

Regional Feature Product Development Management Using Data Management Using Networked Websites in Assisted Villages in Realizing the Tridharma of Politeknik Negeri Medan

Rizal Agus^{*}, Marliana Sari, Enny Segarahati Barus, Muhammad Zuhirsyan & M. Rizqi Lubis

Politeknik Negeri Medan, Medan, Indonesia.

Email address:

rizalagus@polmed.ac.id

^{*}Corresponding author

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Abstract: This research aims to carry out database management according to market needs and predetermined entities/variables, to be used as data storage for profiles of assisted villages based on superior village products and to redesign a web-based information system that presents profiles of assisted villages based on superior products and village connectivity. The research method used in database design and information system design uses descriptive qualitative methods by conducting focus group discussions with P3M Polmed administrators and conducting in-depth interviews with six village heads/secretaries in designing the prototype. This research produces a design for a networked website-based information system with the addition of creating the location and knowing the distance between one village and another, which presents a profile of the target village based on superior products that can be accessed via a network of websites and produces a mandatory output in the form of a book with an ISBN.

Keywords: Feature Product, Development Management, Data Management, Networked Websites, Assisted Villages

1. Introduction

One of Polmed's missions is to carry out research, apply science and technology to promote entrepreneurship, improve the welfare of the community, nation and state (<https://polmed.ac.id/>). Permendikbud 03, 2020 concerning Community Service Standards point 2, it is necessary to develop an empowerment model according to local conditions, point 3, to increase community service capacity with problem-based study solutions (Guide to Community Service Vocational Service, 2021,

<https://simlitabmas.kemdikbud.go.id/>). Director General of Higher Education 002/sirpres/2020, Nizam, explained that campuses are important for developing villages, encouraging students and lecturers to research and innovate for village communities (<https://dikti.kemdikbud.go.id/kabar-dikti/>). The DN

Ministry explained that there are 83,381 villages in Indonesia (<https://databoks.katadata.co.id/datapublish/2021>). 2021 data in North Sumatra 6132 villages (<https://www.bps.go.id/>). PDTT Minister of Villages, A. H. Iskandar emphasized that the village digitalization program must start immediately, to add digital villages, the problem is that 11,231 villages do not have an internet signal (<https://profil.digitaldesa.id/>, accessed 11 March 2023). AH. Iskandar (2023) requested that the Ministry of Village's Human Resources Development Agency (BPSDM) formulate an increase in human resources for ministries and in 75,265 villages, so that targets are achieved, providing and compiling technical training for village governments, community institutions, residents, expanding cooperation between universities. (<https://kemendesa.go.id/>, accessed 11

March 2023)

In various regional development countries, with the One Village One Product (OVOP) concept, a unique product adds value to regional income, because it is superior and goes international. In Indonesia, OVOP is an SME that collaborates with BUMN, assisted by the government (<http://ikm.kemenperin.go.id/programmes/capacity-building/ovop/>). (Hendri, 2016) development of superior products requires government intervention, community participation and supervision, product design development according to the market, traditional values and problem solving. (Ramadhani & Mulyana, 2020a), companions need expertise, facilitation, increasing business management capabilities, and soft skills. Dako et al., (2014, p. 9) database development needs to include spatial data for interactive visualization of the assisted village area, Pertiwi et al., (2014, p. 65) the level of empowerment and participation is related to the level of life of the community, Rasyid (2020, p. 39), service activities help the village a lot.

A preliminary study by searching <https://polmed.ac.id/> shows that the website information portal for service data for assisted villages oriented towards superior village products is still limited. The published report from google.com data and from UP3M employees explains that there were 46 Community Service Activities in Assisted Villages (PMDB) by Polmed lecturers in 2019 and 2020 with DIPA funds, in North Sumatra, but some of them have not been selected and taken into account the village's superior products, product sustainability, inter-network villages and village sites that are not yet perfect, Agus et al., (2022) research found and produced an initial design (prototype) of a website displaying the profile of the assisted villages based on superior products, the availability of information on business assistants in 3 villages (access <http://desabinaanpolmed.com/>). My interview on March 30 2023 with the Secretary of the Head of Pantai Cermin Village (PC) Kiri Kab. Serdang Bedagai M. Elizar, that the superior products of his village are woven pandan mats, tourism, agricultural products, as well as PC Village Secretary Kanan Dani; The potential for regional superior products is pandan mats, rice, etc. Hambali Village Secretary, Pari City Village, has the potential for a beach tourism area. The weakness is in the aspects of planning, marketing management and digital marketing in the form of the unavailability of village websites and inter-village website networks. Eva (Chair of the Purun Tikar Weaving Center, Sergei), said that this product made from sea pandan raw material has potential and is widely spread in the village of PC Kiri. , PC right, and Kota Parih, made into woven pandan mats, sandals, wallets, bags etc. Marketing has been exported through agents, other problems, raw materials are getting scarce, and management is still low.

