

# Community Service Development of the Website Senyum Anak Nusantara Community, Chapter Salatiga, Blotongan, Sidorejo, Salatiga, Central Java

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## ABSTRACT

A website is a collection of websites that are bound together and can be accessed via the internet. Websites can contain information that can be used for various purposes and can also be used as promotional and branding material in an organization. This journal documents the website development process of Smile Anak Nusantara (SAN) Chapter Salatiga. SAN itself is a volunteer-based social community that aims to be a forum for young people who have a high social spirit to move, act, and collaborate in one vision and mission. This website development aims to introduce SAN Chapter Salatiga's programs effectively to reach the target audience and help them achieve their organizational goals. The website development took place in Blotongan, Sidorejo sub-district, Salatiga, Central Java. An implementation period of 5 weeks from March 25 to April 28, 2024. The approach method offered is the method of introducing a website that can be accessed by the general public. The stages of implementation are divided into three stages: preparation, implementation, and monitoring. The advantage of making this website is that it provides easy access for SAN Chapter Salatiga to reach the audience, thus increasing the number of volunteers who join.

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## 1. INTRODUCTION

Senyum Anak Nusantara or SAN is a social community in the field of childrens. This community is very interesting for young men and women who have a high social spirit. The programs owned by SAN Salatiga are very interesting, which programs must be known by the wider community [1]. One way for the SAN Salatiga Community to be known by the wider community is by creating the SAN Salatiga website. In addition to introducing SAN Salatiga programs, this website can also attract young men and women to register themselves as volunteers at SAN Salatiga. The target audience for this Community Service Website Development activity is the community in Salatiga, Central Java. Introducing to the community that Senyum Anak Nusantara Chapter Salatiga is a volunteer community for children [2]. They contribute their energy, time, and ideas to make the SAN program run well and successfully.

SAN has various programs designed to meet the different needs of children, such as educational, health, and character development programs [3] [4]. However, SAN often lacks the financial and human resources to develop a good quality website [5]. This may hinder their ability to reach more children and have a greater impact. SAN may not have enough volunteers with the technical skills needed to develop the website. The research entitled "Training for Developing Website based Administrative Governance in the Laporo Community" which is based on

community service obtained research results that most of the positive responses from HIPPMAL Kendari members regarding the existence of the HIPPMAL Kendari website were 87.76% which can be assumed to be very good [6] .

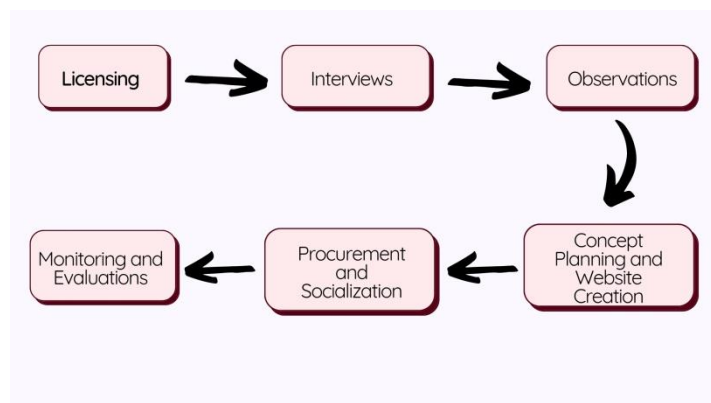
This can be done by developing an informative and interactive website. SAN can increase *fundraising* [7] (fundraising activities related to humanitarian activities). This can be done by developing more effective *fundraising strategies*, such as reaching out to new donors and building partnerships with other organizations. There are many other organizations working to help children in Indonesia. This can make SAN compete for resources and donations [8] . Therefore, it can promote or spread information about SAN through the website. Website technology continues to develop and SAN needs to keep up with the latest developments to keep their website relevant [9], [10] . The solution to this problem is to create a website to introduce the programs carried out by SAN Salatiga. The purpose of this service is to find out how SAN can introduce their programs effectively to reach their target audience and to find out how the SAN website can help them achieve their organizational goals .

