E-Filing, Digital Marketing, and Content Planner Training in Mengwitani Village, Badung Regency

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Abstract. This community service activity was conducted in Mengwitani Village, Badung Regency, to address challenges in archive management at the village office and marketing of local SME products. The implementation method included e-filing, digital marketing, and content planning training, held on June 23, 2024, at the Mengwitani Village Office Hall. The process consisted of three training sessions delivered by lecturers and practitioners, attended by 45 participants from village office staff and SME owners. E-filing material was presented by Sagung Mas Suryaniadi, digital marketing by Made Hary Mahesa Putra, and content planning by Ida Ayu Putri Widiasuari Riyasa. The results showed increased participant understanding of digital archiving, online marketing strategies, and effective social media content creation. Participants also engaged in hands-on practice creating content to market SME products. In conclusion, this activity successfully provided practical solutions for archiving and marketing issues in Mengwitani Village, expecting to promote village economic development and enhance local business competitiveness in the digital era.

Keywords: Community service, Content planning, Digital Marketing, E-filing, SME development

1   Introduction

In the rapidly evolving landscape of rural development, the role of higher education institutions in fostering community growth has become increasingly crucial. Community service initiatives, as part of the "third mission" of universities, serve as a bridge between academic knowledge and real-world application (Compagnucci & Spigarelli, 2020). These initiatives are particularly vital in addressing the digital divide and economic disparities that persist in rural areas, especially in developing countries like Indonesia (Philip & Williams, 2019).

Mengwitani Village in Badung Regency, Bali, exemplifies the challenges faced by many rural communities in Indonesia. With an area of 4.39 km² and a population heavily dependent on agriculture (70%), the village represents a microcosm of the broader issues confronting rural Indonesia. Ideally, such communities should seamlessly integrate traditional economic activities with modern digital practices, ensuring efficient administration and diverse economic opportunities. However, the reality often falls short of this ideal.

The first major challenge lies in administrative efficiency. While e-governance has become a standard in urban areas, many rural administrative offices, including Mengwitani's, struggle with outdated archival systems. This gap between the ideal of digitized, easily accessible records and the reality of cumbersome paper-based systems significantly hampers administrative processes and transparency (Sæbø et al., 2020). The potential of e-filing systems to transform rural governance remains largely unrealized, creating a critical area for intervention.

Secondly, the economic landscape of Mengwitani Village reveals a stark contrast between its agricultural roots and the emerging sector of micro, small, and medium enterprises (MSMEs). While MSMEs are recognized as crucial drivers of economic growth and innovation in Indonesia, those in Mengwitani face substantial obstacles in adopting digital technologies and modern marketing strategies. This digital gap not only limits their growth potential but also widens the economic disparity between rural and urban areas (Mukherjee, 2018).

Furthermore, the human capital in Mengwitani, particularly the younger generation, lacks essential modern competencies such as digital marketing, content creation, and social media management. This skills deficit creates a paradoxical situation where youth unemployment coexists with a growing demand for digital skills in the market The ideal scenario of a digitally empowered rural youth contributing to local economic development remains a distant goal.

Recent research underscores the transformative potential of targeted digital skills training in rural areas. For instance, a study by (Philip & Williams, 2019) demonstrated how digital literacy programs could significantly enhance the competitiveness of rural businesses. Similarly, (Salemink et al., 2017) highlighted the role of community-based digital inclusion initiatives in bridging the rural-urban digital divide.

In light of these challenges and insights, the Business Administration Department of Politeknik Negeri Bali initiated a comprehensive community service project in Mengwitani Village. This initiative aims to address the multifaceted issues through a three-pronged approach: e-filing training for administrative efficiency, digital marketing education for MSMEs, and content planning workshops for youth empowerment.

The objective of this study is to analyze the implementation and outcomes of this community service initiative in Mengwitani Village. By examining the methodologies employed and the immediate results achieved, this research seeks to contribute to the growing body of literature on effective strategies for digital transformation in rural communities. Moreover, it aims to provide a replicable model for similar initiatives in other rural areas of Indonesia and beyond.

This paper will delve into the specific components of the training program, assess its impact on the target groups, and discuss the potential long-term implications for Mengwitani's socio-economic fabric. By doing so, it seeks to bridge the gap between theoretical frameworks of rural development and practical, community-based interventions in the digital age.

The community service activity conducted in Mengwitani Village is grounded in several relevant theoretical frameworks that demonstrate how such initiatives can benefit both the community and academic knowledge development. The location of community service activities in Mengwitani Village, Badung Regency can be seen in Figure 1.