From this description, it is important for researchers to carry out further research in 2022 by expanding the reach and network of villages, in realizing the Tridharma of Community Service for Polmed with better management, selecting small and village industries, by expanding the

internet network with the title: "Management for Development of Regional Superior Products with Management Data Using Networked Websites in Assisted Villages in Realizing the Tridharma of the Medan State Polytechnic Vocational College.

2. Research Methods

Research methods. This research was carried out with a descriptive qualitative approach to understand data management and web design using a prototype method that allows continuous development of the system.

Research Stages. This research will be carried out in 6 assisted villages that have superior products. Firstly, a Focus Group Discussion was conducted with the chairman/staff of P3M Polmed, the Chairman of the Indonesian Business Development Service Association (ABDSI) Korwil North Sumatra and an in-depth interview with the Chair of the ABDSI Korwil Serdang Bedagai to select the target villages based on certain criteria, the results of which will be described and used for creating a website system for the assisted villages that is integrated into one system, collecting data from the assisted villages in the form of village monographs, RPJMDs, profiles, superior products and other supporting data that can be obtained by visiting the village, as well as using search engines on the internet, for base design purposes data, designing application input and output interfaces

Measurement and Observation Parameters. Research parameters are a value or condition that is used as a benchmark in finding everything to fill existing gaps, reveal in more detail what already exists, develop and test the truth of what already exists but is not yet clear. A parameter is defined, a measurable and constant or changing characteristic, dimension, property or value of a data set (population) because it is considered important for understanding the situation (for problem solving). After the population is used as a measure for qualitative research, the population is called a social situation which consists of three elements (place, actor and activity) which interact in synergy. Several parameters related to the 4 elements of this research can be defined as follows. Study, defined as an in-depth investigation of something. In this case, it is carried out on superior products from villages assisted by Polmed. Implementation is defined as applying, meaning the creation of an information system for the assisted villages and promotion of existing superior products. The plan is defined as the implementation stage in the implementation of the information system which has been stated in the system design which is set in scenarios at the stage of creating the assisted village information system. Strategy is the determination of long-term goals and objectives of the institution, the implementation of a series of activities and the allocation of resources that are important in implementing the targets, meaning the determination of basic objectives from the beginning of the system to the end as well as a series of actions and allocation of resources that are

important for implementing the information system which includes the community, assisted villages, government administration of assisted villages, and Polmed.

Data Collection and Analysis Techniques. Data was collected by searching related literature, FGDs with P3M staff, intensive interviews with village staff, as well as searching the internet, analyzed descriptively and designing a web prototype for system development.

Sampling Method. In qualitative research, the sample unit is not based on population size, but by paying attention to the place, actors and activities. Sampling is to collect maximum information from various sources. Samples were taken using the purposive sample method (Sugiyono, 2014) with the criteria of people who are experts in their field so that the data is in line with the researcher's expectations. The number of participants is between 8-20 people, the sample size is > 6 people. Apart from that, it uses Snowball sampling, which is an approach to finding key informants who have a lot of information to help get other respondents through recommendations. In this research, the participants were 6 village heads/secretaries who would be selected and designed their village website based on superior products, deemed adequate in accordance with the provisions.

Focus Group Discussion (FGD). The FGD involved 5 expert participants and stakeholders together with 4 researchers and members to determine the factors presented on the village website and select competent business assistants from Polmed lecturers and small business practitioners who were successful in managing their businesses, participants included; Mr Syiril Erwin ST. MT. Ph.D (Chair of P3M Polmed), Mrs. Sharfina Faza, S.Kom., M.Kom., (Secretary of P3M Polmed), Bella Joretta (P3M Polmed Staff), Drs.Yusman, MA., Chair of the Indonesian Business Development Service Association (ABDSI) North Sumatra Regional Coordinator, and Eva Harlia, Chair of ABDSI, Serdang Bedagai Regional Coordinator/ Chair of the Mat Weaving Center, Serdang Bedagai.