## 2. METHOD

The implementation team for website development in the SAN Chapter Salatiga community comes from UIN Salatiga. Meanwhile, the target partners for the development of this website are the SAN Chapter Salatiga volunteer community, which is one of the 72 SAN community chapters spread throughout Indonesia and the community in Salatiga, Central Java. Introducing to the community that Senyum Anak Nusantara Chapter Salatiga is a volunteer community for children [11] . The method used in this study uses an introduction method with a website that can be accessed by the community [12], [13] , with data collection through observation and interviews. The interview itself was conducted at Café Menepilah. Meanwhile, observations were carried out directly by participating in one of the activities carried out as a form of obtaining more detailed data directly in the field [14] , [15] .

The research entitled "Website based Administrative Governance Development Training in the Laporo Community" which is based on community service obtained research results that most of the positive responses from HIPPMAL Kendari members regarding the HIPPMAL Kendari website were 87.76% which can be assumed to be very good [16] . The results of the research conducted by Saputra and Arifin are the same as the results of our research, namely getting a very positive response regarding the website created by the related parties .

Located in Blotongan, Sidorejo District, Salatiga, Central Java. The process of creating and developing this website took approximately two months.



**Figure 1. Series of Activities Carried Out**

The flow of activities carried out can be seen in Figure 1. The first stage in developing the website is to obtain permission from SAN Salatiga by writing a letter addressed to the SAN Chapter Salatiga coordinator. The second stage is to conduct an interview with the SAN Chapter Salatiga coordinator to obtain information related to the SAN Chapter. Continued with the third stage, namely conducting direct observation by participating in one of the activities carried out.

Entering the fourth stage, namely compiling a concept plan and creating a website. After the required information has been obtained, the next step is to create a website with a previously compiled concept. The fifth stage is to conduct socialization with the SAN Chapter Salatiga. After the website has been compiled, the website development team conducts socialization to provide knowledge related to how to program the website itself, writing interesting articles, and introducing the tools in it.

In the final stage, periodic monitoring and evaluation are carried out. This monitoring is carried out by the team routinely. This is done so that the implementation of website development runs well and whether or not obstacles are found [17] . For evaluation, it runs simultaneously with monitoring. Evaluation is carried out such as what display is presented, which photos are selected to complete the website.

### 3. RESULTS AND DISCUSSION

SAN is a community engaged in volunteer based social activities that aims to be a forum for young generations [18] who have a high social spirit [19] to move, act, and collaborate in one vision and mission. The SAN Chapter Salatiga Community is one of the SAN Chapters spread throughout Indonesia with one large SAN Community which is the point of the community which is often known as the SAN Center. In this case, we focus on the SAN Chapter Salatiga. So our target is the community or more precisely young people who have a high social spirit in the city of Salatiga. The limited development of information media is why we provide several solutions by creating a website. Therefore, we are developing a website that contains divisions and programs of the SAN Chapter Salatiga community. This SAN Salatiga website has a lot of interesting content to embrace prospective social volunteers [20]

The creation of this website that we did was to introduce the programs carried out by SAN Salatiga. The programs are widely known by the wider community, especially the people of Salatiga. Moreover, now the majority of young people are gadget users, which means this website will be easy for them to access. With this website, it can also increase the visibility [21] and credibility of the SAN Salatiga community. In addition, with this website, it can also build a strong image of SAN Salatiga which becomes a professional and credible organization [22], [23] .



**Figure 2. Interview with the Coordinator of the SAN Chapter Salatiga**

The licensing was carried out in early March 2024. The initial permit was obtained via WhatsApp chat to the SAN Salatiga coordinator. The official licensing was continued along with an interview followed by providing an official permit letter issued by UIN Salatiga. The interview process was carried out on March 4, 2024, at 20.00 - 20.28 WIB, which can be seen in Figure 2. Which was carried out with the SAN Salatiga coordinator. Taking place at Café Menepilah, discussing what things would be included in the website. In addition, it was also mentioned what benefits they would get from creating this website.



