

Optimizing Capacity Building of Village Apparatus in Application-Based MSME Product Administration and Development Services in Pematang Serai Village, North Sumatra

Muhammad Donni Lesmana Siahaan^{1*}, Mohammad Yusup², Harianto³

^{1,2,3}Lecture of Universitas Pembangunan Panca Budi, Medan, Indonesia
Email: ^{1*}donnilesmanasiahaan@gmail.com, ²Yusupmohammad036@gmail.com,
³hariantosemm74@gmail.com

*E-mail Corresponding Author: donnilesmanasiahaan@gmail.com

Abstract

This study aims to examine how to optimize the capacity of village apparatus for administrative services and MSME product development in Pematang Serai Village, North Sumatra, through the use of technology-based applications. Pematang Serai Village faces challenges in improving the efficiency of administrative services and in developing the MSME sector, which is the primary economic source for the community. Therefore, this study proposes implementing an application-based system to simplify administrative processes and more effectively promote and manage MSME products. The method used in this study is a qualitative, descriptive approach, involving interviews with village officials, MSME actors, and other relevant parties. The results of the study show that with technology-based applications, the capacity of village apparatus in administrative services is increasing. At the same time, MSME actors can more easily and efficiently develop and market their products. This research is part of the Diktisaintek Berdampak program from the Ministry of Higher Education, Science, and Technology.

Keywords: Capacity of Village Apparatus, Administrative Services, MSME Development, Technology Applications

I. INTRODUCTIONS

Pematang Serai Village, located in Langkat Regency, North Sumatra, has great potential in community-based economic development, especially through the Micro, Small, and Medium Enterprises (MSMEs) sector. MSMEs in this village are one of the main pillars in the local economy, because in addition to contributing to increasing community income, MSMEs also provide significant jobs.

However, despite having great potential, there are many challenges faced by MSMEs in Pematang Serai Village, especially related to access to product administration and marketing services that are still limited and not fully integrated with technology. One of the main challenges faced is the limited capacity of village apparatus in providing efficient and fast administrative services to MSME actors. Poorly organized and slow administration can hinder the licensing process, applying for government assistance, and access to various economic empowerment programs.

Village officials who have an important role in managing administration and providing services to the community are often limited by skills and understanding in utilizing information technology, which causes the services provided to be less than optimal. Therefore, it is necessary to increase the capacity of village officials so that they can manage administration more effectively and efficiently.

Capacity building of village apparatus through information technology-based training is very important to accelerate the transformation of village administration and provide better services to the community, especially to MSME actors. One of the strategic steps that can be taken is to implement a technology-based application system to manage administration and services to MSMEs. By using applications, administrative processes that were previously manual and time-consuming can be accelerated, and MSMEs can also more easily access the services and information they need, such as licensing procedures,

marketing, and access to business capital assistance. In addition, the development of application-based MSME products can also increase the competitiveness of local products in the wider market. Information technology can help MSME actors in managing their businesses more efficiently, both in terms of production, marketing, and distribution. Digital-based applications allow MSME players to market their products online, expand market reach, and increase the visibility of their products, which were previously limited to the local market. Thus, the development of application-based MSME products can open up new opportunities for business actors to develop more rapidly.

However, implementing technology-based applications in Pematang Serai Village requires adequate understanding and skills among village officials. In this case, increasing the capacity of village apparatus in the use of digital applications for MSME administration and development is crucial. With the right training, village officials will be better prepared to support MSME actors in facing digitalization challenges, including in the use of applications that can simplify the process of product administration and marketing. This will not only speed up the administrative flow, but will also increase transparency and accountability in the management of funds and village empowerment programs.

The importance of optimizing the capacity of village apparatus and the use of technology-based applications is not only to improve the quality of administrative services and MSME product development, but also to support the larger development goal, which is to create an independent and competitive village. With the support of technology, it is hoped that MSMEs in Pematang Serai Village will not only be able to survive, but also grow rapidly, improve the local economy, and create wider jobs. Therefore, efforts to optimize the capacity building of village apparatus in administrative services and application-based MSME product development are needed to create a more advanced village economic ecosystem and connected to global technological developments.

II. RESEARCH METHODOLOGY

The research method is carried out by creating a system and database of digital services for villages and MSMEs in Pematang Serai Village, Assistance and Socialization to Pematang Serai Village apparatus and Pematang Serai MSMEs related to Website-Based Applications, including by providing broad benefits and uses with the existence of this online-based application system with a service system through Digital, as well as Digital marketing of MSMEs into the online application system and interviews in-depth semi-structured for qualitative informants to perpetrators

III. RESULTS AND DISCUSSION

Capacity of Pematang Serai Village Apparatus

The capacity of Pematang Serai village apparatus is one of the determining factors in the success of development and public services at the village level. Village officials who have good skills and knowledge will be more effective in carrying out administrative, social, and development tasks and functions in the village. The Pematang Serai village government has made various efforts to increase the capacity of the apparatus through training and provisions, both from the local and central governments. This training program aims to expand the horizons of village officials in managing various development programs that suit the needs of the community.