Research design. At this stage the researcher carried out system design using UML. The stages that the researcher carried out were creating Activity Diagrams and Class diagrams, table structures, user interfaces, application input and output.

Systems Analysis. System analysis is a stage that aims to understand the information system for selling superior products in the target villages, identify system deficiencies and determine system needs. By analyzing ongoing procedures, the system can be evaluated so that a proposal for a new system can be made from the results of the system evaluation.

Analysis of Current Procedures. Procedure for ordering superior products in assisted villages. Customers do not know the superior products of each target village, so it takes time

and energy to search for information on superior village products that customers will use. Customers buy superior products directly by visiting the target villages so it takes time and effort. Customers pay the amount billed by the product owner in the target village. After the purchase is complete, the customer will receive proof of product purchase. Then the product seller will record all existing transactions.

Weaknesses of the Current System. After knowing the current system, the researcher concluded that there are several processes that are still manual, which have been implemented so far and are less effective in terms of functionality and time in the product purchasing process. The following are some of the weaknesses of the current system. The process of promoting superior goods is still conventional so that superior products from the target villages have not been exposed to the general public. Product purchases can only be made in the village by the buyer coming to the target village to see superior products, which requires time and effort. The process of ordering superior village products is still done manually directly to village residents who produce superior products. The payment process for superior products is still done manually using cash and not yet done technologically. Transaction data is still recorded manually, this results in data being lost one day if cashier management is less effective and efficient. The target villages have not yet been exposed to the superior products they have. There is no expertise from the assisted village administrators in managing their village areas so that they can develop well. There is no relevant reporting from village officials in managing their village's superior products. Customers will face difficulties in finding the desired product efficiently. Customers do not have complete and accurate access to location information regarding the products they want to purchase. Information such as store location, distance to store, product distribution maps, or other important location-related information, may be unavailable or difficult to access. Customers face difficulties in finding the desired products efficiently. Information regarding product availability in various locations, prices, or specific promotions in a region may not be available in an integrated manner, so customers must search manually or contact various related parties to obtain the necessary information.

Customers do not know the distance or estimated travel time from their destination to their location. Lack of Ease of Collaborating and Coordinating.

Analysis of the Systems Offered. Due to the weaknesses of the system above, the solution proposed by the researcher is the creation of an information system for Data Management in Assisted Villages Based on Regional Featured Products Using a Website, the creation of a web-based information system for sales promotion of superior products in the assisted villages, the creation of a GIS information system so that users can produce useful information, valuable in a shorter time, such as modeling and simulation, analysis of product availability, training in the use of information technology for village

officials based on a website and using Php and using a MySQL database to store all superior product data from the village into a data base as well as providing training to Village residents use information technology to carry out sales transactions for superior products from the village. GIS allows the integration of data from various sources, including geographic data, socioeconomic data, environmental data, and other data. With complete data integration, users can have a more comprehensive understanding of a region. Integrated information will help users make more informational and data-based decisions, increasing productivity in complex decision making.

Advantages of the system offered. The promotion process for superior goods has been carried out using information technology so that the promotion of superior products in the target villages can be seen by the general public outside the village. Customers can carry out the product purchasing process online and in real time. The process of ordering superior products is easier for customers where customers can see the product list online, without having to come to the village. The payment process is easier to carry out where transactions can be carried out by means of transfers between banks that have been notified directly to the WhatsApp seller of the village's superior products so that when the goods have been paid for, the seller can immediately send the goods. Superior products have been exposed to the public so that buyers can see which areas the products they need are available. Transaction data is stored and structured in one database which can later be managed by village officials into a report. There is a management system that has been implemented by village officials to increase regional income. There is relevant reporting from village officials in the management of natural resources in their respective areas.

3. Research Result

From the researcher's interview during the FGD activity conducted with Mrs. Bella and Mrs. Meda from P3M Medan State Polytechnic at Wong Solo Medan on September 4 2023, it is known that the data for villages assisted by the Medan State Polytechnic were 49 villages in 2019, but in 2020 The assisted village program was not implemented because there were no funds for this.

