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# Village Development Gallery (VDG) of Pasir Mukti Village in Bogor Regency as a Village Development Exhibition Media

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#### **Abstract**

Village planning and development currently demands the participation of villagers in developing village potential. Thus, the village government needs to properly socialize the products of spatial planning and village development plans to the villagers, so that they cares more about the development of their area. Unfortunately, many village planning and development products have not been properly socialized. On the other hand, the era of digitalization and the industrial revolution 4.0 demands the information disclosure that can not been met in the most villages. Most of villages currently have less communicative and less informative planning products due to the lack of information media and human resources to compile and present well their spatial planning and development products. Pasir Mukti Village has great economic potential with many metal craft MSMEs spread throughout the village and absorbing a large number of workers. However, the great potential of Pasir Mukti Village has not been fully publicly socialized. Therefore, it is necessary to have a forum or media for information development in Pasir Mukti Village, both in the form of spatial and development planning products, as well as village potential information. In addition, Pasir Mukti Village needs to improve human resource competencies in the preparation process to its dissemination. This community service program aims to empower villagers through several competency improvement trainings, as well as participatory preparation of village development galleries as educational nodes and dissemination of information related to spatial planning, development plans and village potential in Pasir Mukti Village. The objectives of this activity can be achieved through three main stages, including: (1) identification of community needs related to village development galleries and competence in preparing village spatial planning and development, as well as village potential; (2) preparation of village development galleries; and (3) training to increase the competence of the community, who will become managers of the village development gallery. As a result, the program received a very good response from the participants consisting of village officials, Village-Owned Enterprises (BUMDes), Family Welfare Development (PKK), MSME actors, and youth organizations (Karang Taruna). It can be seen from (1) their active participation during FGD and training; (2) their participation and volunteerism to donate a small portion of their MSME products to be displayed in the village development gallery; and (3) their willingness to participate in repairing and enhancing the quality of the gallery building, as well as providing the equipment. Furthermore, the trainees have quite high commitment, that can be seen from their enthusiasm in participating in the FGD and two series of full-time training. Based on the results of these activities, this community service program can (1) increase the knowledge of the Pasir Mukti villagers about the importance of a media/facility as an information center for spatial planning and village development, as well as a medium for promoting village products, education, and public interaction; (2) improve the quality of the human resources of the Pasir Mukti villagers, especially training participants consisting of representatives of village officials, BUMDes, and MSME actors, and (3) build a village development gallery as a new tourist destination in Pasir Mukti Village. Thus, it is hoped that in the long term, this activity can increase the income and welfare of the Pasir Mukti villagers.

Keywords: Community Participation, MSMEs Product, Training, Village Development Gallery, Village Development Planning

## 1. Introduction

According to Law Number 6 of 2014 concerning Villages, village development is an effort to improve the quality of life and life for the welfare of villagers (Pemerintah Republik Indonesia, 2014). To achieve it, village development will be more effective if it is implemented within the Village Development framework. Village development within

this framework includes village planning processes and village governance (Lubis et al., 2020). Thus, an effective village development depends on an effective village planning.

A good village development planning can be reflected in data accuracy and villagers participation in preparing the plan (Lubis et al., 2020). Participatory development planning will empower and motivate the community to be involved in every stage of village development program implementation (Koizumi, 2007). Furthermore, through participation of the villagers, development planning products will be more effective in improving the quality of life and welfare of the villagers due to its accuracy and its relevancy with the needs of the community.

As a result of the participatory development planning process, village development planning products should be easily accessible for the villagers. Therefore, they need to be properly socialized so that the villagers care more about their village development and further increase their participation. The socialization of development planning products becomes increasingly important because of the era of digitalization and the industrial revolution 4.0 which implies the disclosure to global information. Therefore, it is important for villages to have communicative and informative planning products.

In fact, the village development planning products nowadays have not been properly socialized. Its is due to the lack of information media and the low quality of human resources to prepare and present properly development planning products. These problems are inseparable from the village's lack of awareness of the importance of providing communicative and accesible information. As a consequence, the goal of village development to improve the quality of life and welfare of the community has not been optimally achieved.