Community Empowerment Theory, as initially proposed by (Chambers, 1983) and further developed by (Christens, 2012), emphasizes the importance of community participation in decision-making processes and capacity building. The e-filing, digital marketing, and content planner training align with these empowerment principles, not only providing technical skills but also enabling the community to become more self-reliant in managing village administration and marketing their SME products.

The Diffusion of Innovations Theory, updated by (Bukht & Heeks, 2018), explains how, why, and at what rate new ideas and technologies spread. The training provided in Mengwitani Village can be viewed as an innovation diffusion process, where digital technologies and modern marketing practices are introduced into a rural context. This aligns with (Salemink et al., 2017) findings emphasizing the importance of community-based approaches in bridging the digital divide in rural areas.

Figure 1. Location of community service activities in Mengwitani Village, Badung Regency
Source: https://bit.ly/46MSjEs

The Quadruple Helix model, an extension of the Triple Helix concept, developed by (Carayannis & Campbell, 2014), underscores the interaction between academia, industry, government, and civil society in innovation and economic development. This community service activity reflects this model, with Politeknik Negeri Bali (academia) collaborating with local SMEs (industry), the village government, and community members to foster innovation and economic growth in Mengwitani Village.

Social Capital Theory, as applied to community development by (Ansari et al., 2012), highlights the importance of social networks in community development. The training not only transfers knowledge but also builds networks and trust among participants, which are key components of social capital. This strengthening of social capital can positively impact community cohesion and long-term economic development in Mengwitani Village.

The concept of the Digital Economy, as explored by (Bukht & Heeks, 2018), emphasizes the role of information technology in economic transformation. The digital marketing and content planner training provided to SMEs in Mengwitani Village aligns with this concept, preparing them to participate in the growing digital economy. (Dahlman et al., 2016) argue, the digital economy presents both challenges and opportunities for developing countries, making such training initiatives crucial.

Adult Learning Theory (Andragogy), as refined by (Merriam & Bierema, 2013), stresses the importance of experience-based learning and immediate relevance for adult learners. The training methods used in this activity, including hands-on practice in

creating content to market SME products, reflect these adult learning principles. This approach is supported by work on adult learning in the digital age, which emphasizes the need for practical, immediately applicable skills.

This community service activity benefits both Mengwitani Village and academic research:

For the community: It enhances administrative efficiency, boosts SME competitiveness, empowers youth with digital skills, and strengthens social networks, aligning with (Noya & Clarence, 2009) findings on community capacity building.

For academia: It contributes to literature on rural digital empowerment, develops a replicable model, and validates community development theories in the Indonesian context, supporting (Chambers, 1983) call for context-specific approaches.
This integration of theory and practice advances both local development and knowledge in rural digital transformation.

2   Methodology

This study used a mixed-method approach to evaluate training impact in Mengwitani Village, Bali. It involved 45 purposively sampled participants from village office staff and SME owners. The three-day program covered e-filing, digital marketing, and content planning. Data collection included: Pre and post-training Likert-Scale surveys, Semi-structured interviews with 10 participants one month post-training, and Observation checklists during hands-on sessions. This approach allowed for a comprehensive assessment of participants' skill development and application.

The training sessions were conducted at the Mengwitani Village Office hall on June 23-25, 2024. Each session included theoretical presentations, practical demonstrations, and hands-on exercises. Quantitative data from the surveys were analyzed using paired t-tests to assess changes in participants' knowledge and skills. Qualitative data from interviews and observations were analyzed using thematic analysis to identify recurring themes and patterns in participants' experiences and skill application.
Informed consent was obtained from all participants. Data were anonymized to protect participants' privacy. The study protocol was approved by the Ethics Committee of Politeknik Negeri Bali. The study was limited by its small sample size and the short-term nature of the follow-up. Future research could benefit from a larger sample and a longer-term assessment of the training's impact.

This methodology was designed to provide a comprehensive evaluation of the community service activity's effectiveness in improving digital skills and empowering the Mengwitani Village community. The mixed-method approach allows for both quantitative measurement of skill improvement and qualitative insights into the practical application and challenges faced by participants.

3   Result and Discussion

3.1   Result

The community service activity conducted in Mengwitani Village, Badung Regency, yielded several significant outcomes across the three main areas of focus: e-filing, digital marketing, and content planning. This section presents these results and discusses their implications for the village's administrative efficiency, local SME development, and youth empowerment.

E-Filing Training Outcomes. The e-filing training, delivered by Dra. Sagung Mas Suryaniadi, M.Si, resulted in a marked improvement in the village office staff's digital archiving skills. Post-training surveys indicated that 85% of participants reported increased confidence in using digital archiving systems. Qualitative feedback from follow-up interviews revealed that staff members found the training particularly beneficial in: Streamlining document retrieval processes, enhancing data security, and Improving overall office efficiency.

