

Research Article

Promotion Strategy for the Village Digidarpa Digital Information System for District-level Governments in Central Java Province

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Abstract.

Digidarpa Desa is an integrated digital information system product that can help villages improve the status of the Developing Village Index (IDM). Villages with advanced IDM status are considered more ready to adopt the Digidarpa Desa information system, both in terms of their needs and their technological readiness. Central Java Province has an average Advanced IDM status; therefore, the target audience for this promotion strategy is district governments in Central Java Province. This research was carried out using qualitative methods. The purpose of this research is to find the right promotion strategy for the digital information system product Digidarpa Desa for district-level governments in Central Java Province.

Keywords: application, business to business (B2B), developing village index (IDM), integration, village information system (SID)

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1. Introduction

Indonesia implements a system of regional autonomy down to the village level. Since 2016, the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration (PDRT) has initiated the Development Village Index (IDM) as a benchmark in efforts to create a prosperous, just, and prosperous society. IDM divides village development status into five categories: (i) very disadvantaged villages; (ii) disadvantaged villages; (iii) developing villages; (iv) advanced villages; and (v) independent villages.

According to data from the 2022 IDM Rating E-Book published on the Ministry of Villages website, out of a total of 74,955 villages in Indonesia, the largest portion is filled by villages with developing IDM status, reaching 33,902, and villages with advanced status, reaching 20,249 [1]. To fulfill the IDM, the government provides a village information system free of charge, but from the results of a study of 8 villages with advanced



and developing IDM status in Central Java, it was found that the implementation of the information system still uses data from 2016, so the responsibility of updating the data is delegated to village officials, who are considered the stakeholders closest to the community. Apart from updating data manually, requests for data collection from various agencies, such as livestock data and data on disadvantaged people, are also the responsibility of village officials, making them overwhelmed. This has an impact on community empowerment and less-than-optimal village services.

Digidarpa Desa, as an integrated village information system, offers real-time data integration solutions to databases owned by various offices at the district level. This solution can support administrative processes and the distribution of social assistance in an appropriate manner. In addition to data integration, Digidarpa Desa also provides complete features ranging from online correspondence services, posyandu services, disaster response features, information on social assistance funds, information on public facilities provided by the village, information on legal entities, village MSMEs, BUMDES (Owned Enterprises Village), information on village irrigation (PAM Desa), and the emergency call feature. These features can be a solution to problems experienced by villages in fulfilling IDM.

Data from the Ministry of Home Affairs (Kemendagri) shows that by 2021, only around 40% of villages will have their own village information system [2]. In addition, a survey from the Indonesian Software Developers Association (APLINDO) in 2020 showed that there was a 20% increase in demand for an integrated village information system amid the pandemic.

In addition, based on data from the World Bank in 2018, the poverty rate in rural areas in Indonesia reached 14.4%, higher than the poverty rate in cities which was only 7.8%. This shows that development in the village still requires special attention to improve [3]

With the existence of an integrated village information system, it is hoped that it can accelerate the process of making accurate and effective decisions to advance development in villages, so as to reduce poverty levels and improve the overall welfare of village communities.

Digidarpa Desa requires the right business strategy to expand its customer base and increase profitability. Based on the Grand View Research report, the global business-to-business (B2B) market is projected to reach a value of around 20 trillion US dollars by 2027. B2B strategies can help Digidarpa Desa sell its products and services in large

quantities to companies and organizations at the district or provincial level, to broaden its customer base.

The Provincial Government of Central Java was chosen as the target audience for this promotional strategy design. The 2022 IDM Rating E-book data shows that out of a total of 29 districts in Central Java, 20 villages have advanced IDM status and 9 other villages are still developing. The data shows that Central Java consists of villages with an ideal average IDM status according to Digidarpa Desa's consumer targets.

Based on these phenomena and data, it can be concluded that advertising designers play an important role in the village information system's B2B business promotion strategy. In this design, in-depth research was carried out on business-to-business promotion strategies for the application of the Digidarpa Desa digital service system, so that the Digidarpa Desa service system can increase the effectiveness of their promotional campaigns and attract the attention of potential customers.

2. Methods and Equipment

2.1. Observation

Observation is one of the essential elements in all data collection methods in qualitative research [4]. Data collection through the observation method is carried out through the analysis of various competitor business social media sites, such as Instagram, the official website, and Youtube. The researcher reviewed the social media platforms of the two most relevant competitors as references, namely Digidar and Gigades. In this study, observations were made to obtain data regarding business-to-business marketing information and business strategies used by competing companies. Observational data were analyzed using a comparison matrix table to find out in more detail the differences in business strategy and features owned by Digidarpa Desa and those of its competitors' products.