Pasir Mukti Village is located in the Citeureup District, Bogor Regency, with an area of 194,211 ha, consisting of 26 RTs, 6 RWs, and 3 kampongs. Consisting of 12.204 people in 2020, Pasir Mukti Village has huge potential for natural resources and tourism. In addition, this village has also potentials of 140 metal craft Micro Small Medium Entreprises (MSMEs) sectors, which absorb a lot of labors and reduce unemployment rates. The products include pots, stoves, cracker cans, trash cans, garden lighting, fryers, car accessories, pans, medical devices, and gas ovens, which are distributed to a number of regional dan national markets. However, those enormous potentials of Pasir Mukti Village has not yet been fully communicative informed.

Pasir Mukti Village experienced two problems, which are related to (1) the provision of development planning products and information, and also the competence of village stakeholders, and (2) the role of the community in the process of spatial planning and development. These two problems can not be separated from (1) the lack of access to information about village planning and development and village planning products, starting from the process of planning, utilization and control of spatial planning and development; as well as (2) the low competence of the village government and stakeholders to understand and play an active role in contributing spatial plans and village development plans in a comprehensive and integrated manner.

Based on these problems, this community service activity try to solve these problems, namely by providing a village development gallery as a media for product publication and development planning information, and increasing the ability/competence of village stakeholders and communities regarding the preparation of spatial planning products and village development plans.

#### 2. Literature Review

#### 2.1 Community Participation: Definition and Its Form

According to Mustanir et al. (2017), community participation is a process of society as individuals as well as social groups and organizations in taking part and influencing the process of planning, implementing, and monitoring policies that directly affect their lives. According to Mustanir et al. (2017), community participation can be divided into two forms, namely: participation in material form and in non-material form. Participation in material form is given by someone due to their involvement in an activity. Meanwhile, participation in non-material forms is given by someone in connection with their involvement in an activity, such as thoughts, suggestions, energy, and expertise.

## 2.2 Community Empowerment as a Part of Community Participation

Community participation is closely related to community empowerment (Craig & Mayo, 1995). Participation is a condition in which the community participates in the process of identifying problems and dealing with them, as well as decisions or actions, that must be taken to deal with these problems (Craig & Mayo, 1995). Thus, participation can foster community's ability to develop independently and improve their welfare (Hammar et al., 2022). Meanwhile, community empowerment is reflected through an increase in active community participation that is oriented towards achieving development results (Ansari et al., 2012).

Community empowerment is an effort to change people to be active, independent, able to think critically, able to control, and also responsible for improving the quality of their lives (Craig & Mayo, 1995). The community empowerment process can be implemented through three stages, namely: (1) awareness stage; (2) capacity building stage; and (3) empowerment stage (Sutawa, 2012). The awareness stage can be done through socialization to the community about the importance of the community involvement and participation in its own regions development. The capacity building stage needs the involvement of stakeholders, such as local governments and academics. These actors as well as the community have similar responsibilities in regional development, that can be realized through a collaboration. Local government and academics can improve the quality of human resources through counselling and

training. The empowerment stage can be indicated by either granting of loan funds or other supports by the government for the community to develop its business or infrastructure.

#### 2.3 Community Participation and Local Potential in Related to Village Development Planning

The village development process which includes planning, implementation, and evaluation, requires adequate data and information support and the involvement of all village stakeholders. Therefore, village development must consider the local potential of the village and increase its community participation.

Participatory planning plays an important role in the development implementation. The village government needs to involve the community to develop a more effective and realistic village planning product (Zavyalova et al., 2018). Furthermore, this process will foster a high level of community participation in village development, so that village development goals can be realized more effectively (Zavyalova et al., 2018).

On the other hand, there are challenges related to the varying quality of villagers resources in efforts to increase community participation. Therefore it is necessary to increase the capacity of the community. As part of institutional development, according to Mustanir et al. (2017), community capacity building can be done by: (1) developing various alternative methods and participation techniques; (2) inviting skilled facilitators to facilitate the participatory process; (3) building a community-based information and communication system; and (4) conducting training using participatory methods for government officials, NGO activities and villagers.

In addition, village development planning must consider the local potential of the village, which consists of natural and cultural wealth, and human resources (Erhard et al., 2015). The natural potential depends on its geographical conditions, climate and landscape that can cause differences and characteristics of its local potential. The uniqueness of the landscape, the behavior and culture of the local community, form an interrelated interaction. Therefore, development of the local potential must pay attention to these three elements. In its implementation, the development of local potential in village development planning can be carried out by applying simple and easy technology yet valuable for the community to use (Erhard et al., 2015). One of the technologies can be trained through some training for villagers.

