

Digitalization for Farmer Group Development in Tajurhalang Village, Bogor

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Abstract

Background - Community Service for the development of the Harum Tani Farmer Group in Tajurhalang Village, Bogor aims to increase digital literacy, empower the community through technology, and expand access to information for farmer groups. Main activities include information technology training, website creation, profile videos, and product packaging design to support marketing. The methodology used is a participatory approach, involving the community from planning to implementation. The website is designed to digitally promote farmer group products and activities, while profile videos introduce village activities and potential. Computer training is carried out to increase the technological literacy of the younger generation. The results of the activities show an increase in technological skills, ease of access to information, and expansion of farmer group marketing networks. The positive impacts of this program include increasing the effectiveness of economic activities, technological awareness, and community participation in village development. It is hoped that this program will be sustainable and become a digital empowerment model for other villages.

Purpose - The development of the Harum Tani Farmer Group in Tajurhalang Village, Bogor, aims to increase digital literacy, empower the community through technology, and expand access to information for farmer groups.

methodology - The methodology used is a participatory approach, involving the community from planning to implementation.

Findings - Limited access to digital technology can affect people's ability to utilize technology. Village residents who do not yet have the basic knowledge or skills in using technology, such as computers and the internet, which are needed to improve the quality of life and economic activity. The need to improve people's digital skills through training and education.

Originality - The results of the activities are to increase technological skills, ease access to information, and expand the marketing network of farmer groups so that they have a positive impact, farmer groups that are technologically literate, have technological awareness, and are sustainable so that they become a model of digital empowerment for other villages.

Keywords: HarumTani, Tajurhalang, Bogor
