WEBSITE DEVELOPMENT PROJECT FOR KAMPUNG SANTRI, INDONESIA

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Abstract: *This study is a project base to develop a website as promoting and communication tool for residents of kampung Santri, Indosnesia. This study has applied a combination of quantitative and qualitative methods in obtaining data through the distribution of questionnaires, interviews and observations. Facing the challenge of industry revolution 4.0, Internet of Things, artificial intelligence and robotic become a new initiative to replace man power. A confused mind on these days will make future generation become uncompetitive regarding uses of technology. Therefore, this study is an effort by UTHM and UniBanten students through project under Real Work Lecture (KUKERTA) in ensuring community ability and mastering technology so that the residents of Kampung Santri can function effectively and not left behind in the twenty-first century.*

Keywords: *Website Kampung Santri, Website, Development Project.*

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Introduction

World now a days have move a step forward since industrial revolution is keep expanding and leaving various kind of technology to ease humans' life. Especially in today's world, we are facing Covid-19 pandemic which affect all countries all around the globe. Many organization either Government Organization (GO) or Non-Government Organization (NGO) take part in helping many citizens that affected during this pandemic. University Tun Hussein Onn Malaysia (UTHM) in collaboration with Universitas Islam Negeri Sultan Hassanuddin Banten also didn't miss this opportunity to help the residents in Kg Santri with program Kuliah Kerja Nyata (KUKERTA). In this program, our group have been assigned to give solution in technological aspect. We have decided to make a website for Kg Santri that could help them to promote either promote their business or everything else that could introduce Kg Santri to the outside world. There is no denying that digital divide occurs in a variety of situations. This gap occurs between developed and backward countries and it also happens according to the stage

of a development countries, between cities and inland, between rich and poor population, educated or not, men and women and the younger and older generations. Exactly not a shame if the digital divide still exists in a country, but what more important is how efforts are made to reduce the gap and the willingness of the people to change (Mokmin Basri,2005)

The problem occurred could be determined by site observation. Observation is the activity that carried out to identify the problem that have been faced by the community (Masyhar, Andhika 2020). In this case, Kampung Santri resident is the area that the resident were having problem in reaching the outside world community in term of media interaction. Based on observation, Kampung Santri has so many capabilities that could improve their income such as their entrepreneur and their planting. Kampung Santri that located at Kota Serang, Banten is a new village and still need a few upgrade in terms of management, academic, development and technology. If we search the word "Kampung Santri" on the internet, the result will generate about Kampung Santri but not the one that located at Kota Serang, Banten. This means not many people know about the existence of Kampung Santri in Kota Serang, Banten as one of the village in Indonesia. When this happen, villagers in Kampung Santri lost their opportunity to promote their village in terms of business, academic and tourism. News and daily information is one of the important thing that we must keep in mind. Moreover, in the time of Pandemic, we must know the number of cases and the place that have been infected, so we can be more careful and take precaution step as prevent is better than cure. The late or fake news can be avoided and people of Kampung Santri will be more concerned about what happen in daily life whether it is about international news or national news

Literature

In the new modern world, website have become our new 'book' and an important source of knowledge. Most of everything we done today, depend on the internet. Most of the previous study focus on development of business using website. E-commerce activity using website are very helpful (Sharma & Lijuan, 2014). One of the functions of developing a website in the world of online business is for personal branding or product branding (Arwansyah, Hafizuddin Sutimin, Tang,.Y, P & Liew.,A.P,. 2020). Internet grow rapidly, become an important channel for businesses in a lot of sector thus increasing the e-service as a new business paradigm in the industrialized world (Bhatiasevi, V., & Yoopetch, C, 2015). Eventhough many study have shown the ability of website to promote businesses, it also applicable in promoting place such as Kampung Santri. The initiative way of communication using Web calls for the evolution of web languages in web development (Jakus et al, 2010). This mean that the Kampung Santri will get a new exposure by having an official website. Introduction of the Kampung Santri website will be a worldwide range as all people around the world can search for it. The usability of website shows the new impact on teaching and learning activities (Hina Gull,Sardar Zafar Iqbal, Madeeha Saqib, 2015). A community website can provide a range of content and services, and often includes current local news and the ability for community members to interact online (Alison Norris & Mark Freeman, 2006). Community websites also provide an environment in which all members of a community can interact without the boundaries of time and distance (Kim 2000), and meet people they would not interact with in their face-to-face interactions with the community.

Website that been built for Kampung Santri is a self-built website. Using self-built website like Wix.com Wordpress.com and G-sites (Arwansyah et al, 2020) it is easier, comprehensive, using the latest innovation and consume a short amount of time compare to development of website

using a system code such as JAVA, C++ and PASCAL that using a lot of expertise and time to develop it. . Network based learning means a teaching mode on the basis of computer hardware techniques and internet connection technique, which has been proved to be applicable in improving the skills of learners (Bahare Daneshdoust & Mohammad Amin Keshmiri Hagh, 2011). Plus, according to (Oyeronke Olufunmilola Ogunlade & Olafare Festus Oladimeji. (2012)), a recent trend in the organization like education, business and other communities are becoming " virtual " to an increasing degree, and more knowledge-creation activities take place online with the use of ICT.

Methodology
A survey have been carried out among Kampung Santri resident through Google form. The physical survey cant be carried out due to pandemic and everyone should practice social distancing which is 1 meter from each other. The survey that have been carried out is a qualitative method, which means the method that carried out to understand any cases that faced by the subject (M.Yusa, W.Sari 2018). According to Sekaran, Uma, Bougie, Roger. (2020) quantitative research is used to quantify behaviors, opinions, attitudes, and other variables and make generalizations from a larger population. quantitative research uses quantifiable data to articulate facts and reveal patterns in research.