One participant noted, "The e-filing system has significantly reduced the time we spend searching for documents. What used to take hours now takes minutes." This outcome aligns with (Sæbø et al., 2020) findings on the positive impact of digital tools on administrative efficiency in rural areas. The successful adoption of e-filing practices in Mengwitani Village demonstrates the potential for digital transformation in rural administration, addressing the gap identified in the introduction between urban and rural e-governance practices.

Digital Marketing Training Impact. The digital marketing session, led by Made Hary Mahesa Putra, showed promising results for local SMEs. Post-training assessments revealed: 70% increase in participants' understanding of digital marketing concepts and 60% rise in confidence in using social media platforms for business promotion. Notably, within a month of the training, 40% of SME participants reported creating their first social media business account. This rapid adoption rate suggests a high level of engagement and perceived value among the participants.

One SME owner commented, "I never realized how much potential there was in online marketing. Now, I'm reaching customers I never could before." These outcomes support Tayibnapi's assertions about the critical role of digital literacy in enhancing SME competitiveness in the era of Industry 4.0. The enthusiasm and quick implementation of digital marketing strategies by Mengwitani's SMEs indicate a positive step towards bridging the digital divide in rural entrepreneurship.

Content Planning Workshop Results. The content planning workshop, conducted by Ida Ayu Putri Widiasuari Riyasa, S.E., M.M., focused on empowering younger participants with skills in creating engaging online content. Key outcomes included: 75% improvement in participants' understanding of content creation principles. The successful creation of at least one piece of promotional content by each participant during the hands-on session.

Follow-up interviews revealed that 50% of youth participants had continued to create content for local businesses or community initiatives in the month following the

workshop. This sustained engagement suggests the potential for a long-term impact on youth employability and local economic development. A young participant shared, "This workshop opened my eyes to new career possibilities. I'm now helping local businesses with their social media content."

These results align with (Philip & Williams, 2019) research on the importance of digital skills in enhancing rural youth employability. The workshop's success in inspiring continued content-creation activities among youth participants demonstrates its potential to address the skills gap highlighted in the introduction.

The high attendance rate (45 participants) and positive feedback across all three sessions indicate a strong community interest in digital skill development. The Perbekel of Mengwitani Village, I Nyoman Suardana, expressed optimism about the long-term benefits of the training, stating, "These skills are crucial for our village's future. We hope to see continued collaboration with Politeknik Negeri Bali to further develop our community's capabilities."

The enthusiastic response and immediate application of learned skills by participants suggest that the community service activity successfully addressed real needs within the village. This outcome supports the effectiveness of the community-based approach in introducing digital technologies and practices, as suggested by (Salemink et al., 2017).

Despite the overall positive outcomes, some challenges were noted. These included; Limited access to high-speed internet in some parts of the village, potentially hindering the full implementation of digital strategies. Varying levels of digital literacy among participants, necessitate additional support for some individuals. These challenges highlight areas for future interventions and research, including the need for infrastructure development and tailored long-term support programs.

Intended to give interpretation and meaning to the results of the study by the theories and references that are used. It is not merely used to present findings. Interpretation should be enriched with referencing, comparing, or contrasting with findings of previous research published in reputable journals. It is advisable to integrate findings into a collection of theories or established knowledge, development of a new theory, or adjustment of existing theories. Implications of the research findings are also elaborated.

3.2   Discussion

The community service activity conducted in Mengwitani Village offers valuable insights into the process of digital transformation in rural Indonesia and its potential impact on community development. This discussion will explore the implications of our findings, their alignment with existing theories, and their broader significance for rural development policies and practices.

The outcomes of this study strongly support (Christens, 2012) concept of community empowerment through targeted skill development. The rapid adoption of digital marketing strategies by local SMEs and the enthusiasm shown by youth in content creation demonstrates how digital literacy can serve as a tool for community empowerment. This aligns with (Ansari et al., 2012) findings on the role of capacity building in enhancing social capital and community capabilities.

Moreover, the successful implementation of e-filing systems in the village office extends the diffusion of innovations theory into the context of rural e-governance. The positive reception and quick adaptation to these systems suggest that with appropriate training, rural administrative bodies can effectively leapfrog to advanced digital practices, potentially closing the urban-rural digital divide faster than previously anticipated.

When compared to similar initiatives in other rural areas of Indonesia, such as the digital village programs in Java, our findings in Mengwitani Village show both commonalities and unique aspects. While the general enthusiasm for digital adoption is consistent across studies, the specific focus on e-filing for village administration appears to be a novel approach that could be replicated in other regions.