On the other hand, the assisted villages have not used the criteria from P3M, but reviewers assess the proposals according to assessment standards, so there are no criteria regarding sustainable service programs. The criteria do not yet use the development potential of an area for a sustainable, prosperous independent village, but there are indicators of achievement through journals and mass media as mandatory outputs. Some service programs have met the criteria for encouraging community creativity, some service programs encourage building local potential of natural resources and human resources, but have not fully encouraged community

independence. Mrs. Putri, P3M staff, explained that some of the service programs have attempted to increase the development of appropriate and digital technology. Through e-commerce, publications have been made on YouTube videos, mass media, business logos, business licenses, halal food.

In 2020, 2021, 2022 P3M will not organize community service activities in the assisted villages due to the Covid-19 pandemic. Furthermore, the chairman of P3M Polmed, explained that to determine a village that would be used as a target village in Polmed community service activities, starting with a proposal from the village concerned, followed by making a service proposal by the proposer, then P3M staff carried out an observation (survey), then discussed The topic that will be used as the title of community service will then be decided as an activity for the assisted village, some of which have proposals from villages explaining their needs but cannot be followed up due to limited funds for Polmed community service.

The assessment of community service in the assisted villages was carried out using criteria that were not yet detailed, and the development activities in the villages were carried out only once/not yet continuously, because the main consideration was to ensure even distribution of community service activities, considering the limited funds available. For the One Village One Product (OVOP) based assisted village website that will be designed in this research is by making prototypes or pilots in 6 assisted villages which are considered potential as a continuation of making prototypes in 3 villages in Pantai Cermin sub-district in the 2022 research, so that In this research, there are 9 village prototypes for 2023.

Furthermore, in-depth interviews were conducted with 6 Village Heads/secretaries/village officials which were initially planned to be conducted with the heads of Village Heads/secretaries/village officials: 1. Pantai Cermin Kanan Village 2. Pantai Cermin Kiri Village 3. Kota Parih Village 4. Besar Village Two Waterfalls 5. Ujung Rambung Village 6. Celawan Village, however for the Pantai Kunci Kemiri Village and the large village Two Waterfalls were not selected as target participants because the village secretary and his family were sick, and in the end the participants were replaced by Lubuk Saban Village and Temporary Village. Based on interviews, it is known that 4 villages already had village websites but were not reactivated and 2 villages, namely Lubuk Saban Village and Temporary Village, did not yet have websites. These village heads stated that they really needed a village website to socialize village programs and activities and promote products. superiority of the village owned.

Superior products in the Village. Cermin Kanan Beach Village. Having superior products, fragrant Pandan Coconut,

making bags from woven pandan crafts which is carried out by the home industry of purun mats, namely woven purun stems which are processed into sitting mats/mat products with a width of between 2 to 3 square meters, the raw material is from wild grass that grows in swamps. and tidal rice fields, this work is carried out by housewives in this village, there are also bag and hat products, besides that there is also planting of fragrant pandan coconut seeds.

Parih City Village. The village head, Mr. Hambali, explained that this village has superior products, including in the tourism sector, in this village there are Pondok Permai Beach, Woong Rame Beach, Gudang Garam Beach, Kuala Dewi Indah Beach, Pearl 88 Beach, Pulau Dua Rasa Beach and others, besides that also in the fields of agriculture and animal husbandry, the community cultivates idle land and home gardens with honey guava which is marketed along the Pondok Permai beach tourist attraction, palm sugar. The livestock sector includes chickens, vanami shrimp farming.

Ujung Rambung Village. The village head, Mr. Suparno, explained that their village has superior rice products and organic fertilizer. Celawan Village. Celawan Village Secretary Mrs. Kusumawati explained that this village has superior products.

Usecase Diagram

Usecase Diagram is a diagram used to explain briefly who uses the system and what they can do. The following is the design of the use case diagram that was created.



Figure 1. Usecase Diagram

The "Admin" actor has several use cases, namely:

"Login": Use case that describes the process of logging into the system by the Admin.

"Categories": Use case that describes the management of product categories by Admin.

"Product": Use case that describes product management by Admin.

"GIS": Use case that describes the management of GIS (Geographic Information System) data by Admin.