#### 2.4 Information Disclosure in Participatory Village Development Planning

In this digital era, the demand for disclosure in participatory village development planning processes and their products is increasing. Law Number 6 of 2014 concerning Villages has positive implications for local governments to utilize information and communication technology (ICT) in order to provide convenience for villagers and all stakeholders in accessing quickly and easily development data and potential, and other information relating to village development (Khusna, 2019). The use of ICT can provide benefits, including (Khusna, 2019):

- 1. support decision-making and become a means of accountability for the village government in administering government;
- 2. reduce the digital divide;
- 3. encourage the improvement of the community's economy
- 4. as input in village development planning;
- 5. as a media for education and promotion of village development planning potential and products.

Apart from website, the use of ICT can also be realized through a village development gallery, as a village development innovation in an effort to become a smart and sustainable village (Khusna, 2019). According to Schuetz (2014), a gallery is a hall or place, that exhibits three-dimensional works of art by an artist or a group of artists. It can also be defined as a room or building where objects or works are displayed. The village development gallery is an information and communication node of village planning and development. This gallery will provide benefits for villagers to access the development information services (Wijaya & Julistiono, 2017). Furthermore, the development gallery is a facility that provide information of village development. In addition, it is hoped that this gallery can also become an alternative recreational activity for various visitors.

#### 3. Materials and Methods

The community service program was implemented in Pasir Mukti Village, Citeureup District, Bogor Regency during November-December 2022. It was carried out into three steps: 1). Identification of needs and stakeholders; 2). Preparation a village development gallery, and 3). Trainings to increase the competence of village stakeholders in preparing village planning and development products. The detail information of those steps is described as follows:

1. The identification of needs was initiated with communication and coordination to identify the needs of village development gallery and village stakeholder competencies in preparing village planning and development products.

This step was conducted through focus group discussion (FGD) and attended by 28 participants.

#### 2. The preparation of Village Development Gallery (VDG)

It was carried out by making a gallery interior layout design, designing the gallery interior layout, and providing the equipments for displaying the information and the village development planning products. The gallery building was equipped with TVs, posters, maps provided by the service community team, and MSMEs products provided by the villagers.

3. The training to increase the competence of village stakeholders

The training was held twice and attended by eight participants consisting of representatives from village officials, BUMDes, PKK, the SMSEs actors, and Karang Taruna. The training was carried out through lecture, discussion, and practice methods.

The first training aimed to inform the participant about the importance of community participation in village development planning process and its products, which should be easily accessible for the village community. Furthermore, this training also aimed to train the participants to operate the survey and mapping equipment (GPS), drones, and data processing software (Avenza). From this training, participants were trained to be able to map the location of MSMEs and other village potentials and present them in an interactive map. This map is expected to be presented and updated on TV and in posters in the village development gallery.

The second training aimed to train the participants to operate the camera to photograph MSME products and the Canva software to present photos and information in a more interesting and informative way. It is hoped that the photos will continue to be updated in posters presented in the village development gallery.

Those trainings were conducted at the gallery building which is owned by Pasir Mukti Village and was built by the Ministry of Public Works and Public Housing through the program "Kotaku" (Figure 1):





**Figure 1**: Pasir Mukti Village Development Gallery (VDG) as a Publication Media of Development Information and Products

#### 4. Results and Discussion

#### 4.1 The Participation of Pasir Mukti Village Community as Program Partner

The Partner participation in this program was realized in several forms, namely:

- 1. Facilitated the gallery building and meeting room for FGD and trainings
  Pasir Mukti Village use a building built by the Ministry of Public Works and Public Housing through the program
  "Kotaku" for village development gallery. This building was also used for the training event. Meanwhile, the
  program partner facilitated the FGD in Pasir Mukti Village Hall.
- 2. Prepared the equipments needed for the FGD, trainings, and gallery Apart of gallery and meeting room, partner also prepared other supporting equipments during the FGD and trainings, such as sound system, LCD, tables and chairs, white board, etc. In addition, partner also provided sample of SMSEs products to be displayed in the village development gallery.
- 3. Recommended the participants to take part in FGD and trainings. Partner selected and recommended the participants for the FGD and trainings, who are the representatives of village officials, BUMDes, PKK, SMSE actors, and Karang Taruna. The appointments of participants was carefully carried out because those selected participants will become the gallery manager and be responsible for the management of the gallery in the future.

