



Community Empowerment Multiculturalism Through the Digitalization of Village Websites as a Medium For Religious Moderation and MSMEs Promotion

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ABSTRACT

Background: Digital-based community service is a strategic approach to addressing the social and economic challenges facing villages in the era of digital transformation. This program aims to empower the multicultural community of Gedongrejo Village by utilizing the village website as a public information medium, strengthening religious moderation, and promoting information technology-based MSMEs.

Contribution: This community service activity contributes to improving digital literacy among village officials and the community, strengthening social cohesion through religious moderation content in digital spaces, and opening up access to digital promotion for local MSMEs.

Method: The community service method is carried out in a participatory manner with stages of needs analysis, design and development of village websites based on informatics engineering, training in system management and digital literacy, assistance in content production, and monitoring and evaluation of website utilization.

Results: The community service results indicate that the village website was successfully implemented as a public information system and community empowerment tool. The website was used to disseminate village information, publish content on religious moderation, and serve as a digital showcase for MSMEs, resulting in increased access to information and community utilization of digital technology.

Conclusion: This community service program proves that digitalization of village websites based on information technology engineering can be an effective instrument in empowering multicultural communities, strengthening religious moderation, and

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providing initial support for the sustainable development of local MSMEs.

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INTRODUCTION

Digital transformation has driven significant changes in village governance and patterns of social interaction. Village websites, as public information systems, play a strategic role in increasing transparency, community participation, and social and economic empowerment. In Gedongrejo Village, the multicultural community requires digital media that can present information in an inclusive, educational manner, and oriented towards strengthening religious moderation. The challenges faced by partner villages include limited official digital media, low digital literacy among officials and the community, and the suboptimal use of information technology to promote local MSMEs. Therefore, an information technology-based community service program is needed that not only provides digital infrastructure but also builds community capacity to manage it independently and sustainably. This community service program aims to (1) develop village websites as a public information system, (2) utilize websites as a medium for religious moderation and strengthening social cohesion and (3) support economic empowerment through digital based MSME promotion.

UIN Kiai Ageng Muhammad Besari Ponorogo, in its 2025 Community Service Lecture (KPM) or Real Work Lecture (KKN) activities, had the opportunity to collaborate with the STAIMAS and STABN campuses. STAIMAS as campus the organizer has the right to determine the implementation method achieved, so that The UIN Kiai Ageng Muhammad Besari Ponorogo campus and STABN have adjusted their technical implementation. The implementation of KPM in the village Gedongrejo, District Giriwoyo, Regency Wonogiri. Gedongrejo Village is an area with social, economic, and religious diversity. consists of from 2,434 soul Which divided in 10 hamlet, 24 RT And 10 RW [1] . With the main livelihood as farmers and the area which is mostly in the form of ricefield as well as forest, this village reflect life rural which is still thick with mutual cooperation and togetherness. Amidst this diversity, the community lives harmoniously despite differences in beliefs, namely Islam, Buddhism, and Catholicism. However, the socio-religious conditions village This No let go from a number of challenge Which need overcome. Some problem Which identified between other low understanding regarding the risks of early marriage, lack of supervision of juvenile delinquency, and lack of interest in reading Gedongrejo Village is a multicultural village in Wonogiri Regency, with potential for local MSMEs and a harmonious interfaith social life. This situation creates a need for digital media as a means of public information, MSME promotion, and strengthening religious moderation. side other, Village Gedongrejo own various potential Which can These resources are crucial for community development, such as cashew nut management MSMEs, dedicated TPQ teachers, active youth, and interfaith activities that strengthen social ties. If optimally managed, this potential can significantly contribute to improving the community's quality of life. Seeing the challenges and potential that exist, community assistance is an important step that not only provides instant solutions, but also. Also involving Public in a way active through process participatory,

educational and collaborative. Thus, mentoring is expected to foster critical awareness, increase independence, and strengthen social cohesion.