"Customer": Use case that describes the management of customer data by Admin.

"Purchase Status": Use case that describes monitoring of purchase status by Admin.

"Delivery": Use case that describes the management of the product delivery process by the Admin.

"Logout": Use case that describes the process of logging out of the system by the Admin.

The "Buyer" actor has several use cases, namely:

"Website Home Page": Use case that describes a buyer's interaction with a website's main page.

"Village Website Page": Use case that describes buyer interactions with a village website page.

"Address Location & Buyer Distance to Village": Use case that describes accessing information on the buyer's location, address and distance to the village.

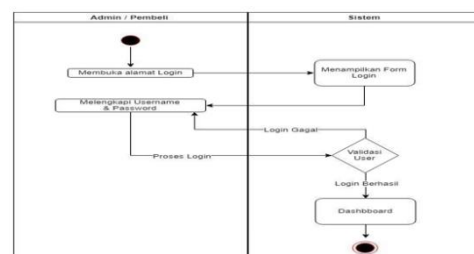
"Purchase": Use case that describes the process of purchasing a product by a buyer.

"Product Arrived Confirmation": Use case that describes confirmation of product receipt by the buyer.

In addition, there are several relationships between actors and use cases in this Figure, such as the "include" relationship between "Admin: Purchase Status" and "Admin: Delivery", which indicates that the "Admin : Purchase Status" use case extends (includes) use case "Admin : Delivery". Apart from that, there is also an "extend" relationship between "Admin: GIS Data" and "Buyer: Address Location & Buyer Distance to Village", which indicates that the use case "Buyer: Address Location & Buyer Distance to Village" can be extended (extend) by the use case "Admin: GIS Data" under certain conditions.

Activity Diagram is a technique for depicting procedural logic, reporting processes, and system work paths. Activity Images allow anyone carrying out the process to choose the order in which activities are performed.

Admin Login



In this figure, the structural logic of the admin login flow is depicted, the UML image is as follows:

Figure 2. Admin Login

At figure 2 above, Admin opens the login address and the system displays a login form, then admin fills in the username and password form, after that the system will validate the account, if the data is there it will display the admin display, if not there it will return to fill in the username & password.

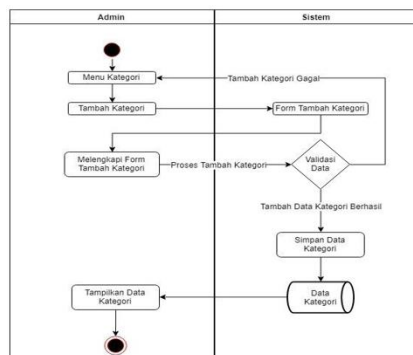


Figure 3. Add catehory

Add Category Data

In Figure 3 above, the structural logic of the admin flow for adding category data is depicted, the explanation in Figure 3 above.

The image 3 above explains an admin who wants to add category data by clicking the category menu, then clicking the add category button, after that the system will respond by displaying the add category form. After the category form has been completed, the data will be validated by the system before being stored in a category database. Data validation includes checking whether the data already exists in the database or not. If the data already exists, it will return to the category menu and the process of adding categories fails. Meanwhile, if the data does not yet exist in the database, the process of adding category data will be carried out and stored in category data. After the data is saved, the system will display the category data that has been input.

Add Product

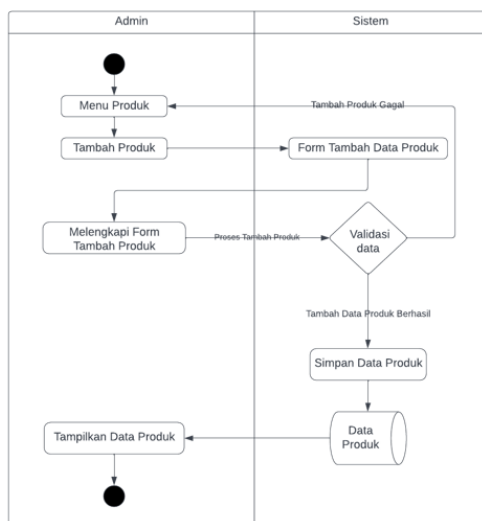


Figure 4. Add Product

Figure 4 above explains that admins who want to add product data must click on the product data menu and click the add product button. After that, the system will send a product add

form to the admin to complete the data. If the data is complete, the process of adding product data will be sent to the system and validated before being input into the database. If validation fails, it will return to the product menu, but if adding product data is successful, the data will be saved in the product data database and displayed back to the admin by the system.

