

Evaluating the Bernung Village Website as a Digital Public Service Platform in Pesawaran Regency

Thesna Widya Fandhyta^{1*}, I Made Arie Widyasthana Wartana Putra², dan Dwi Suharnoko³

1 Universitas 17 Agustus 1945 Surabaya, Indonesia; thesnawidyaf95@untag-sby.ac.id

2 Universitas Merdeka Malang, Indonesia; made.putra@unmer.ac.id

3 Universitas Merdeka Malang, Indonesia; dwi.suharnoko@unmer.ac.id

* Correspondence: thesnawidyaf95@untag-sby.ac.id; Jl. Semolowaru No.45, Menur Pumpungan, Kec. Sukolilo, Surabaya, Jawa Timur 60118

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Abstract: Digital public services at the village level remain unevenly developed in Pesawaran Regency. Of 155 villages, only 12 have active websites, and several existing websites are not regularly updated, provide limited public information, and depend on part-time external personnel for their management. This condition raises questions about the extent to which village websites function as effective instruments of public service delivery, transparency, accountability, and citizen participation. This study aims to evaluate the Bernung Village website as a digital public service platform and to identify its institutional, technical, and managerial limitations. The study employed a qualitative case study design focusing on the official Bernung Village website. Data were collected through systematic website observation and document review, including government regulations, policy documents, scientific publications, and credible online sources. The data were analyzed using qualitative content analysis based on four dimensions: digital service efficiency, service quality, transparency and accountability, and community participation. The findings show that the website provides basic information on village profiles, public services, development activities, local products, and complaint channels. However, several features remain incomplete, content updates are irregular, village financial information is limited, and website management has not been fully institutionalized within the village administration. The study concludes that the Bernung Village website has the potential to support digital governance, but its actual contribution remains constrained by limited human resources, weak management arrangements, unequal digital access, and inadequate cybersecurity capacity. Strengthening institutional responsibility, administrator competence, content updating, financial disclosure, and digital accessibility is therefore essential for ensuring sustainable village-level digital public services.

Keywords: Community Participation; Digital Public Service; Transparency; Village Information System.

Abstrak: Pelayanan publik digital di tingkat desa di Kabupaten Pesawaran masih berkembang secara tidak merata. Dari 155 desa, hanya 12 desa yang memiliki situs web aktif, sementara beberapa situs yang tersedia belum diperbarui secara berkala, menyediakan informasi publik yang terbatas, dan masih bergantung pada tenaga eksternal paruh waktu untuk mengelolanya. Kondisi ini menimbulkan pertanyaan mengenai sejauh mana situs web desa dapat berfungsi sebagai instrumen pelayanan publik, transparansi, akuntabilitas, dan partisipasi masyarakat. Penelitian ini bertujuan untuk mengevaluasi situs web Desa Bernung sebagai platform pelayanan publik digital serta mengidentifikasi keterbatasan kelembagaan, teknis, dan pengelolaannya. Penelitian ini menggunakan desain studi kasus kualitatif dengan fokus pada situs web resmi Desa Bernung. Data dikumpulkan melalui observasi sistematis terhadap situs web dan penelaahan dokumen, yang meliputi peraturan pemerintah, dokumen kebijakan, publikasi ilmiah, dan sumber daring yang kredibel. Data dianalisis menggunakan analisis isi kualitatif berdasarkan empat dimensi, yaitu efisiensi layanan digital, kualitas layanan, transparansi dan akuntabilitas, serta partisipasi masyarakat. Hasil penelitian menunjukkan bahwa situs web telah menyediakan informasi dasar mengenai profil desa, pelayanan publik, kegiatan pembangunan, produk lokal, serta saluran pengaduan. Namun, beberapa fitur belum lengkap, pembaruan konten tidak dilakukan secara rutin, informasi keuangan desa masih terbatas, dan pengelolaan situs belum sepenuhnya terlembagakan dalam pemerintahan desa. Penelitian menyimpulkan bahwa situs web Desa Bernung berpotensi mendukung tata kelola digital, tetapi kontribusi aktualnya masih dibatasi oleh keterbatasan sumber daya manusia, lemahnya tata kelola, kesenjangan akses digital, serta rendahnya kapasitas keamanan siber.

Kata Kunci: Partisipasi Masyarakat; Pelayanan Publik Digital; Sistem Informasi Desa; Transparansi.

1. Introduction

In governance sector, digital transformation has been prioritized at village levels. A village-level policy innovation in this sector as an effort to improve the quality of public services, transparency and the effectiveness of village governance is to provide space for the village to implement technology-based information management system (Ella & Andari, 2018; Savitri et al., 2022). Utilizing ICT is intended to be an administrative tool for village governments, as well as to establish a good relationship between village governments and the communities through the provision of information that is faster, transparent and accessible.

