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**DESIGN AND IMPLEMENTATION METHOD OF A WEB-BASED
PLATFORM FOR FAMILY WELFARE EMPOWERMENT (PKK)
IN SURYATMAJAN VILLAGE**

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ABSTRACT

Sustainable community development requires an innovative and targeted approach, one of which is through the utilization of information technology. In Suryatmajan, where the potential and needs of the community are very diverse, access to information and resources becomes very crucial. Therefore, the creation of a website focused on Family Welfare Empowerment (PKK) is expected to be an effective means to support socialization and increase community engagement. This website will not only provide information related to PKK programs but also serve as a platform for residents to interact, share experiences, and collaborate on various community initiatives. Thus, through this digital platform, it is hoped that synergy will be created between the government and the community, as well as fostering collective awareness of the importance of economic and social empowerment in order to advance the welfare of families in Suryatmajan.

Keywords: Website, digital platform, PKK, Family Welfare Empowerment

INTRODUCTION

Family Welfare Empowerment (PKK) is a program aimed at improving the quality of life of the community, especially families, in various aspects such as economy, education, and health. In the context of Suryatmajan Village, the role of the Family Welfare Empowerment (PKK) becomes increasingly important as the challenges faced by the local community, including poverty and limited access to information, grow. The development of a website for the PKK in this village can play a strategic role in the socialization of empowerment programs, so that information about available activities and assistance can be accessed by residents more effectively. The implementation of this information technology is expected to encourage active community participation in PKK programs, so that they not only receive information but also directly engage in efforts to improve family welfare. Thus, the existence of this website is not only as a medium of information but also as a driving tool in realizing the goals of PKK (Zaidir et al., 2024).

Socialization in Suryatmajan Village plays an important role in building harmonious relationships among residents while also raising awareness of family empowerment programs, such as those promoted by the Family Welfare Movement (PKK) (Sutandi, 2022). Effective socialization activities can increase community participation in various local initiatives, including training, meetings, and other social activities. Through continuous socialization, village residents can exchange information and experiences, as well as facilitate collaboration among themselves to achieve common

goals. In the current digital era, the creation of a dedicated website for PKK in Suryatmajan Village will be a highly effective tool in disseminating information and reaching more people (Suharnanik & Yulairini, 2022). The use of information technology in socialization allows for the rapid and accurate distribution of information, thereby increasing the overall participation of village residents in these important programs (Usman et al., 2023). Thus, socialization is not just about conveying information, but also a means to empower the community holistically (Nurtiani et al., 2023).

In the context of creating a website for the Family Welfare Empowerment (PKK) in Suryatmajan Village, the main goal of this site is to optimize the process of socialization and education for the community (Mamuaya et al., 2017). This website serves as an information platform that provides various resources, such as guides, programs, and initiatives that support family welfare. In facing the increasingly pressing challenges of urbanization, it is important for the community to have easy access to information related to relevant policies and projects (Nurtiani et al., 2023). Additionally, the revitalization of culture through festivals and local activities, which is also played by this site, aligns with efforts to enhance citizen participation in community development. With this approach, the website not only becomes a communication tool but also a means to encourage collaboration among community members and improve the quality of life in Suryatmajan Village, reflecting on various initiatives mentioned in (Zuhri & Mursyidah, 2024).

Increasing community involvement in the family welfare empowerment program in Suryatmajan Village requires effective strategies and good accessibility to information. The website specifically designed for the PKK program will serve as an information platform that supports active interaction between community members and program managers. In this context, community engagement is not only measured by participation in activities but also by their ability to convey aspirations and constructive feedback. In line with research that highlights the importance of inclusive planning in Indonesian cities (Bahrudin, 2022), the integration of cultural elements and local wisdom also needs to be considered to create an environment that is not only attractive but also empowering (Kuswardinah, 2020). Encouraging celebrations and community activities that involve all layers of society will greatly contribute to the development of PKK at the local level, supporting the creation of more vibrant and dynamic areas (Adzmy & Disyacitta, 2018).

The development of website features for the Family Welfare Empowerment (PKK) in Suryatmajan Village aims to facilitate socialization and effective access to information for the community. One of the main features is a content management system that allows PKK members to update information related to programs and activities in real-time, thereby increasing transparency and public participation (Handoyo, 2021). In addition, the community forum feature can provide a discussion platform for residents to exchange ideas and experiences, as well as strengthen their sense of togetherness (Retnowati et al., 2023). Another important feature is the reporting system that allows the community to provide feedback on PKK initiatives, which is very useful in determining the direction of future policies (Sulistiyowati & Noor, 2022). Thus, the integration of these features not

only enhances community engagement but also contributes to the formation of a more inclusive and responsive social environment, as seen in initiatives related to the revitalization of public spaces in various cities and also in disaster risk mitigation efforts in Yogyakarta.

RESULTS AND DISCUSSION

The development of a user-friendly interface is a crucial factor in creating an effective website for family welfare empowerment in Suryatmajan Village. One of the main challenges is designing an interface that is accessible and understandable for all age groups, from children to the elderly. A responsive and intuitive design will provide ease for users to navigate information, which includes PKK programs and other resources relevant to improving welfare. Therefore, the use of simple visual elements and clear fonts is highly recommended to ensure readability and user comfort. Additionally, usability testing involving users of various ages needs to be conducted to identify necessary improvements. Thus, a well-designed interface can enhance community participation in the empowerment programs offered by PKK.