In addition, the team of community service program also involved two (2) students of Departement of Urban and Regional Planning to assist the program. By involving in it, the students can get hands-on experiences in the field in the process of preparing village planning and development products.

#### 4.2 The Preparation of Village Development Gallery (VDG)

As mentioned earlier, the village development gallery uses the building built by The Ministry of Public Works dan Public Housing through program "Kotaku". Before the implementation of the community service program, the building was rarely used. It was only used as a warehouse for metal craft products that is located near the building. The utilization of the building for village development gallery enables the building to be more useful to display the Pasir Mukti spatial plan and its development products. The output of this activity is the installation of gallery equipment, consisting of 3 TVs, 12 displays of 220x420 cm, four (4) display posters, and two (2) display banners; and also digital information media including 1 video content and 3 digital posters.



Figure 2: The Output of Village Development Gallery

#### 4.3 The Competencies Improvement of The Participants

The community service program team tried to increase the knowledge and competencies of the Pasir Mukti Village community through a series of FGD and training, that can be described as follows:

1. Focus Group Discussion (FGD)

Focus Group Discussion (FGD) was held on December 7, 2022 in Pasir Mukti Village Hall and attended by 28 participants, consisting of village officials, representatives of BUMDes, PKK, the SMSEs actors, and Karang Taruna. The participants were quite responsive and enthusiastic towards the program. The output achieved form this activity is the community service program team obtained the needs of Pasir Mukti Village community, the village strategic issues, and the village development plan as a center of SMSEs.



Figure 3: Focus Group Discussion (FGD) Held on December 7, 2022

2. Training on Village Development Spatial Plan Preparation and Village Development Data Collection
The training was held on December 10, 2022 in Pasir Mukti Village Development Gallery. It was attended by 8
participants, consisting of representatives from village officials, BUMDes, PKK, the SMSEs actors, and Karang
Taruna. There were two agendas of this training, namely the training on Village Development Spatial Plan
Preparation and Village Development Data Collection. The output achieved of the first agenda is the increase of
the knowledge of the participants on spatial plan and village development products, while the later is the increase
of the participants' skill in preparing survey designs, using survey equipment and presenting survey results,
mapping and data collection. The parcipants learned to operate GPS and drone and present the result into map
using the software (avenza).





**Figure 4**: First Training on Village Development Spatial Plan Preparation and Village Development Data Collection Held on December 10, 2022

3. Training on Presentation Techniques and Communication of Village Planning and Development Products
This training was held on December 17, 2022 in Pasir Mukti Village Development Gallery, aimed to train the
participants to operate the camera to photograph MSME products and the Canva software in order to present
photos and information in a more interesting and informative way. There were 9 participants attended this training,
consisting of representatives from village officials, BUMDes, PKK, the SMSEs actors, and Karang Taruna. The
participants were anthusiatic attended the training, that can be seen from their active participation during the
process. The output achieved from this training is the participants have a new competence in creating and
presenting the promotion concept of their SMSEs products in a more interesting and informative ways.



**Figure 5**: The Second Training on Presentation Techniques and Communication of Village Planning and Development Products Held on December 17, 2022



Figure 6: The Participants Were Practicing to Photograph the SMSEs Products

#### 4.4 The Benefit and Outcome of The Community Service Program

The construction of VDG provides changes to the image of Pasir Mukti Village, especially the appearance of the gallery space to be more beautiful and comfortable to visit. The following is a picture of the VDG room in Pasir

Mukti Village at the inauguration which was attended by the communities and also local government officials of Bogor Regency.