Digital village is defined as village development that utilizes information and communication technology to improve the welfare, quality of life, and services of the village government community (Ainiyah et al., 2021; Fardani et al., 2022). Village information and communication technology is implemented in several areas, including village governance, the distribution of public information, the introduction of village potential, and increasing community participation. The digital village's backbone is proper internet infrastructure, which allows public service and village development information to become more accessible to the community (Nugroho et al., 2022).

An example of a digital village is the village website. The village website was developed as a means of communication, services and information management to assist the village government in disseminating village profiles, village development programs, administrative services, village regulations, village activity reports, supporting economic and tourism potential (Hieng & Prabawati, 2024). The website is part of the electronic-based government system, which has the objective of providing quality public services more effectively and efficiently (Ramlan et al., 2021; Yuliana & Noviyanti. P, 2021). In terms of efficiency, it can save time and the cost of transactions between the government and the community, and citizens can also access services without having to come to the village office (Putri et al., 2021).

The supporting regulations for the digital village innovation in Indonesia are Law Number 6 of 2014 concerning Villages and Presidential Regulation Number 95 of 2018 concerning Electronic-Based Government Systems. The support is in the form of infrastructure development, human resource capacity building, and realizing data and information security in governance. However, there are still constraints to accelerate the implementation of village digitalization policies, such as limited budget, technological illiteracy among village officials, uneven internet access, and poor management among village governments.

This issue is visible in the management of village-level websites in Pesawaran Regency. Out of 155 villages, only 12 villages have an active website. This means that only 7% of villages utilize the website in its public service and communication facilities and shows an uneven spread of information technology at the village level. This is also seen in the management of the village website which is still based on several limitations, including being not frequently updated, less detailed display, and management is still limited to part-time experts. The management of the village website has not been fully carried out by the village government.

Although the adoption of village websites in Pesawaran Regency remains limited, Bernung Village stands out as one of the few villages that have established an official website. Nevertheless, the website has not been managed optimally, as evidenced by the limited availability of up-to-date information and the reliance on external part-time personnel rather than village officials. These characteristics make Bernung Village an appropriate case for evaluating the implementation of digital public services at the village level because it represents both the opportunities and the practical challenges of village digitalization.

Beyond its experience in adopting digital governance, Bernung Village also possesses considerable local potential that could be strengthened through digital platforms. The village has tourism attractions, local products, and socio-economic resources that can be promoted more effectively through an official website. Digital promotion is expected not only to improve access to public information but also to enhance local economic development by expanding the visibility of village tourism and community-based enterprises. Therefore, evaluating the management of the Bernung Village website is important to determine whether the existing digital platform has supported these broader development objectives (Tinta News, 2024). If this opportunity is organized more structurally through the website, the village will obtain more economic, social and institutional benefits. The village website is not only intended as a means of information, but also as marketing to introduce the village to the outside world. It can also strengthen the identity of the village as well as communication with the community (Hutagalung et al., 2021; Tirayoh & Waworundeng, 2023).

In terms of policy evaluation, the management of the village website is evaluated to determine the extent to which the objectives of the digitalization of public services have been achieved. Evaluation is a systematic and objective approach to assess the effectiveness of a program, policy, or activity in achieving its objectives (Kurniawan et al., 2023). Evaluation also determines what problems, constraints, and opportunities for improvement exist. In public policy, such evaluation assesses the effectiveness of its implementation, its impact on

the population, and the achievement of its objectives, and its alignment with intended outcomes. Therefore, it is necessary to evaluate whether the use of the village website has an impact on the efficiency of service delivery, transparency and accountability, and village community participation (Sri Mulatsih et al., 2023).

The assessment of the Bernung Village website is needed in the process of digitalization, because the digitalization of the village is not only related to technology platform, but also institutional capacity, human resources, infrastructure facilities, system security, as well as the readiness and willingness of the community to accept technology (Lailiyah, 2022). A digital village requires synergy between the government, the private sector, and the community. In addition, the ability of village officials to manage information and system updates, respond to community needs, and sustain the system of digital service has an important impact on the success of village digitalization.

Website development in the village of Bernung essentially has the potential to improve the quality of public services, namely to provide information about village profile, village government services, village development, community empowerment, village regulations, village head policies and citizen complaints. Providing communication through interactive features like online forms, complaint services, and advertising space for local products through the village government website can ease village governance (Abbas et al., 2024). Over time, it can lead to better transparency, citizen participation, promotion of local economy and inclusive and sustainable village development. To ensure these benefits, the website must be well-maintained, effectively structured, secure and operated by officials with a basic digital literacy and digital civic knowledge.