The work program to create a village profile website is an innovation initiated by KPM students in Gedongrejo Village after recognizing the significant potential in utilizing digital technology to support village development. The KPM students believe that a village website can be a vital tool for disseminating information. Public while supporting openness and the community's economic progress. Through the village website, all activities, potential, and important information related to government and the community can be documented and published more widely, thereby increasing Gedongrejo village's recognition and enabling it to compete in the digital age. Regarding previous studies in this writing, the author found five references from various community service studies as follows:

First, Andi Nurkholis , etc., entitled Digitalization of Mail Administration Services in Bandarsari Village . The results of community service are that to carry out mail administration services , in Bandarsari Village, the transition from manual to digitalization. Facilitating public services through the Prototype development method starting from user needs analysis and system requirements, creating system designs, program coding and testing. The development process The system uses the PHP programming language with the Laravel framework and MySQL as the database. Digital services are expected to simplify public services in Bandarsari Village . [2]

Second, Edi Irawan, Titled " Digitalization of Madrasahs in the Era of the Industrial Revolution 4.0: Reflections on Community Service Activities in Ponorog Regency ." The results of Edi's service explain that private madrasahs in Ponorogo still use manual records, in the era of digitalization, some Ponorogo madrasah schools do not yet have websites. Existence There is no official website as a means of information yet , activities community service seeks to provide solutions for madrasahs private sector in Ponorogo Regency that does not yet have a website. Service to community using the Participatory Action Research (PAR) approach . Technically, community service is carried out through five stages of competition-based service, including : preparation, training, mentoring, competition and appreciation [3].

Third, Suhaeli. Titled "Digitalization Strategy for MSME Independence and Women's Empowerment: Community Service in Kebon Pedas District, Sukabumi." The results of this community service are in the form of sales businesses from MSMEs, many of which are carried out by women in Kebon Pedas District. Sukabumi. However, sales are still conducted directly between sellers and buyers, resulting in difficulties in marketing sales. Community service helps women-owned MSMEs by providing digitalization training, training related to information technology, digital marketing, and online business management. In addition, local digital infrastructure is being strengthened to support strategy implementation. The results show a significant increase in MSME understanding regarding the use of digital technology, improving product quality, and expanding market reach through online platforms [4].

Fourth, Zezen Zainul Ali . Titled Community Service Lectures From Home Based on Religious Moderation During the Pandemic. The results of community service by conducting community service lectures were carried out online , a method of delivering information through social media, while the offline method was the direct delivery of material while still adhering to health protocols during the pandemic. The programs carried out were: 1) making pamphlets on religious moderation, 2) making short films on religious moderation, 3) national seminars on religious moderation, 4) Socialization of religious moderation. The results of this community service activity were growing public awareness of the values of religious moderation and implementing them in community life [5].

Fifth, Ahmad Izza Muttaqin . Titled Religious Moderation in Increasing Moderate Attitudes in Increasing Moderate Attitudes Among the Young Generation. The results of community service carried out by Ahmad, conducting a seminar on religious moderation at school. The aim of the seminar at school is for students to understand and comprehend the multicultural and heterogeneous Indonesian society. Strengthening character for students is needed through knowledge of religious moderation, and implementing the values of religious moderatio [6].

METHOD

With consider condition social And culture community in Village Gedongrejo Which own diversity, including adherents Islam, Buddhism and Catholicism, there are various issues that need to be addressed investigated related to implementation Studying Devotion Community (KPM) who push collaboration in moderation religious. Issues-issue the covering how to apply method *Participatory Action Research* (PAR) And *Asset-Based Community-Driven Development* (ABCD) in empowerment program public. Besides that's important to find out how far where collaboration in moderation religious can strengthen connection social in the middle variability religion [7].

This form of service is *empowering and sustainable, incorporating democratic government* values. It focuses on utilizing and maintaining community human resources, along with providing equitable and fair access for all levels of society. The selection and use of the *Asset-Based Community-Driven Development* (ABCD) approach is expected to bring about social transformation, both from the community and the campus, particularly for students, enabling them to develop a sense of social concern as a form of civic responsibility. [8]

Besides that, it is also necessary to study types activity empowerment Which have been carried out, such as digital marketing training, building reading corners, activities cross faith, And program health environment and How its impact on increasing literacy, the creative economy, and strengthening community capacity. Basic questions another is how program KPM can contribute to maximize local village potential and the challenges faced in realizing it b sustainability program community empowerment based on religious moderation in Gedongrejo Village. The PAR and ABCD methods involve [9] stages :

a. Discovery (Starting Asset Research)