The success of this initiative has significant implications for rural development policies. It suggests that targeted, short-term training programs can yield tangible results in digital adoption. Policymakers should consider integrating similar training modules into broader rural development strategies. Furthermore, the challenges faced, particularly in internet infrastructure, highlight the need for comprehensive policies that address both skill development and technological infrastructure simultaneously.

The immediate application of skills by participants, especially in digital marketing and content creation, indicates the potential for sustainable impact. However, the long-term sustainability of these initiatives will depend on continued support and follow-up training. To scale this model to other villages, key factors would include: Tailoring content to local economic contexts, ensuring strong local leadership engagement, Addressing infrastructure challenges proactively

The enthusiastic adoption of digital practices in Mengwitani Village suggests a cultural readiness for digital transformation. This readiness might be attributed to Bali's exposure to international tourism and technology. However, it's crucial to consider how such initiatives might be received in more conservative or isolated rural communities. Future implementations should be sensitive to local cultural norms and adapt training approaches accordingly.

The rapid adoption of digital marketing strategies by SMEs suggests the potential for significant economic impact. Based on similar studies in other regions we can project increased market reach for local businesses, potentially leading to revenue growth and job creation in the medium to long term. However, longitudinal studies will be necessary to quantify these impacts accurately.

As we introduce digital technologies into traditional rural settings, it's important to consider potential ethical implications. While our study showed overall positive reception, future initiatives should be mindful of potential digital divides within communities and ensure that technological advancements do not exacerbate existing inequalities.

The mixed-method approach employed in this study allowed for both quantitative assessment of skill improvement and qualitative insights into participants' experiences. However, the relatively short follow-up period (one month) limits our ability to assess long-term impacts. Future studies should consider longer-term follow-ups and possibly control group comparisons to strengthen the validity of findings.

Based on our findings and identified challenges, we propose the following areas for future research: Long-term impact studies on rural SME performance post-digital training, comparative analyses of different training models for rural digital

transformation, investigations into the role of local leadership in sustaining digital initiatives, and studies on the impact of improved e-governance on rural community engagement and trust in local administration.

4   Conclusion

This study set out to address the digital divide and economic disparities in Mengwitani Village, Badung Regency, through a comprehensive community service activity focusing on e-filing, digital marketing, and content planning. The findings validate our initial premise that targeted digital skills training can significantly impact rural community development, bridging the gap between traditional practices and modern digital requirements.

The successful implementation of e-filing systems in the village office demonstrates that rural administrative bodies can effectively adopt advanced digital practices, potentially accelerating the closure of the urban-rural digital divide. This outcome aligns with our initial hypothesis regarding the transformative potential of digital technologies in rural governance.

The enthusiastic adoption of digital marketing strategies by local SMEs and the engagement of youth in content creation underscores the community's readiness for digital transformation. These results confirm our expectation that providing relevant digital skills can empower rural communities to participate more fully in the digital economy, as proposed in our introduction.

Moreover, the study validates the effectiveness of the Quadruple Helix model in rural development contexts. The collaboration between academia (Politeknik Negeri Bali), industry (local SMEs), government (village administration), and civil society (community members) proved instrumental in the success of this initiative, supporting our initial framework for community empowerment.

However, the identified challenges, particularly in internet infrastructure and varying levels of digital literacy, highlight the complexity of rural digital transformation. These findings emphasize the need for holistic approaches that address both skill development and technological infrastructure simultaneously.

Future research directions include assessing the long-term impacts of digital skills training on rural development and exploring the scalability of such initiatives to other rural areas in Indonesia. Further studies could focus on developing policy recommendations to support rural digital transformation and investigating potential solutions for the infrastructure challenges faced in these areas. Additionally, integrating interdisciplinary perspectives on rural digitalization could provide a more comprehensive understanding of the subject. Research could also examine demographic differences in the adoption of digital skills and the benefits that various groups experience, offering insights into more tailored approaches for rural digital empowerment. These areas will contribute to a more comprehensive understanding of rural digital empowerment and its socio-economic impacts.

In conclusion, this study not only validates the potential of targeted digital skills training in bridging the rural-urban divide but also illuminates the path forward for more inclusive and technologically empowered rural communities. By addressing the challenges identified and building on the successes observed, future initiatives can

contribute significantly to the sustainable development of rural areas in Indonesia and beyond. The journey of Mengwitani Village serves as a beacon, guiding the way towards a more digitally inclusive and economically vibrant rural landscape.

Acknowledgment

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