Based on the above reality, this article discusses the digital-based public service process through the management of the Bernung Village website in Pesawaran Regency. This study seeks to determine the use of the Bernung Village website as a medium for digital innovation in public services including the effectiveness and quality of public services as well as the level of transparency, accountability, and community participation in public services. Thus, this research is expected to provide an overview of the opportunities and challenges of utilizing village websites as an instrument for the digital transformation of village government, as well as provide input for the development of more effective, inclusive, and sustainable digital village governance.

2. Methods

This study employed a qualitative case study design to evaluate the Bernung Village website as a digital public service platform. A case study design was selected because the research focused on a specific, bounded object: the official website of Bernung Village, Gedong Tataan District, Pesawaran Regency. The study examined how the website presents public information, supports administrative services, promotes transparency and accountability, facilitates community participation, and introduces the village's economic and tourism potential (Putra et al., 2024).

Bernung Village was purposively selected as the research case because it is one of the few villages in Pesawaran Regency that has established an official village website. However, the website continues to face several management challenges, including irregular content updates, limited information availability, and dependence on part-time personnel outside the formal village government structure. These conditions make Bernung Village a relevant case for examining both the potential and the limitations of implementing digital public services at the village level.

The study relied on secondary and publicly accessible data. The primary data source was the official Bernung Village website, including its homepage, village profile, public service menus, complaint service, village fund information, news and article pages, village statistics, institutional information, development information, and local product promotion features. Supporting documents included government regulations, policy documents, scientific journal articles, conference proceedings, and credible online publications related to digital villages, electronic government, digital public services, transparency, accountability, and community participation. These supporting sources were used to develop the analytical framework and to interpret the website findings rather than being treated as the principal object of the study.

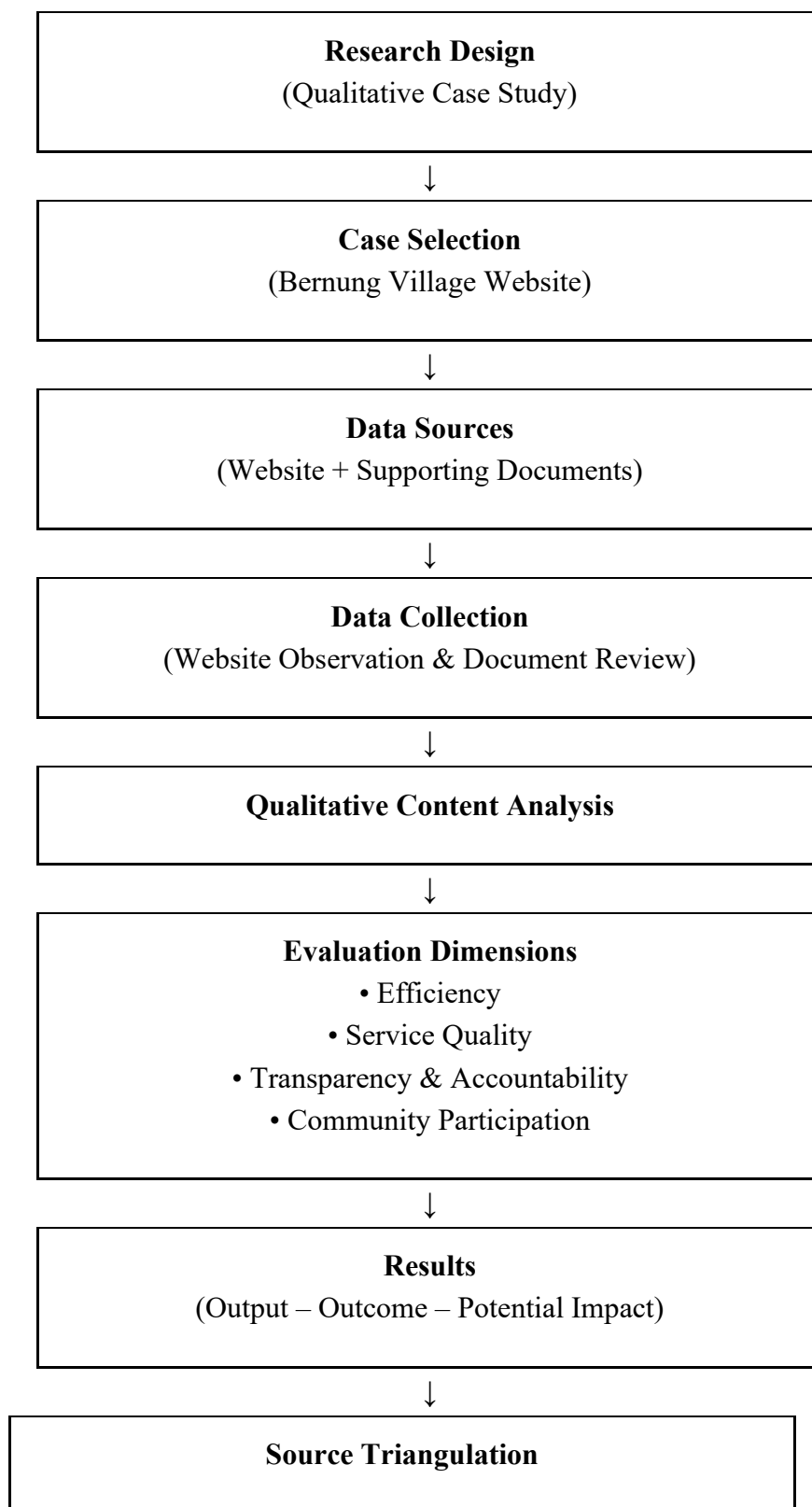
Data were collected through systematic website observation and document collection. The researchers accessed and examined the available pages, menus, information categories, service features, publication dates, content completeness, interactivity, and accessibility of the Bernung Village website. The collected data were documented and classified according to four analytical dimensions: digital service efficiency, service quality, transparency and accountability, and community participation.