During the discovery phase, the lecturer explains the Community Service Program (KKN) to the students. Due to the distance from the village where the KKN is conducted, students can obtain information through the village government website before entering the field . Research into village assets is necessary to explore the village's potential, making it easier for students to carry out the KKN program.

b. Dream

The students first requested permission and introduced themselves to the village officials who would be conducting the Community Service Program . They then discussed with the village community their planned 40-day Community Service Program. The community members then proposed the concept of religious moderation. Together with the community, they dream of realizing peace, tranquility, and tolerance through religious moderation.

c. Design

In the design stage, strategies are formulated to achieve the dream of religious moderation. The students' designs include: providing understanding of religious moderation to children in Sunday school and teaching TPQ (Islamic Religious Education) in mosques. Counseling Health, Healthy Youth Socialization: Training Ecoprint, Social Media and Editing Training, Community Togetherness Program for Borosuci Hamlet

d. Definition (Determining)

In the define stage, students propose the concept of religious moderation as a community service program agreed upon with the community. The community service program has a timeframe for each implementation.

e. Destiny (Doing the Stages)

Destiny is a stage formulated in the design phase. Students design a KKN work program, each step of which follows the established KKN work program plan. The KKN program lasts for 40 days, and each stage consists of a daily work program and a main work program, which is only conducted once.

1. Architecture and Engineering of Village Website Systems

The village website was developed as a web-based information system with a client-server architecture. The system consists of three main components: (1) a user interface (front-end) accessed by the general public, (2) a content management module (back-end) operated by village administrators, and (3) a database that stores village information, religious moderation content, and MSME data.

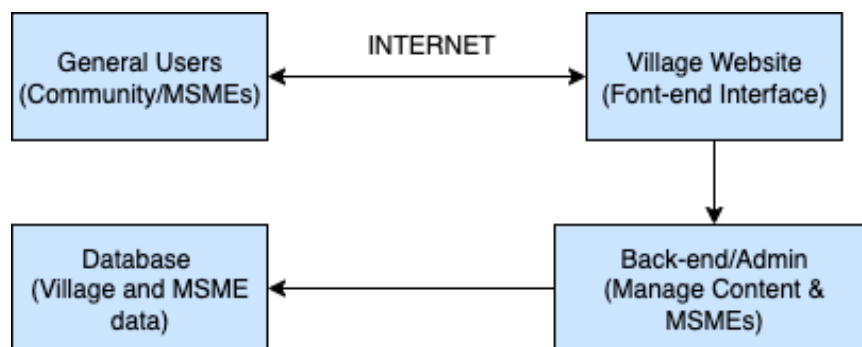


Figure 1. Village Website System Architecture

The system flow begins with the village administrator authenticating the user to manage content. Verified content is then published and accessible to the public through the village website. MSMEs have a dedicated submenu to display their business profiles and products, while general users can access information, news, and the MSME catalog openly. System security is maintained through restricted admin access, the use of passwords, and official village hosting to ensure the sustainability and availability of services.

2. Stages of Implementing Digital-Based Community Service

The community service method is implemented using a digital-based participatory approach with the following stages:

- a) Needs Identification and Situation Analysis are conducted through field observations, discussions with village officials, community leaders, and MSME actors to map information needs, digital capacity, and relevant content.

- b) Village Website Design and Development: The website was designed using web technologies (HTML, CSS, and an open-source CMS) with a system structure that includes village information modules, moderated religious content, and an MSME showcase. Basic security aspects such as admin authentication and the use of official hosting are also implemented.
- c) Digital Literacy and System Management Training is provided to village officials and community representatives regarding website management, digital content creation, and website utilization for MSME promotion.
- d) Implementation and Content Production Assistance, The community service team provides assistance in uploading content on religious moderation, village news, and MSME products.
- e) Monitoring and Evaluation, Evaluation is conducted to assess the level of website utilization, increase in digital literacy, and the initial impact on information access and promotion of MSMEs.