**Figure 3. SAN Chapter Salatiga Creative Program Activities**

The data collection process was carried out on March 10-23, 2024 by conducting observations and interviews, see Figure 3. As a complement to the data, direct observations were also carried out by participating in one of the activities at SAN Salatiga, namely the creative program activities carried out at the Al-Ikhlâs Blotongan

Mosque. The data that has been collected is then summarized which is then used as material for creating a more accurate website. That way, the data that has been collected makes it easier for website creators to be more accurate in conveying SAN Salatiga information.



**Figure 4. Figure 4.3. SAN Salatiga Website**

The website was created through a Google Site, with the name of the web 'SAN Salatiga'. It contains information from the SAN Salatiga community itself. Among them are excellent programs from both the central SAN and the Salatiga SAN chapter. Among the excellent programs from the Central SAN are Seribu Senyum Nusantara (SSN), Sekolah Nusantara (SN), and Ekspedisi Merah Putih (EMP). Meanwhile, the excellent programs from the Salatiga SAN Chapter itself include the Welcoming Party (Welpart), Malam Keakraban (Makrab), Ayo Belajar Bareng (Ayo Barber), Volunteer Camping (Volcamp), Creative Program, and National Seminar. In addition, the divisions formed in it, vision and mission, articles or news highlights, and volunteer registration links are also included, which are held annually. One of the excellent program activities of the Salatiga SAN Chapter, namely the Creative Program, can be seen in Figure 4.

Site bar menu contains Home, Our Profile, Central Featured Programs, SAN Chapter Featured Programs, and divisions in the SAN Salatiga community. In this site bar menu, you can click and see a more detailed explanation of the site bar menu that is clicked. The obstacle in creating this website it is the lack of understanding and information about the SAN Chapter Salatiga programs in more detail. In addition, it is difficult to find SAN Chapter Salatiga news articles. And the lack of documentation materials collected. By creating this SAN Salatiga website, it can also make it easier for prospective volunteers to register, because it is accompanied by direct access to the SAN Salatiga registration form. This website is also accompanied by an explanation per division along with the job descriptions of each division. There are five divisions formed in SAN Salatiga along with the job descriptions of each division, including MEDINFO (Media Information), HUMANSIP (Public Relations and Sponsorship), SOSMAS (Social Community), PSDI (Internal Resource Development), and PMB (Interest and Talent Development). By developing this website, more or less, it can provide information to prospective volunteers *who* want to know more about SAN Chapter Salatiga.

The SAN Salatiga management responded positively to the SAN Salatiga website. According to them, the SAN Salatiga website that was created was very good and the information included was also detailed. They also thanked us for creating a website for the SAN Salatiga community. Because the website can be used as a promotional event for the SAN Salatiga community. In addition, it can also attract the interest of young men and women who have a high social spirit [24], [25] .



**Figure 5. Socialization of the SAN Chapter Salatiga Website**

The team conducted socialization to the SAN Salatiga management, regarding the website that was created, which can be seen in Figure 5. SAN Salatiga sent a coordinator who was responsible for the media section to attend the socialization of the SAN Salatiga website. Socialization was carried out by conveying to the SAN Salatiga management about what the website looks like, what menu buttons are in it. How to add news, if there is a new event from SAN Salatiga. While the Team was explaining to the representative from the management, he was very enthusiastic to listen and understand what the team was conveying. He was also very grateful to the team, for being willing to make the SAN Chapter Salatiga website. With this website, the SAN Salatiga community becomes more easily accessible to the public.

#### **4. CONCLUSION**

In line with the current digital era, website creation is an interesting thing in providing solutions related to the problems faced by SAN Chapter Salatiga. The results of this website creation have implications in providing faster access in reaching a wide audience, making it easier to introduce their creative programs, and achieving their organizational goals. The results of the socialization given to one of the parties SAN Chapter Salatiga provided good feedback on the results of the website that had been created and will then carry out development related to the website.

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