Figure 7: The Condition of VDG Pasir Mukti at the Inauguration

On the other hand, the benefit of this community service program can be seen from "before" and "after" the program implemented, as follows:

 Table 1: The Benefit of The Community Service Program in Pasir Mukti Village

#### **Before The Program Implementation After The Program Implementation** Pasir Mukti Village has a village development gallery as an information media of village development and media for The village did not have an exhibition promoting village MSME products. building for promoting the potential and Pasir Mukti Village has a gallery manager consisting of village development planning products representatives from representatives from village officials, BUMDes, PKK, MSMEs actors, and Karang Taruna. The villagers do not yet have the skills to The villagers have competency in collecting and presenting collect and present informatively village informatively village economic potential data, such as MSME economic potential data, such as MSMEs data, in spatial and digital form, so that it can be continuously data, in spatial and digital form updated by the gallery managers

This community service program brings huge outcomes for the Pasir Mukti Village, in short as well as long term, especially in economic and social aspect, that can be seen as follows:

 Table 2: The Outputs and Outcomes of The Community Service Program in Pasir Mukti Village

No	Activity	Output		Outcome
1	FGD	The Community Service Program Team obtained the needs of the Pasir Mukti Village community regarding village development gallery and village stakeholder competencies in preparing village planning and development products	-	The increase of Pasir Mukti Village community's knowledge about the importance of an information center of spatial plan and village development, that can also function as media of MSMEs product promotion and education, as well as media of public
2	The preparation of village development gallery	Pasir Mukti Village has a village development gallery, using the building built by The Ministry of of Public Works and Public Housing through the program "Kotaku". This gallery is equipped with TVs, posters, banners, lightings, maps, and sticker fonts as promotion media provided by the service community team, and MSMEs products provided by the villagers.	-	interaction.  The increase of human resource quality of Pasir Mukti Village community, especially the trainees.  The Village Development Gallery becomes a new tourism destination in Pasir Mukti Village, so that it could increase the number of the other villagers' visit.  The increase of villagers' income,
3	Training on Village Development Spatial Plan Preparation and Village Development Data Collection Survey	<ul> <li>The increase of the participants' knowledge about the importance of community participation in village development planning process and its products, which should be easily accessible for the villagers.</li> <li>The increase of the participants' skill in operating the survey and mapping equipment (GPS), drones and data processing software (Avenza) and presenting it in interactive maps as an</li> </ul>		especially the MSMEs in Pasir Mukti Village. The information center of spatial planning and village development and the promotion media of the SMSEs product as a new tourism destionation can facilitate other villagers to obtain the information about spatial planning and development of Pasir Mukti Village, including MSME products, so that it will increase

No	Activity	Output	Outcome
		information and promotion media of	the marketing and income of the
		MSMEs products and other potentials	villagers.
		village.	- The increase of the welfare of Pasir
4	Training on	The increase of the participants' skill in	Mukti Village community. Along with
	Presentation	operating the camera to photograph	the increase of marketing and income
	Techniques and	MSME products and the Canva software	of the villagers, it can create a
	Communication	to present photos and information in a	multiplier effects for other supporting
	of Village	more interesting and informative way.	sectors in Pasir Mukti Village. Those
	Planning and		sectors for example are services and
	Development		culinary that will also develop in
	Products		response to the increase of the visits of
			people from outside Pasir Mukti
			Village.

A village development gallery as an information center for village development and media for promoting MSME products also contributes in empowering villagers to become more independent. With an increase in community skill in collecting and presenting village development data in an informative way, it is hoped that the villagers will be able to independently and countinuously update the data, such as data on the distribution of MSMEs and others and present it in the village development gallery. Furthermore, it si hoped that Pasir Mukti Village will have a more systematic and structured development planning in the future.

#### 5. Conclussion

Based on the community service program, the following conclusions can be drawn:

- 1. The program received a very good response from village officials and the community. It can be seen from:
  - There was a big participation of village officials and the community in FGD and training that makes the FGD and training run well.
  - There was community participation and volunteerism to donate samples of their MSME products to be displayed in the village development gallery.
  - There was a willingness from village officials to participate in repairing and enhancing the quality of the gallery building, as well as providing the equipment.
- 2. The commitment of the trainees was quite high. It can be seen from the participants' enthusiasm in participating in two training series full time. The high commitment of the training participants is one of the factors that drives the dedication team's optimism for the sustainability of the village development gallery in the future.

Based on the conclusions above, there are several suggestions that can be followed up by the Pasir Mukti Village, including:

- 1. The village should immediately follow up the program with the preparation of the Village Decree regarding the establishment of a village development gallery manager. It can encourage managers to be responsible for gallery management, so that village development gallery activities can be sustainable.
- 2. It is necessary to consider further community service program focused on improving the management of village development galleries and improving the quality of the environment around the gallery.

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