Researchers uses Google form for analyze the respondents' data in form of pie chart. Data is collected through the Google form system and translated in Microsoft Excel's form. By this way, the method of data analyzing is more systematic and organized. The data collected is then analysed in finding section.

Result and Finding
The survey have been conducted by 7 respondents from among the students and have answered the 11 questionnaires. The average age of the students around 15 to 19 years old is 71.4% and the balance is around 20 to 24 years old. The level of high education is mostly from Strata 1 which is undergraduate or bachelor programme with 71.4% record. Table 1 shows the result from respondents on the overall effectiveness the website is.

Table 1: Result on the overall website effectiveness

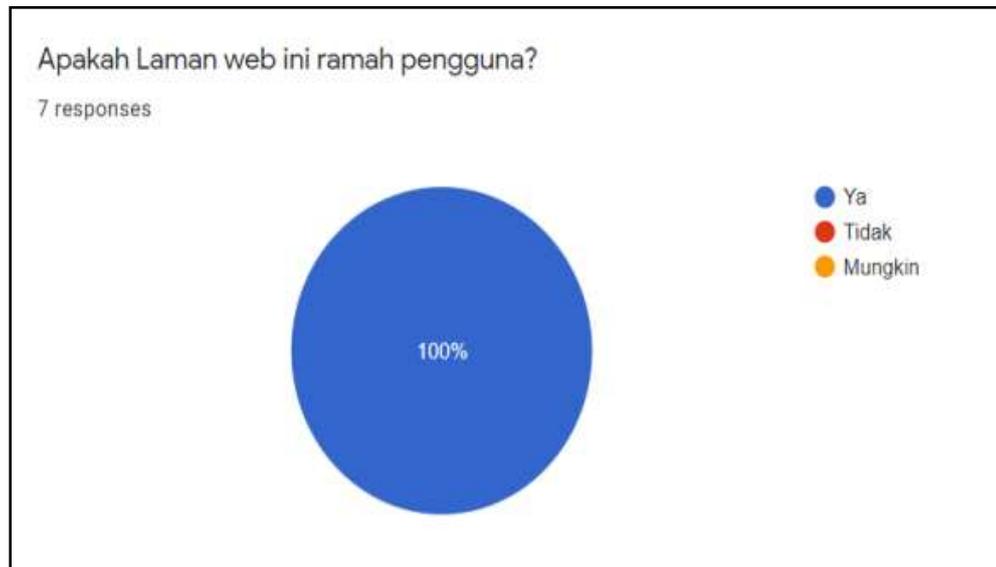| Scale / Questions	Yes	No	Maybe
User-friendly	100%	0%	0%
Easy to use	100%	0%	0%
Interesting view	85.7%	0%	14.3%
Suit for daily used	100%	0%	0%
Provide knowledge on time	100%	0%	0%
Interested in using the site	71.4%	0%	28.6%
Provide various reading materials	57.1%	0%	42.9%
Easy to access reading materials	85.7%	0%	14.3%
Can be used without helps	100%	0%	0%
Provide accurate information	85.7%	0%	14.3%
Mobile-friendly	57.1%	0%	42.9%
Average	**85.7%**	**0%**	**14.3%**

Figure 4: Total satisfaction from students on the website.

Figure 4 shows the overall satisfaction from respondents. According to the results obtained, at whopping 100% of the respondents reciprocated a positive feedback on the website. It is found that by using this website, it provides a platform for the respondents to gain information regarding Kampung Santri. With the pristine design that the website has acquired, the respondents found that the unique arrangement of the information helps them to navigate and search within the website easily, making it a user-friendly experienced for daily use. These are the top 3 questionnaires with highest percentage, first is the website is an user-friendly. The more user-friendly your website is, the more confidence you will inspire in each of the customers who use your site (Alireza Darvishy & Alice Good, 2013). All the information can easily be searched by clicking the buttons provided on the site. The arrangement of the site also simple yet nice that will not make the users feeling confused or complicated when use it. Next, it suits for daily used and it also provides knowledge on time. All the newest information of Kampung Santri will be updated on time thus users can use it everyday in their daily life. Following the questionnaires with the lowest percentage are saying that the website does not provide much various reading materials and it does not a mobile-friendly. There were also several suggestions from the respondents to improve the website in terms of adding more reading materials. By solving this matters, the website will be added various type of reading materials such as books, online newspaper and more later on. We will also adjust the view for leisurely of mobile phone users.

Conclusion and recommendation
This study focus on the effectiveness of Kampung Santri website. The development of Kampung Santri website have been acknowledge by the organisation of Kampung Santri, Bidikmisi Student Organisation of UIN. We are looking forward on developing the content for the Kampung Santri's website together. This will be a signature collaboration between student from Malaysia and Indonesia for the common good. Hopefully, Kampung Santri at Kota Serang, Banten will be acknowledge in the future in terms of businesses, academic and infrastructure. The spread of news and information should be more organize and systematic as villagers can just read the news and information through the Kampung Santri website. The news and information are legal and reliable as the writer are from Kampung Santri Organisation. The

development of this website should be a starting point in empowering technology in Kampung Santri.

In future, the study should consider not just the from the villagers perspective, but also from the perspective of student and lecturer either from Malaysia or Indonesia so that we will get more suggestion and opinion. The villagers seems new to the uses of technology, therefore the suggestion and opinion are a bit passive. The continuous effort from student UIN and UTHM should be support so that this initiative will be a spark of goodness.

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