In addition to training, capacity building of Pematang Serai village apparatus is also carried out by utilizing information technology in the village administration and management system. By integrating technology in various processes, such as citizen data collection, budget management, and information delivery to the community, village officials can work more efficiently and transparently. This also makes it easier for village officials to coordinate with external parties, such as local governments, non-governmental organizations, and the private sector, to support sustainable development in the village. Although there have been various efforts to increase the capacity of Pematang Serai village apparatus, challenges remain in terms of limited human resources and access to supporting facilities. Therefore, there needs to be further support from the government and the community to create an environment conducive to the capacity development of

village apparatus. This capacity building is very important so that village officials can carry out their roles well, advance village development, and improve the welfare of the people of Pematang Serai.

Quality of Pematang Serai Village Administrative Services

The quality of administrative services in Pematang Serai Village is one of the main focuses in efforts to improve community welfare and the effectiveness of village government. Good administrative services not only make it easier for the community to access various services, but also create trust between the village government and its citizens. In Pematang Serai Village, administrative services have undergone significant improvements through the improvement of the management system and digitization of several services, such as letter making, population document management, and social assistance applications. However, there are still challenges in ensuring the quality of administrative services is evenly distributed across all levels of society. Some villagers, especially those in remote areas, still have difficulty accessing available services, especially technology-based ones. Therefore, the village strives to improve the service system by bringing services closer to the community, for example by providing mobile services or information systems that are easily accessible without having to come directly to the village office. This aims to ensure that administrative services can be felt by all residents without being constrained by distance or lack of understanding of technology. To further improve the quality of administrative services in Pematang Serai Village, evaluation and training for village officials are also important. Village officials who are skilled and have a good understanding of existing procedures and regulations can provide faster, more accurate, and friendly services to the community. Improving the quality of administrative services will not only increase the satisfaction of villagers, but also make it easier to achieve better and sustainable village development goals.

The Impact of Online Stall Applications on Pematang Serai

The introduction of online stall applications has a significant impact on

MSMEs in Pematang Serai Village. Previously, MSME actors in this village faced limitations in marketing their products, both due to long distances and limited market access. With the existence of an online stall application, local products from Pematang Serai can now be reached by consumers outside the village, even to the national or international level. This application opens up opportunities for MSMEs to market their products more widely without relying on a limited traditional market.

In addition to expanding market reach, the use of online stall applications also helps Pematang Serai MSMEs in improving operational efficiency. Business actors can easily manage transactions, monitor stock of goods, and receive payments directly through the application. This reduces the need for conventional management systems that often take additional time and costs. The online stall application also provides convenience in carrying out promotions, where MSMEs can take advantage of existing features to introduce their products to more potential buyers.

However, there are challenges that need to be faced by MSMEs in Pematang Serai in utilizing online stall applications, such as limited understanding of technology among business actors and uneven internet access constraints. Therefore, there is a need for assistance and training so that MSME actors can maximize the potential of this application. If this challenge can be overcome, the online stall application has great potential in increasing the competitiveness of MSMEs in Pematang Serai Village and making a positive contribution to the local economy.

Supporting and Inhibiting Factors Among the Supporting Factors are routine training held by the village with the agency/communication and informatics, IT infrastructure (computers, village internet) which is starting to be available, and the commitment of village leaders in digitalization while the inhibiting factors among them are that the internet connection in some hamlet areas is still weak. Elderly village officials have difficulty adapting to IT and MSMEs, lack of digital literacy, capital constraints and marketing networks. The discussion linked the findings to the existing literature: the digital literacy of the

apparatus is not evenly distributed, and cooperation between organizations is still lacking.

The technology produced

The Pematang Serai Village website and MSMEs have an openID village database with a menu of homepages, symbols, village info including village identity, administrative area, village government, education, population statistics, village structural presence, population health, postal services, secretariat, official letters, village administration books, finance, analysis, assistance, land, development, MSME buying and selling stalls, complaints, and mapping as seen below:

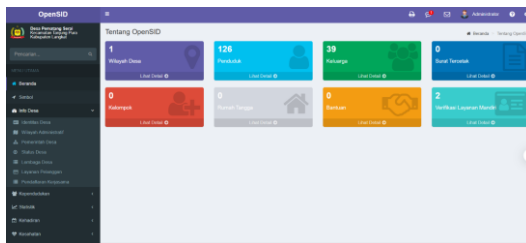


Figure 1. openSID Pematang Serai Village and MSMEs

For service letter services, Pematang Serai village has a menu of services including Birth Certificate Application, Resident Biodata, Different Identity Information, Identity Information, Travel Information, Domicile Information, Business Domicile Information, Permission Statement of Husband and Wife, Statement of Insurance, Statement of Sale and Purchase, Birth Certificate, Birth, Death, Certificate of Vehicle Ownership, Certificate of Land Ownership, Information of ID Card in Process, Description of Identity Card in Process, Description of Insurance, Statement of Sale and Purchase of Property, Certificate of Birth, Certificate of Ownership, Certificate of Ownership of Land, Certificate of ID Card in Process, Statement Indigenous, Stillbirth Certificate, Marriage Certificate, Population Certificate, Introductory Statement, Referral or Divorce Information, Father's Income Statement, Mother's Income Statement, Parental Income Statement, Marriage Statement as shown below:

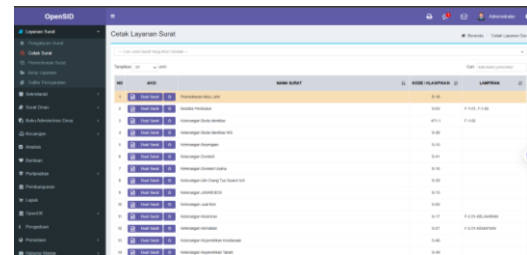


Figure 2. Pematang Serai village mail service

As for the service of buying and selling MSME products in Pematang Serai Village, a platform has been provided, including product inputs, vendor names and product categories, product seller numbers and the number of products, this database will also provide direct information to buyers related to the products they want to sell, and there is a location for the seller, the goal is so that buyers can come to the seller if they take a large portion, The flatform image of the MSME digital stall menu can be seen below:

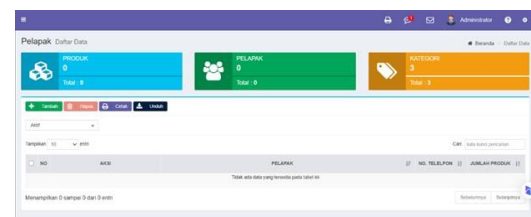


Figure 3. Digital database of MSME stalls in Pematang Serai village

Before there was a Pematang Serai Village Administration Service Application, all village news was entered into different media such as Facebook, Instagram and personal social media from the village structure, so that this made village news divided into several media divisions that had been produced with the name of the <https://pematangserai.web.id/> website and in the website, there was already a village news menu.



Figure 4. Latest article view of the Pematang Serai Village website

The website also displays the names and photos of Pematang Serai Village apparatus, starting from the Village Head, Village Secretary and other structural ranks, and can make online attendance through this website, the purpose is for the public to know whether the village structural officials have entered if they want to take care of administration or consult the village office as seen in the image below:



Figure 5. Village Structural Picture and Employee Attendance

and in the website is also displayed a map of the Pematang Serai Village area and a Map of the Location of the Pematang Serai Village Office and in the menu is also displayed all comments from website visitors about Pematang Serai Village are also displayed, such as the following image:

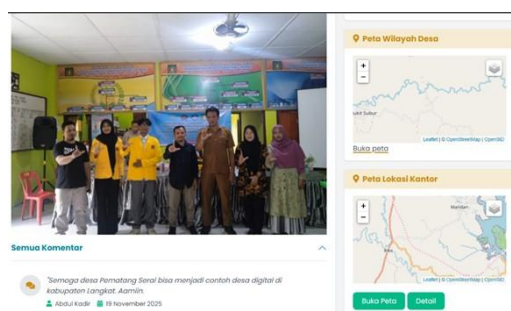


Figure 6. Village Map and Village Comment Column

IV. CONCLUSION

Pematang Serai Village in North Sumatra has great potential in developing the MSME sector, but it is still faced with challenges related to inefficient administrative management and limited access to technology. One of the solutions that can be applied to optimize administrative services is to utilize information technology-based applications. With the implementation of digital systems in village administration services, the data processing process becomes faster and more accurate, from making correspondence to managing population data and village budgets. This not only makes the work of village officials easier, but also increases transparency and accountability in the management of village funds which is very important for village development. In addition to administrative services, the development of MSMEs in Pematang Serai Village can also be encouraged through the use of digital-based applications. Many MSME actors in the village have not fully utilized technology to expand market reach and manage their businesses more efficiently. With applications that can help with product marketing, stock management, and buying and selling transactions, MSME players can reach a wider market and increase the competitiveness of their products. Therefore, it is important for village officials to have the capacity to facilitate training and assistance for MSME actors so that they can make the most of this application. Optimizing the capacity of village apparatus is the main key in realizing this goal. Village officials who are trained in the use of applications will be able to provide better services to the community, both in administrative matters and in fostering the development of MSME products. With training and assistance programs in the use of digital technology, village officials can be more effective in providing assistance to MSME actors, as well as making it easier for the community to access village administration services. Thus, Pematang Serai Village can develop into a more advanced and independent village, with fast, efficient, and technology-based services, as well as more competitive MSME products in the market.

V. RECOMMENDATIONS

The recommendations for future improvements related to the online

application of Pematang Serai Village and MSMEs are that the village government, together with relevant agencies, schedule routine training for apparatus (including refreshments) and MSME actors on digital literacy. Development of integrated village applications (village admin + MSMEs) with marketing, production management, and administrative service features. Improvement of village IT infrastructure (internet, hardware), especially in hamlet areas. Encourage collaboration between sectors —villages, offices, universities, technology providers, and MSME actors — to create a sustainable digital ecosystem, with periodic monitoring and evaluation of applications and training to align with the needs of MSME apparatus and actors.

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