The data were analyzed using qualitative content analysis. The analysis involved identifying, selecting, categorizing, comparing, and interpreting the content available on the village website (Linawati et al., 2014). Each website feature and item of information was assessed according to its function in delivering public information, supporting administrative services, providing complaint and feedback channels, reporting village development and finances, promoting local potential, and encouraging public participation.

To structure the evaluation, the findings were organized into three categories: output, outcome, and potential impact. Output referred to the availability of website features, public information, service menus, and website management arrangements. Outcome referred to the extent to which the website could support access to information, service delivery, transparency, accountability, and interaction between the village government and residents. Potential impact referred to the possible longer-term contribution of the website to participatory governance, local economic promotion, and sustainable village development.

Because this study did not collect interviews, surveys, user statistics, or direct observations of residents, claims regarding outcomes and impacts were interpreted cautiously. The study did not directly measure citizen satisfaction, actual service efficiency, changes in community participation, or improvements in the local economy. Therefore, conclusions concerning broader benefits were formulated as potential contributions inferred from the available website content and supporting documents.

Data credibility was strengthened through source triangulation by comparing information from the Bernung Village website with relevant policy documents, government regulations, previous studies, and credible online publications (Miles et al., 2014). The researchers also examined the consistency between the available website features, the information displayed, and the principles of digital public services and good village governance. This procedure was intended to reduce subjective interpretation and improve the traceability of the analysis. The overall research process, including the research design, case selection, data collection, qualitative content analysis, evaluation dimensions, and source triangulation, is summarized in figure 1.



Source: Developed by the authors, 2026.

Figure 1. Research Methodological Flow

3. Result and Discussion

Identification of Digital Village Innovations

Due to the development of information and communication technology and its potential, it is easy to acquire, manage, and use large amounts of information. Information technology generally refers to various computer-based technologies and applications that are used to store, study, analyze, access and manipulate data and information in various forms, including text, sound (audio and video), documents and images, and to send, distribute, receive and process that information electronically according to user requirements. One area of information technology that has grown considerably is websites and an increasing number of organizations are using websites to promote their activities.

A website is a collection of web pages that display information in the form of text, images, videos, audio, animations, or a combination of these (Basyo & Anirwan, 2023). Using village websites can help local communities to build village profiles or find locations or tourist attractions that are not widely known. In addition, the existence of village websites helps village governments to better manage human and natural resources while at the same time introducing the village's potential to a wider audience. For this reason, the use of a village website as a means of promoting the village profile and tourism potential is a very appropriate step to reveal the potential of the village itself.