Figure 1. The Main Image Section of PKK Website

In the context of creating a website for the Family Welfare Empowerment (PKK) in Suryatmajan Village, the integration of local cultural content becomes a very important aspect. Emphasis on local culture not only serves to preserve cultural heritage but also acts as a means to strengthen community identity. By incorporating elements such as traditions, language, and arts present in Suryatmajan, the website can foster familiarity and a sense of belonging among its users. Additionally, content that presents information about cultural activities and local events will encourage community participation in preserving and passing on their culture to the next generation. Thus, the integration of local cultural content will not only enrich the information available on the website but also foster a sense of pride and social solidarity within the community.

Tim Penggerak PKK

Visi

Terwujudnya Keluarga Sehat, Cerdas, Berdaya, Beriman dan Bertakwa Menuju Indonesia Maju di Tahun 2024

Misi

1. Membentuk Karakter Keluarga Melalui Pola Asuh yang Sesuai dengan Nilai Dasar Pancasila.
2. Meningkatkan Pendidikan dan Ekonomi Keluarga.
3. Memperkuat Ketahanan Keluarga melalui Pemenuhan Pangan, Sandang, Rumah Sehat Layak Huni serta Tata Laksana Rumah Tangga.
4. Meningkatkan Kesehatan, Kelestarian Lingkungan Hidup dan Perencanaan Sehat.
5. Modernisasi Organisasi PKK dengan Memanfaatkan Teknologi Informasi.

Figure 2. The Vision and Mission of PKK Website

In the context of implementing a website development strategy for Family Welfare Empowerment (PKK) in Suryatmajan Village, several crucial steps need to be considered. First, it is important to conduct a thorough needs analysis so that the content presented on the website is targeted and relevant to the needs of the local community. Furthermore, enhancing the digital capacity of PKK members becomes crucial, so they can effectively use these platforms for socializing empowerment programs. In this context, the experiences of village communities affected by disasters, can be used as a case study to highlight the importance of technology in supporting communal resilience. Thus, this implementation strategy not only supports the goals of the PKK but also strengthens the social network in Suryatmajan Village.



Fokus Program Kerja

Tim Penggerak PKK Pusat terus mendorong Gerakan Nasional yaitu Gerakan Nasional Keluarga Pelopor Perubahan yang dilaksanakan oleh segenap jajaran Tim Penggerak PKK di semua jenjang, Kementerian/Lembaga terkait, Pemerintah Daerah serta mitra kerja Tim Penggerak PKK lainnya.



Figure 3. Focus Program of PKK Website

Collaboration with local stakeholders is a crucial element in creating a website for family welfare empowerment (PKK) in Suryatmajan Village. In the impact analysis related to urbanization and city planning, this collaboration provides opportunities to strengthen social networks and facilitate community involvement in decision-making. Through collaboration with local governments, non-governmental organizations, and

local communities, this website can serve as a platform that not only disseminates information but also gathers feedback from residents regarding the issues they face. For example, the experience of natural disasters such as floods in the Yogyakarta region demonstrates the importance of a community-based approach in managing risks and building social resilience. Thus, this collaboration is expected to strengthen the community's sense of ownership over the PKK initiatives, ensuring the sustainability and effectiveness of the implemented programs.



Figure 4. Photo Gallery of Activities and Monument in PKK Website

The Training Program for Community Members in Suryatmajan Village is an important step in family empowerment through digital innovation that supports the Family Welfare Program (PKK). This training program is designed to enhance the knowledge and skills of community members in the field of digital marketing, which is highly relevant in developing local businesses. As expressed by (Nadiwa DSP et al., 2024), this training not only increases community participation but also strengthens their ability to create and market products effectively through technology. Additionally, with a focus on women's empowerment in the economy, as discussed in (Irawati S et al., 2024), this training aims to provide women with access to resources and opportunities, enabling them to contribute more to the family and community economy. Thus, this program is expected to achieve sustainable development goals and create significant positive impacts for the community.

CONCLUSION

In conclusion, the creation of a website for Family Welfare Empowerment (PKK) in Suryatmajan Village has shown significant potential in strengthening socialization and collaboration among residents. This website not only serves as an information medium but also as an interactive platform that allows community members to exchange ideas, share experiences, and access relevant resources to improve their quality of life. Through the implementation of digital technology, it is hoped that the information gap, which often hinders empowerment programs, can be reduced. Thus, community participation in PKK programs can also increase, allowing the ultimate goal of improving family welfare to be achieved effectively. Continuous evaluation of the use and impact of this website is also necessary to ensure its sustainability and relevance in supporting the existing programs in Suryatmajan.

The role of the website in improving family welfare can be seen from several important aspects. First, the website can be an effective means of disseminating information about family empowerment programs, as done by PKK in Suryatmajan Village. Through this digital platform, information related to activities, training, and available resources can be easily accessed by the community. This supports the active participation of families in the development of intelligence and skills. In addition, the website also plays an important role in building social networks, allowing families to share experiences and solutions to the problems they face. With support from the government and community initiatives, the website can serve as a tool to strengthen solidarity among residents. The significant impact of website usage on the community is reflected in the overall improvement in their quality of life and empowerment.

In the current digital era, the future prospects for the development and sustainable engagement in the Family Welfare Empowerment Program (PKK) in Suryatmajan Village are very promising. The creation of a website as a socialization tool will not only facilitate access to information but also serve as an interactive platform that encourages active community participation. With features such as discussion forums, webinars, and activity announcements, this website can harness collective strength in creating a supportive social environment. In addition, the presence of data and analysis regarding the needs and aspirations of the community integrated into the system will enable more accurate and responsive decision-making. Overall, this initiative will not only strengthen community engagement but also promote the sustainability of the PKK program, thereby providing a significant positive impact on the welfare of families in Suryatmajan Village.

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