

ABSTRAK

Perkembangan teknologi informasi mendorong pemerintah desa untuk menyediakan layanan publik yang cepat, transparan, dan mudah diakses melalui penerapan *e-government*. Desa Kalimanah Wetan telah memiliki *website* resmi sejak tahun 2016, namun *website* tersebut tidak mengalami pembaruan konten selama beberapa tahun dan belum mendukung layanan administrasi desa secara digital. Kondisi ini menyebabkan *website* belum berfungsi optimal sebagai media informasi dan pelayanan publik. Berdasarkan hasil kuesioner terhadap 30 responden, sebagian besar masyarakat belum mengetahui keberadaan *website* desa dan belum pernah mengaksesnya. Selain itu, proses pelayanan administrasi dan pendataan warga masih dilakukan secara manual menggunakan buku catatan serta Microsoft Excel. Penelitian ini bertujuan untuk merancang dan mengembangkan ulang *website* pelayanan publik Desa Kalimanah Wetan menggunakan metode *User Centered Design*. Metode ini dipilih karena berfokus pada kebutuhan, kemudahan, dan pengalaman pengguna, terutama aparat desa sebagai pengelola serta masyarakat sebagai pengguna layanan. Sistem yang dikembangkan mencakup penyajian informasi desa secara terstruktur, pengajuan layanan administrasi desa secara *online*, serta *dashboard admin* untuk mengelola data layanan dan informasi desa. Hasil dari penelitian ini diharapkan dapat menghasilkan *website* pelayanan publik yang mudah digunakan, mendukung transparansi informasi, meningkatkan efektivitas pelayanan administrasi desa, serta menjadi media promosi potensi Desa Kalimanah Wetan.

Kata kunci: *e-government*, *website* desa, pelayanan publik, *User Centered Design*, layanan administrasi desa.

ABSTRACT

The rapid development of information technology has encouraged village governments to provide faster, more transparent, and easily accessible public services through the implementation of e-government. Kalimanah Wetan Village has had an official website since 2016; however, the website has not been updated for several years and has not yet supported digital village administrative services. As a result, the website has not functioned optimally as a medium for public information and public service delivery. Based on a questionnaire distributed to 30 respondents, most residents were unaware of the village website and had never accessed it. In addition, administrative services and citizen data management are still carried out manually using notebooks and Microsoft Excel. This study aims to design and redevelop the public service website of Kalimanah Wetan Village using the User Centered Design method. This method was selected because it focuses on user needs, ease of use, and user experience, particularly for village officers as system administrators and residents as service users. The developed system includes structured village information, online submission of village administrative services, and an admin dashboard for managing service data and village information. The result of this study is expected to produce an easy-to-use public service website that supports information transparency, improves the effectiveness of village administrative services, and serves as a promotional medium for the potential of Kalimanah Wetan Village.

Keywords: e-government, village website, public service, User Centered Design, village administrative services