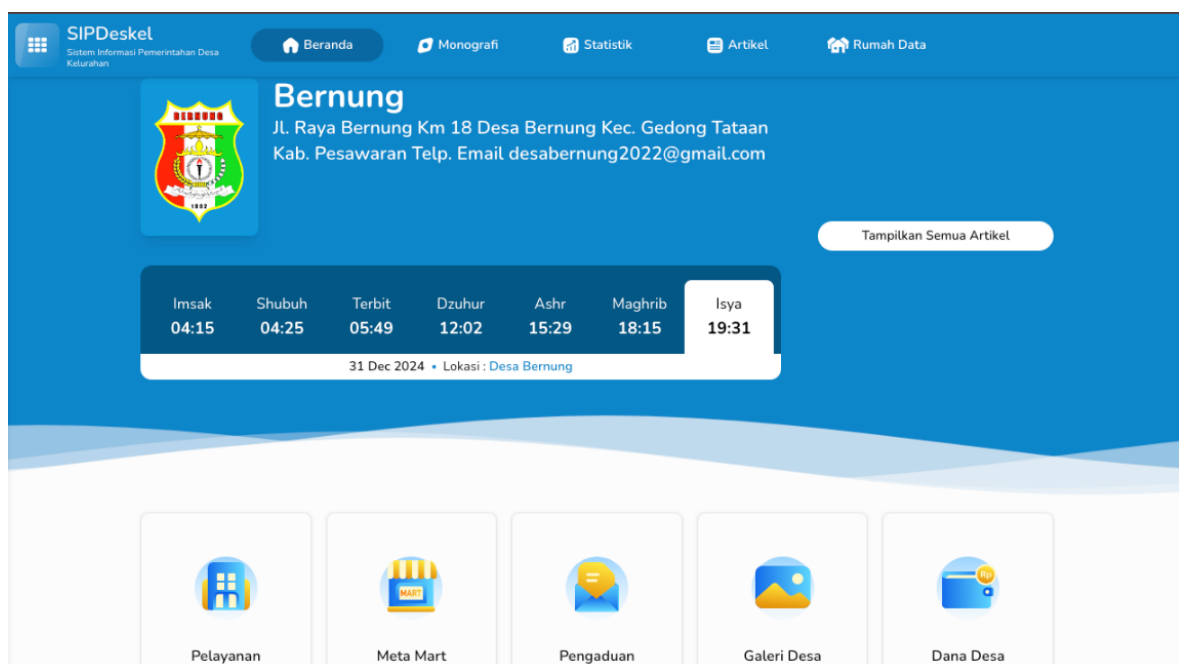
The existence of this website is expected to help village government officials in implementing e-government to improve the quality of public services for increased effectiveness and efficiency (Mendrofa et al., 2023). One type of efficiency that can be obtained from the implementation of the website is the time and costs spent by the government and the community. The website created an effective, efficient and economical relationship between the government, the people and businessmen and in addition to that, the website was created to support generating a law-abiding society. The government should adapt its role in accordance with the present society so that citizens can exercise their rights and fulfill their obligations comfortably and safely. With the computerization of government services, the website is a step towards improving the system.

The constraints in the field of developing public services in Bernung Village are human resources, infrastructure, financing, and institutional capacity, with the last dimension reliant on the local government for the implementation of the website. In terms of institutional capacity, the government must overcome three critical constraints: (1) The availability of

adequate resources to implement various website programs, especially those involving funding; (2) Adequate information technology infrastructure that can lay the foundation for the success of the website concept; and (3) Availability of human resources and in the required quality and quantity. This capacity issue is one of the main problems in the government sector including public services, and increasing the capacity of both the managers and the community will be able to increase innovations with specific village needs.

Efficient Digital-Based Services in Bernung Village

Only 12 villages in the Pesawaran Regency, out of a total of 155 villages, have established village websites, which is equivalent to 7% of the villages in Pesawaran Regency. In the Bernung Village, the village website is not really well managed, and the information is minimal and not regularly updated. It is partially because the authorities only employ part-time specialists with other jobs, and it is also because the work of maintaining and operating the website infrastructure is not in the hands of the village officials.



Source: Adapted from <https://bernung.desa.id/pages/home/home.aspx>

Figure 1. Content on the Bernung Village Website

The website header, at the top of the page, includes the Bernung Village logo. The logo is in a shield shape and includes a coconut tree, mountain, and wave of water, thus showing the possibilities and potential of the coastal village with abundant natural resources.

The homepage "Bernung Village" (bold, big and dark blue letters) has the following 18 links divided into six categories: homepage (homepage, monographs, statistics, articles, data house), services (services, meta mart, complaints), village profile (village gallery, village funds), public information (regions, legal products, public information, institutions and groups), mapping (geometa), development (development) and search (Q Search).

The content shown on the central section of the website varies according to the page being viewed. The main page of the website contains information concerning Bernung Village which includes a short profile on the village such as the village history, geography and socio-economy. It also provides information about the village's natural resources and its agriculture and tourism potential, including the latest news about the village such as events, congregation programs, and announcements. In addition, there are details on the village administration, health services, education services, and various other services available. The website footer is at the bottom of the page. The footer includes the mailing address, phone number, and e-mail address for Bernung Village, links to Bernung Village's Facebook, Instagram, and Twitter accounts, and a copyright notice for the Bernung website.