Customer Registration

Figure 5 below explains that a buyer who wants to create a new account to purchase products must create a new account by clicking the create account menu, then completing the add account form. After that the data will be validated. If the data already exists it will return to the main form. However, if the data/account does not yet exist, a new account will be registered and stored in the customer data.

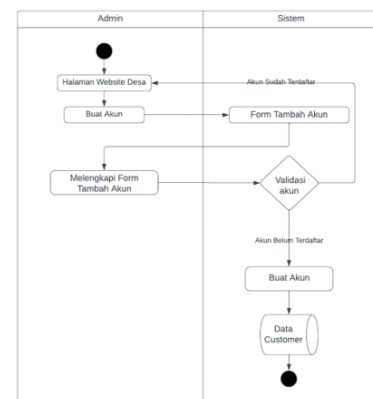


Figure 5. Customer Registration

Product Purchase

Figure 6 below explains the product purchase flow. A buyer visits the village website page, then selects a product, then the selected product is added to the basket. If the buyer wants to choose more than one product, then choose another product. However, if you want to make a payment, then click pay and an order form will appear. After that, the buyer will complete the order form and then the ordering process will be carried out, if the order fail they will return to the village website. If the order is successful, the order data will be stored in the order data database and information about the successful product order will be displayed.

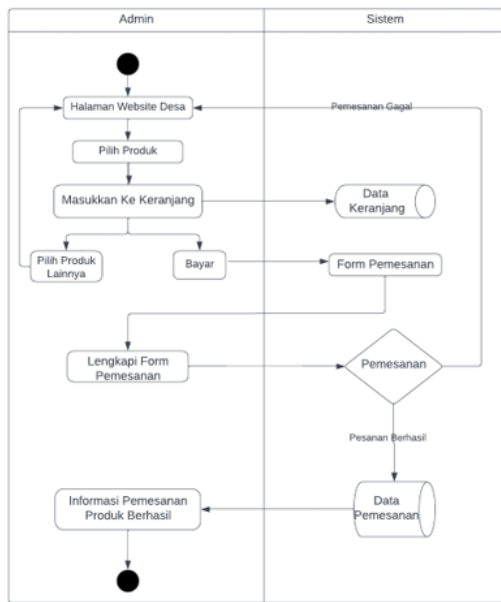


Figure 6. Product Purchase

Ubah Status Pesanan

Figure 7 below explains the admin process for changing order status. Admin selects the transaction status menu, then the system will display purchase data, then admin selects the change transaction button with a choice of order or paid. Then the status will be updated to the purchase data and stored in the purchase database. Then the purchase data will be displayed back to the admin.

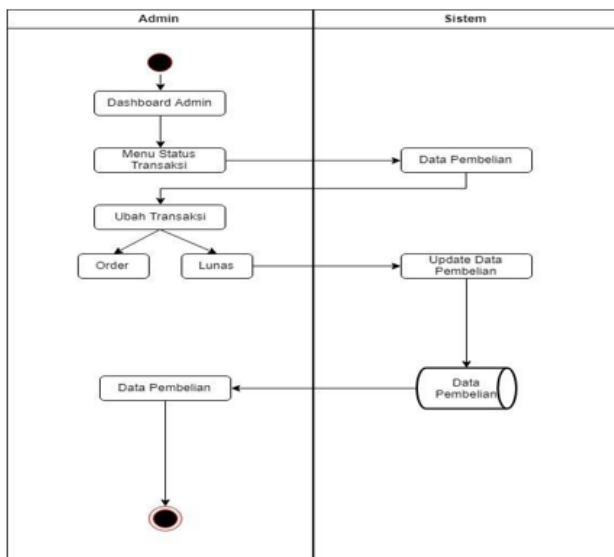


Figure 7. Change Order Status

Product Delivery

Figure 8 below explains the process of sending products to buyers, the admin changes the product delivery status to send product, then the data will be updated to the purchasing

database.



Figure 8. Product Delivery

Distance data between assisted villages and Polmed.