RESULTS AND DISCUSSION

1. Results of the Implementation of the Village Digital System

This community service program is realized through the development of the Gedongrejo Village website as a means of digitizing village information and empowering the community. This activity was carried out within the framework of the Collaborative Community Service Program (KKN) on Religious Moderation , involving students from three universities: UIN Kiai Ageng Muhammad Besari Ponorogo, STAIMAS Wonogiri, and STABN Wonogiri, with diverse academic backgrounds.

Although most of the students did not have computer science degrees, the village website was successfully developed to be simple, functional, and easily accessible to the public. The Gedongrejo Village website (<https://gedongrejo.id>) contains village profile information, activity news, a documentation gallery, and a digital showcase for MSMEs, an early example of the village's economic digitalization.

As of the initial implementation stage, seven local MSMEs have been registered and published on the village website, including traditional snacks, corn porridge, tiwul (rice cake), snacks, chicken noodles, meatballs, and cashew nuts. The presence of this MSME feature is concrete evidence of the village website's use as a digital-based promotional tool for the local economy.

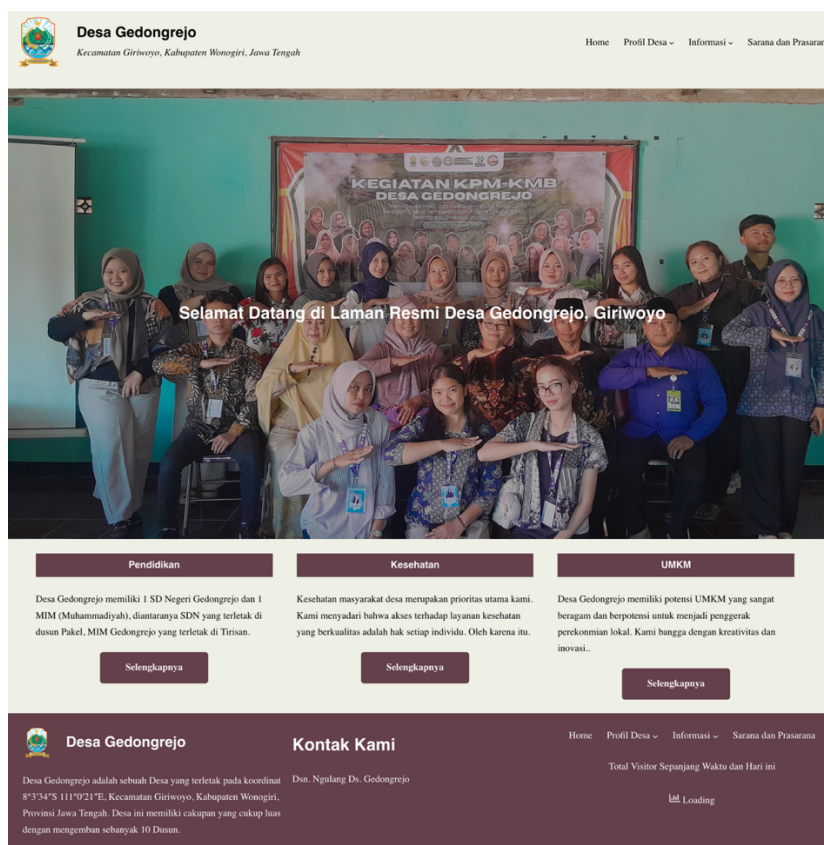


Figure 2. Gedongrejo Village Website Page Display (Main Page and MSME Showcase)

2. Digital Documentation of Religious Moderation Activities

Gedongrejo Village is located in Giriwoyo District, Wonogiri Regency, with a multicultural community. Based on regional statistical data, the majority of the population of Gedongrejo Village is Muslim, but there are also Christians, Catholics, Buddhists, and Hindus who live side by side harmoniously [10], [11]. The existence of places of worship for various religions in the Giriwoyo District area demonstrates the practice of social tolerance that has grown and developed naturally in the life of the community [12], [13].

As part of the community service program, the Gedongrejo Village Website (<https://gedongrejo.id>) functions not only as a medium for administrative information services, but also as a means of documentation and publication of religious moderation activities [14]. Various interfaith activities, such as discussions on religious moderation, interfaith joint prayers, religious education activities, and social activities are documented in the form of photos and published openly through the village website.