Based on the evaluation results, it can be said that online media utilization in the form of a website in Bernung Village has obtained the expected results in increasing the number of visitors, participation, and transparency in the village. Positive impacts have included greater participation, knowledge of online services and the community at large. The long-term impact has been village developments, further transparency and economic prosperity in the community. The evaluation finds that, as a communications tool that strengthens the community, the village website is functioning very well.

Quality of Digital Village-Based Services on the Bernung Village Website

The website of village is available to all countries in the world, so any internet user can directly access the village's website. From this website, it is expected that there will be wider access to Bernung Village from tourists and people with similar interests. Information about the village including statistics, development, tourism and investment and business opportunities can be easily deployed, whilst public awareness and interest in tourism in the village can be improved. Furthermore, the website can also be used as an interactive communication medium between villagers and visitors to help improve the sense of community and encourage participation. Better marketing opportunities for the village product and services have also been developed for the website. An example is the Meta Mart, which is used to

market products produced in the village, as in Bernung Village. This also results in local economic development and improvements. These can include order systems or payment systems, and can save time, manpower, and costs.

Despite benefits, there are several obstacles which villages face in developing a website. In many villages, the main problem is the lack of technology as villagers often do not have access to the internet or a computer. Another shortcoming is that it is generally a burden on small villages with limited budgetary resources to develop and host a website, and that many such villages do not have the technical skills to create and maintain a website independently. This includes several pages, such as the complaints page, the village gallery, and the village fund report. These pages could be organized and better presented. Updating all the website pages to be more relevant and interesting for the village visitors would require a lot of effort and time. Furthermore, websites need to be secure from cyber-attacks which could not only impact the data in the village but also malign the village's reputation.

The village website has had both short and long term effects on Bernung Village. It has become a tool for publicity towards various types of tourism, by providing information on cultural and tourism potential. The interactive parts in the site help make it easier for villagers and tourists to communicate with each other, so the village feels more like a community, making them familiar with village events. Features such as Meta Mart would also help promote and sell the local products, thus providing a market for the micro-enterprises. In long term the continuous promotion through the website would help in the growth of the tourism and business industry of the region as well as the village's overall economy. Long-term use of the website and technical training can lead to increased technological capacities for the village communities themselves, providing job opportunities within the digital technology sector. Additionally, awareness of the need for participation and communication through digital means is also expected to be raised so that there will be greater community engagement in village development. With proper security management and upkeep, the village site can act as a trusted channel for the communication and transactions between the village and its users.

Table 1. Evaluation of the Quality of Digital Services in Bernung Village

Advantages	Disadvantage
Digital services make it easier for residents to access public information and services anytime, anywhere, without visiting the village office in person.	Some information on the website may be inaccessible or unavailable, thus lacking overall transparency.
Digitally implemented administrative processes can reduce the time required to complete various services and reduce operational costs.	Not all residents have access to digital devices or the internet, which can lead to inequities in access to public services.
Citizens can easily provide input, complaints, or suggestions through digital platforms, which can increase their participation and involvement in village governance.	Technical issues such as internet disruptions or system failures can hinder access and services, impacting citizen satisfaction.
Digital services allow for more structured and accessible data collection, aiding in better analysis and planning.	The initial investment in digital infrastructure development and staff training can be substantial, which can put a strain on the village budget.

Source: Processed by author, 2025

The launching of the Bernung Village website is a new beginning for the Bernung Village Government to serve and convey information to the people of Bernung. This website is a new source of information for the residents of Bernung, where they can easily obtain information and participate in village progress. On this website, the people of Bernung Village can find a profile of the village, administrative services, news, and the agenda of village activities. The website saves villagers a trip to the village office, and it also has a user-friendly search function that enables residents to find information quickly and accurately. The Bernung Village website is not just an announcement site. The website is also intended to be the media for discussion, feedback, suggestion, and decision, in the hope that the website can be a place for villagers to discuss village development and improvement (Sri Mulatsih et al., 2023).

The website is also used to promote local micro-enterprises or MSMEs products. Its MSME products and services are listed on the website, which opens up more opportunities for the micro-enterprises in the village to market their products (Syapsan, 2020). These benefits help to elevate the economic and living standards of the village. The website continues to lack a budget and expenditure statement. Disclosure of budgets and other financial information is important in order for the public to be able to monitor the use of village resources and the programs that constitute the village. Future efforts will seek to deepen this transparency and promote greater accountability from the village government. Despite fairly low rates of digital literacy, particularly

among the older residents, the website has been generally well received, with villagers commending it for making information and administration easier to access and process.