Admin Dashboard: is the user responsible for managing distance data between target villages and Polmed. The Admin Dashboard can enter destinations, validate distance data, and save distance data. Entering Goals: is a feature that makes the Dashboard possible.

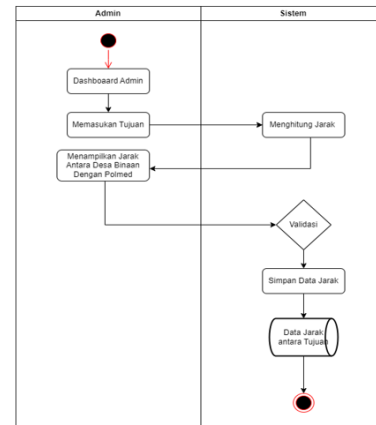


Figure 9. Distance

Managing Route Data to Assisted Villages

The Admin Dashboard enters the destination route into the system. The system calculates the distance between the starting point and the destination point, and displays the shortest route from the starting point to the destination point. The system displays the closest route to the Admin Dashboard. The Admin Dashboard decides which route to use based on the route validation results. The system validates routes to ensure they are safe, effecient and valid.

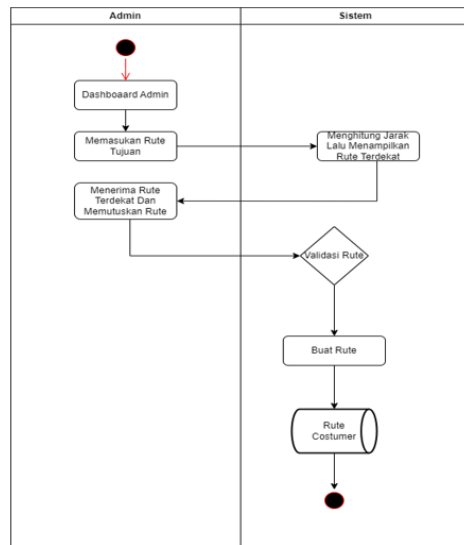


Figure 10. Route

Managing Area Data for Assisted Villages

The Admin Dashboard enters the destination route you want to achieve. The system processes data on the area of the target village to ensure the route chosen is safe and efficient. The system displays extensive data to the Admin Dashboard. Admin Dashboard receives extensive data and takes appropriate route decisions. The system performs extensive data validation to ensure the data used is valid and accurate. If the area data used is invalid, the system will suggest creating new area data. The Admin Dashboard approves extensive data that has been selected and authorized by the system. The system stores extensive data that has been approved by the Admin Dashboard and can be reused in the future.

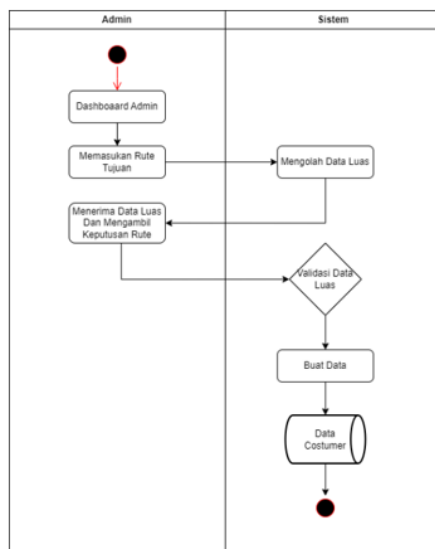


Figure 11. Area Data

4. Conclusion

Through this research, data collection on the assisted villages was carried out by conducting focus group discussion (FGD) activities with the Secretary and P3M Polmed Staff as well as with 6 village heads/secretaries. The FGDs carried out produced variables/data entities for the assisted villages based on superior products. The database design has been carried out according to predetermined entities/variables, and is used as a data storage for the profile of the assisted villages which can be accessed via the Internet. Of the six villages studied, these villages already have a web-based information system, but it is not active due to network access difficulties and the web can no longer be accessed, in addition there is no information about superior products yet. Therefore, design activities were carried out from the start of each village's website to display the profile of the target village based on superior networked products. The research produced a design for a networked website-based information system with the addition of creating the location and knowing the distance between one village and another, which presents a profile of the target village based on superior products that can be accessed via the website.

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