

Design of the “UNY Mbangun Desa” Management Information System Package as a Support for Village Community Empowerment and Assistance Models

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ABSTRACT

In implementing development in Indonesia, one of the priorities developed by the government starting from the Nawacita Program in 2014 and continuing with the second phase of Nawacita, the country has development priorities starting from villages and outermost regions. This implies that development priorities that were previously centered on urban areas have shifted to developing development in rural areas and outermost areas. Rural development is rural-based development by prioritizing local wisdom in rural areas which includes the demographic structure of society, socio-cultural characteristics, physical/geographical characteristics, patterns of agricultural business activities, patterns of rural-urban economic linkages, village institutional sectors, and characteristics of residential areas (Helmy, 2004). Village development also needs to involve elements in the village such as institutions in the countryside, and economic driving elements such as BUMDES (Village Owned Enterprises) and Community Entrepreneurship. All of these elements become material for mapping a sustainable village development pattern in accordance with the SDGs Village concept. As a form of the participation of Yogyakarta State University (UNY) in collaboration with the Ministry of Villages and PDT RI, in Higher Education Tridharma activities namely Education/Teaching, Studies and Community Service. In community service in 2021 a study concept for UNY Mbangun Desa is designed. The results of the UNY Mbangun Desa Study obtained an integrated development model where the development of the model was divided into three stages, namely Preparation – Implementation and Post Implementation. At the core of the activities contained in the Implementation Phase, the application of the village community empowerment and assistance model to optimize the village community's potential can be carried out in an integrated manner in each model of a tourism village, cultural village, batik village, herbal village, digital village, and coastal village.

In this integrated model for each village character, both a herbal village (or a food industry center-based village), a batik village (or a craft industry-based village) and a coastal village, in order to achieve optimal development it is necessary to develop digital aspects to achieve a smart village concept that can optimizing empowerment and assistance in the UNY Mbangun Desa model. To achieve this, an application system based on a Management Information System is needed which functions to increase and maximize the potential of a village with the help of technology. The Management Information System includes administrative systems and village government services that were developed to be integrated with other services, for example integration with marketplaces including payment systems, integration with OTP (one-time password) services, and other forms of integration. In this research a prototype package will be designed which will later become a supporter of the UNY Mbangun Desa model which will later be offered as a product from UNY to be able to help the Government and Village Communities optimize village potential for community welfare.

Kata Kunci: Management Information System, UNY Build Villages, Assistance and Empowerment of Village Communities, Village Economy