To bridge the digital literacy gap, residents will need further training and active education to learn how to use the website effectively. The addition of interactive elements such as forums, feedback forms, and polls has encouraged citizens to engage in the decision-making process. Citizens feel they have been listened to and consulted and that they have an active involvement in developing their village. The Bernung Village website as a form of digital public services can help the village community and act as a medium for the village government to increase the participation of the village community towards building an inclusive participatory and sustainable village with further development and improvement of its features (Mulyono et al., 2023).

Transparency and Accountability Aspects

Transparency is the ability of the government to provide information on the management of public resources to those who need it (Elsa Prisanda & Rury Febrina, 2021). By being transparent, the people play their part in obtaining information about the budget process, so that it is in accordance with the aspirations and interests of the people, especially the majority. A clear expression of the values and principles of good governance is the transparency of the apparatus and the public management system. Thus, the ideal outcome of good governance is to realize a government that is professional, legal, transparent, accountable, credible, clean, and sensitive and responsive to the interests and aspirations of the people, based on ethics, a spirit of service, public responsibility, and integrity in carrying out the nation's mission to achieve the nation's ideals and goals.

Transparency is required by the government in carrying out the duties entrusted to it by the people (Putra & Wardhani, 2024). The government has broad authority in determining various policies, the government is obliged to provide detailed information regarding the implementation of government affairs. Transparency, which minimizes the possibility of lying, is a mechanism for preventing corruption, protecting public resources. Accountability (in English, accountability) is something that can be accounted for. Accountability is the obligation to report, present, and disclose all actions and decisions for which policymakers are responsible to those mandated and entitled to demand accountability.

However, the success of the internal accountability system depends on the commitment of government leaders and all employees to carry out their missions as intended and based on the principles of good governance. The internal accountability system must ensure

that resources are utilized in accordance with applicable laws and regulations and that the associated targets are met in accordance with relevant performance indicators. Accountability should be focused on results and benefits to be derived in the context of the agency's vision and mission with observance of transparency, objectivity and innovation principles. The use of information technology to improve efficiency and to ease public access to real-time performance reports should be encouraged. To become optimal, capacity building, and training for employees must also be carried out on a sustainable basis, and the community must also be more involved through public supervision, so that accountability can be a momentum for continuous improvement in the performance and reputation of government agencies.

One of the efforts to create good village governance and sustainable development is to increase transparency and accountability. The utilization of information and communication technology to increase the transparency and accountability of Bernung Village can be achieved through a well-managed village website. With regards to the village website, the information that can be found in the village website concerns the transparency and accountability of village finances, village expenditures and the status of village development programs and projects. These information may include village financial statements, village expenditure reports, program status reports, and village profile. The village financial statement that contains an accountability report for the village budget realization, a revenue report, and a village fund expenditure report is needed because the report can be used as a village financial information system. The village fund expenditure accountability report contains information on the use of village funds for each program, such as the name of the program, the amount of funds used, and the impact of village programs on the village community.

Regular reports on the progress in implementation of village programs in terms of program activity and outcomes are useful. Data on village profiles, including demographics, natural resources and economic opportunities, can help the understanding of the status of villages compared with opportunities for collective advancement. Real-time publishing of this material on the village website would allow residents to be better informed and oversee village development. Better village financial management. By transparency, the community will have confidence in the village government, and they are able to actively participate in village development. The community will feel that it is a part of the development and undertakings of the village government if information is accessible and available in any form.

With this information available to the public at all times, village government will be more accountable for its decisions and program implementation. The website will give village residents the ability to express their opinions and review village programs, and hold village government accountable. Openly publishing the information is also expected to minimize the risk of corruption by the management of village funds, increase the accountability of the village government, increase the strong relationship of the village government and the village community, and improve the community's participation and dialogue in village development. Another positive side effect of a well-run village website is that it can become a template for other villages, making information less opaque, and better financial documents posted on the village website could increase the confidence of citizens in the village government.

Information on the use of village funds should also be given, for example, by providing information on, the name of the program being implemented, the amount of village funds that have been channelled, and the results achieved from the program implementation to the community. For example, program expenditures on public goods such as roads or bridges can increase the quality of life for residents since they can observe the improvement occurring in their area. Program progress reports can also allow residents to see the results of these program expenditures. Overall the village website is an effective means of transparency and accountability in Bernung Village. Properly implemented information and communication technology will make Bernung Village a successful example of a village that implements the principles of transparency and accountability, which will have a positive impact on the entire community and can be a role model for other villages.

