for the community and Gayungan village officials in maximizing digital marketing, particularly involving practitioners from the e-commerce sector. In the long term, Gayungan sub-district's potential can become a leading sector for independence. Furthermore, in addition to e-commerce, a social media management strategy is also

needed that can reach all levels of society, considering that social media currently has a very broad market segmentation.

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