The publication of this digital documentation plays a crucial role in increasing the transparency of community service activities while simultaneously disseminating the values of tolerance, togetherness, and social harmony to the wider community. The village website thus serves as a digital-based social and religious education medium that supports the creation of an inclusive and sustainable multicultural community. The activity documentation displayed on the website also draws on reports and internal archives of the Religious Moderation Collaboration Community (KPM) compiled by students from UIN Kiai Ageng Muhammad Besari Ponorogo [15].



Figure 3. Participants of the Religious Collaboration KPM



Figure 4. Diverse Moderation Discussion



Figure 5. Interfaith Prayer



Figure 6. Sunday School at Viahara



Figure 7. Recitation in the Mosque



Figure 8. Digital Marketing Training



Figure 9. Website Creation

3. Discussion from the Perspective of Digital Community Service and Informatics Engineering

The implementation of the Gedongrejo Village website demonstrates that a web-based information system can function as a *digital community service instrument* that integrates technological, social, and economic aspects of the community. From an information technology engineering perspective, the village website serves as an integrated digital platform that supports public information management, documentation of socio-religious activities, and the sustainable promotion of local MSMEs.

The success of the implementation of this information system is not only determined by the technical aspects of website development, but also by the level of involvement of village officials and the community in managing and updating content. This active community participation reflects a participatory-based service approach that is in line with the principles of *Participatory Action Research (PAR)* and *Asset-Based Community Development (ABCD)*, which emphasize collaboration, joint reflection, and optimization of local assets in the community empowerment process [16], [17].

This finding is consistent with various ABCD-based community service studies which show that an asset-based approach is able to increase the participation, independence, and social capacity of local communities [18], [19], [20], [21], [22]. Thus, the village website not only functions as an administrative tool, but also as a medium for empowering multicultural communities and strengthening the local economy.

In addition, village website management also pays attention to the legal aspects and digital governance of the village, particularly regarding the use of the official Desa.ID domain as the digital identity of the village government [23]. This aspect is important in ensuring the sustainability and legitimacy of the village information system at the national level.

4. Implementation Challenges and Limitations

Although the Gedongrejo Village website was successfully developed and operationalized, several challenges arose during its implementation. One major limitation is the limited human resources in the village for sustainable website management. Village officials still require further assistance to update content and manage MSME data independently.

Furthermore, limited internet network infrastructure in some rural areas means website access is less than optimal. Another challenge is limited digital literacy among some communities, which requires continuous training to improve the use of websites as information and promotional tools.

Nevertheless, the development of this village website demonstrates that village digitalization is still possible despite technical and human resource limitations. The village website represents a first step toward more transparent, inclusive, and digitally-driven public information governance.

CONCLUSION

This community service program has successfully empowered the people of Gedongrejo Village through the development of an information technology-based village website as a means of digitizing information, promoting religious moderation, and promoting MSMEs. The village website serves not only as a public information medium but also as a digital community service platform that integrates technological, social, and economic aspects of the village community.

The integration of digital technology with a participatory community approach has been proven to improve digital literacy, strengthen interfaith social cohesion, and open up

opportunities for local economic development through digital showcases for MSMEs. This community service model demonstrates that utilizing simple information systems can have a real impact on rural communities, even with limited resources and technical background.

The implementation of the Religious Moderation Collaborative Student Activity Unit (KPM) in Gedongrejo Village successfully created synergy between students, the community, and the village government in building social harmony and community empowerment. The application of Participatory Action Research (PAR) and Asset-Based Community Development (ABCD) approaches proved effective in identifying local assets, increasing community capacity, and strengthening values of interfaith tolerance. Social and religious diversity in the village is not an obstacle, but rather serves as social capital in building community solidarity and cooperation.

As a recommendation, village governments are expected to continue and develop sustainability programs, such as digital marketing training and strengthening the role of village youth as digital system managers. Interfaith activities should continue to be encouraged as part of strengthening community-based religious moderation. Furthermore, universities are expected to replicate and develop digital technology-based community service models using the PAR and ABCD approaches in other villages with similar characteristics. Long-term monitoring and evaluation are needed to assess the program's sustainable impact on improving the community's quality of life, particularly in educational, economic, and socio-religious aspects.

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