Community Participation

In the digital era, digital platforms offer important opportunities to increase community participation in all aspects of village development starting from decision making to public services. Therefore, by using this platform wisely, Bernung Village has the opportunity to become a model of an inclusive and sustainable village. Digital media is another alternative for the community of Bernung Village to convey their aspirations and complaints through online surveys, digital discussion forums, and social media. Involving the community in a digital discussion forum can help the village government to increase transparency and accountability, and create a sense of belonging and responsibility for village development. When communities are involved in making decisions, they are more likely to invest in the implementation and maintenance of the program.

Digital platforms in Bernung Village include online surveys to determine priority village activities to be used as the basis for preparing a participatory and community-based Village Medium-Term Development Plan (RPJMDes); online discussions to discuss waste handling with the community; and social media to promote MSME products to increase income and village economy. However, the digital platform in Bernung Village has challenges in terms of digital skills, technology access, and lack of willingness to take advantage of online-based communication. The challenges can be overcome by providing digital literacy training, internet accessibility, and a user-friendly digital platform for their village. With the right approach and by addressing these challenges, Bernung Village can leverage digital platforms to improve community participation, promote inclusivity, and achieve sustainable development within their village. In conclusion, digital media are an effective means of supporting community development participation in the village. With the right management, Bernung Village can be a role model for other villages in Indonesia in realizing an inclusive, participatory, and sustainability-oriented village governance while bringing real benefits to the whole village community.

The evaluation of Digital Village services in Bernung Village shows a need for improvement in the affordability, quality and usefulness of digital services, which can be achieved by working closely with internet service providers and through the establishment of public computer facilities in calculated locations within Bernung village. Moreover, a dedicated team for information maintenance on the website, as well as training the residents to write articles, take pictures and film videos would allow for more updated information. Digital literacy, training of website administrators, and digital capacity building would also improve if a dedicated team for information maintenance was present. Suggested practices have included regular website security audits, compliance to electronic security standards, training to village managers, and reliable data backup and recovery solutions. Increasing transparency and accountability could be achieved by publishing village budgets in an intelligible format and by implementing functions for village residents to monitor and hold accountable their village treasury. Community forums, mobile apps and administrative services need to be designed to contribute to an engaged community. More interactive features on MetaMart, and training the villagers on e-commerce, can increase the marketing potential of local products and contribute to village advancement. In order to identify the needs of the community and discover more services to provide, regular evaluations of digital service use and user satisfaction surveys are required. This can help to promote community participation, inclusive village development,

sustainability, and village digital innovation, and would place the Bernung Village website as a model in Indonesia. This is displayed in Table 2 below.

Table 2. Evaluation Matrix for the Implementation of Digital Innovation in Bernung Village

Evaluation Indicators	Description
<i>Output</i>	1. Increasing individual and institutional capacity in understanding village website management. 2. Realization of village website management processes and mechanisms as a means of innovation. 3. Increasing commitment from operators and village officials.
<i>Outcome</i>	1. The village website facilitates the dissemination of information and increases the transparency of village governance. 2. Residents have easier access to information about government programs, activities, and public services. 3. Community engagement is increased through interactive features.
<i>Impact</i>	1. Improving the efficiency and quality of village services. 2. Improving access to information and public services. 3. Boosting the local economy through community participation. 4. Long-term impacts on more participatory village development.

Source: Processed by author, 2025

The evaluation matrix table above provides a clear picture of the extent of digital innovation implementation through the Bernung Village website and its impact on governance and community participation. Through strategic steps that include improving access, content management, technical skills development, digital security, transparency, feature development, and regular evaluation, the Bernung Village website can be an effective tool for supporting community participation and improving village development. Proper implementation will ensure maximum benefits from digital services, making Bernung Village a model of inclusive and sustainable digital innovation for other villages.

4. Conclusion

This research concludes that the Bernung Village website has become an effective digital media for improving the quality, accessibility, and participatory governance of village public services. For the benefit aspect, the Bernung village website has substantial positive effects on village profile promotion, village public service, local product marketing, tourism, and village community activities. The drawback aspect is the low quality of human resources,

infrequent website updates, weak institutional governance, unequal digital access, and low cyber security knowledge. In addition, the site can increase operational effectiveness, by doing such things as performing administrative functions, and providing citizens with a single source for public information without requiring a visit to the village office. It can also promote accountability and transparency by providing space for public information. However, the financial reporting and other services are still lacking.

Therefore, this study suggests that digital transformation in the village requires support from capable village officials, management procedures, infrastructure, and continuous digital literacy for village officials and the community. The study contributes to the digital village governance literature by extending the role of village websites into public service media, transparency and accountability tools, community participation platforms, and local economic empowerment measures beyond merely a tool. Future research could measure the citizen satisfaction and the user experience from villages' website use and compare villages with similar characteristics to improve the understanding of the effectiveness and sustainability of rural digital public services.

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