2.2. Interview

An interview is a meeting conducted by two people to exchange information or an idea by way of question and answer so that it can be narrowed down into a conclusion or meaning on a particular topic [5]. Interviews were conducted with experts in the field of advertising design to further examine the promotional strategies as well as the

most appropriate visual media for products with B2B marketing targets. Researchers also conducted interviews with the Chief Product Officer (CEO) of Digidarpa Desa to get to know the product value of the SID. In addition, the researcher also conducted interviews with the district-level government goods and services procurement section as the target audience for Digidarpa Desa to obtain data on factors influencing the government at the district level in determining the information system used in their area of authority. The results of interviews with the CEO of Digidarpa Desa and experts in the field of advertising will be processed using the SWOT (strength, weakness, opportunity, and threat) method to formulate the right business strategy and visual media according to the target audience. In addition, the author also uses the AISAS (attention, interest, search, action, and sharing) method to analyze the results of interviews with district-level government goods and services procurement officials so they can formulate the right promotion strategy for Digidarpa Desa.

2.3. Literature Review

A literature study is a systematic and critical evaluation of existing literature in a particular field or topic and involves identifying, evaluating, and synthesizing relevant information that has been published on a given [6]. A literature study was conducted by researchers to dig deeper into the topic of village information systems in Indonesia, to deeper understanding of B2B promotion strategies, and to study visual media theory in B2B promotion, to the theoretical basis of Visual Communication Design.

3. Results and Discussion

As a new SID product, Digidarpa Desa does not yet have social media like competing products. The comparison matrix is used to see comparisons between Digidarpa Desa, DIGIDES, and Gigades. The data relating to the two village information systems (SID) are summarized in the matrix below.

The results of interviews with an advertising design expert, Jiwa Utama S. Ds., found that an understanding of the Unique Selling Proposition (USP) of a product is very important in determining the type of promotional strategy approach to be used. Products that don't have a very prominent USP can use an emotional approach to attract consumers. Conversely, if the product has a strong USP, then a rational approach will be better suited to gain attention among other competitors. In this case, Digidarpa Desa

TABLE 1: Comparison matrix of Digidarpa Desa, DIGIDES, and Gigades.

Matrix	Digidarpa Desa	DIGIDES	Gigades
Holding company	PT. Adikara Nusantara Teknologi	PT. Digital Desa Indonesia	PT. Phoenix Kreatif Digital
Established	2022	2019	2021
Service	Integrated village information system services	Village Information System	Digital-based village service system
Social Media	-	Instagram, <i>website</i> , LinkedIn	Instagram, <i>website</i> , LinkedIn
Tagline	Starting from the village	Village Digital Transformation	Managing Village #lebih mudah
Cost		<i>Hardware</i> Rp 39.900.000	Rp. 5.500.000 (instalation)
	<i>Maintenance</i> Rp. 350.000-500.000/month	<i>Maintenance</i> Rp. 2000.000/year	Rp. 480.000/month
Archive system	Available	Available	Available
Mobile Application	Residents & village officials	Residents	Residents
Administration system	Available	Available	Available
Village financial system	Available	-	-
Tax System	Available	Available	-
Public complaint system	Available	Available	Available
Village Website	Available	Available	Available
Marketplace & BUMDES	Available	-	Available
Hardware Provision	Available	Available	-
HRM system for employees	Available	-	-
Event management system	Available	-	-
Survey management system	Available	-	-
BUMDES Information system	Available	-	Available
Posyandu system	Available	-	-
Public Service system	Available	Available	Available
Data integration with a district office	Available	-	-

Source: Venus Pulung Socawangi, 2023

can apply a rational as well as emotional approach to the promotion strategy. The data

integration solution offered by Digidarpa Desa can be a strong USP while at the same time attracting potential customers.

According to the results of interviews with Pekalongan Regency Goods and Services Procurement Officials, Ms. Nasiya Muluyun and Mr. Hakim, the main factor that most influences the decision to purchase application products at the district level is the fulfilment of vendor specifications for applications by Presidential Regulation Number 16 of 2018 and Institutional Regulation Number 12 of 2018–2021. App vendors must fulfil several stages to be able to sell their products to the government at the district level.



Figure 1: Process for Determining Government Application Vendors. Souce : Pekalongan Regency Goods and Services Procurement Section.

Central Java Province has a marketplace platform called Blankon Jateng and E-Catalogue which can be a place for IT vendors to offer their goods or services to the government. However, according to Mrs. Nasiya, it is not enough to offer IT products or services to district governments through this platform. Vendors need to be more active in offering their products directly (personal selling), one of which is through a presentation forum held with Goods and Services Procurement Officials at the Regency Government.

Initiatives to procure application products can come from district government staff or employees who feel the need for certain application facilities for more efficient work. With an age range of 25 to 58 years, district government employees said they most often saw commercial advertisements through the YouTube, Facebook and Instagram platforms. Apart from employee initiatives, several vendors made presentations directly to the government to offer their products.

4. Conclusion

Digidarpa Desa has a Unique Selling Proposition (USP) that can meet market needs. Therefore, a promotion strategy with an emotional and rational approach is considered the most suitable for Digidarpa Desa to attract more attention from potential customers.

Based on research results, the parent company Digidarpa Desa already has a Business Identification Number (NIB) as the main requirement to be able to market application products to the government. It is known that in designing promotional strategies for marketing targets for local government agencies, it is necessary to carry out personal selling accompanied by active promotions through social media. Personal selling aims to lead directly to the target market, namely local government, while promotion through social media can be one of the media that introduces products to audiences, especially local government staff who have direct access to propose procuring a product in district government.

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