



STRENGTHENING LOCAL IDENTITY IN THE DIGITAL ERA THROUGH SMART VILLAGE KKN AND ABCD-BASED LOCAL WISDOM IN PADANG KALUA VILLAGE

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Abstract :

Community Service Program (Kuliah Kerja Nyata/KKN) is an implementation of the Tri Dharma of Higher Education in the form of community engagement oriented toward empowerment and sustainable development. This study aims to examine the implementation of a Smart Village KKN based on the Asset-Based Community Development (ABCD) approach in strengthening local community identity in the digital era in Padang Kalua Village, Bua District, Luwu Regency, South Sulawesi Province. The ABCD approach was applied through the stages of discovery, design, define, and reflection, involving active participation from the village community. Data collection methods included observation, in-depth interviews with village officials and community leaders, and documentation of activities. The results of the KKN implementation indicate that the ABCD approach is effective in optimizing the utilization of local assets through several priority programs, including the development of a village website and digital village accounts (Digides) as online-based public service platforms, the creation of asset-mapping infographics to enhance transparency and community participation, and the production of digital educational videos related to digital literacy and cybersecurity. These programs contributed to improving the efficiency of administrative services, strengthening accountable village governance, and enhancing community readiness to face digital transformation without abandoning local wisdom values. Therefore, the ABCD-based Smart Village KKN in Padang Kalua Village can serve as a model of sustainable village empowerment rooted in the community's local potential and identity.



Keywords: KKN, Smart Village, Asset-Based Community Development (ABCD), community empowerment, village digital transformation.

INTRODUCTION

Community Service Program (Kuliah Kerja Nyata/KKN) represents a tangible implementation of the Tri Dharma of Higher Education, particularly in the aspect of community service. Through this program, students act as agents of change who assist village communities in developing their potential while addressing development challenges. In the current digital era, villages are required to transform into smart villages capable of utilizing information technology without abandoning the values of local wisdom as a cultural identity. Padang Kalua Village, as the location of the KKN implementation, possesses considerable strengths in terms of human resources, social capital, and cultural assets. However, these potentials have not yet been fully empowered to support digital-based development.

Padang Kalua Village is one of the villages located in Bua District, Luwu Regency, South Sulawesi Province. This area is characterized by hilly terrain and fertile agricultural land, resulting in most of the population working as farmers, plantation workers, and coastal fishers. Amid rapid societal changes, the people of Padang Kalua Village continue to preserve the values of mutual cooperation, kinship, and local wisdom, which constitute an essential part of their social and cultural identity.

As the location for the Community Service Program (KKN) program, Padang Kalua Village boasts significant human, social, and cultural resources. However, this potential has not been fully utilized to support digital-based development. Therefore, the presence of KKN students is expected to be a catalyst for change, encouraging increased community capacity in integrating information technology with local potential, and strengthening village independence toward sustainable development.

The Smart Village Community Service Program (KKN) in Padang Kalua Village applies the ABCD approach, with the stages of discovery, design, definition, and reflection conducted collaboratively with the community. This paper examines how the ABCD-based Smart Village KKN implementation can strengthen local community identity in the digital era and serve as a model for sustainable village empowerment. The primary objective of this community service program is to optimize local potential through the ABCD approach to support the formation of smart villages rooted in local wisdom.

(Priyadharma, 2023) emphasized that the implementation of the ABCD approach in Barito Kuala Regency was able to increase community participation and accelerate sustainable rural development. Meanwhile, (Ifaty Fadliliana Sari, 2022) demonstrated that ABCD-based village potential mapping in Dono Arum Village successfully identified local assets as the basis for developing a distinctive tourist village.

Another study by (Amanda & Padjadjaran, 2024) highlighted the crucial role of the ABCD concept in developing inclusive and sustainable community-

based tourism. Similarly, (Aulia, Faizal, Ilham, & Sunan, 2023) outlined how BAZNAS's implementation of ABCD in managing local village potential can help communities achieve sustainable development goals.

RESEARCH METHOD

The Smart Village Community Service Program (KKN) in Padang Kalua Village was implemented using the Asset Based Community Development (ABCD) approach. This approach was chosen because it aligns with the main objective of the community service program, which is to optimize the utilization of local assets and potential owned by the community. In its implementation, students and residents carry out several important stages, including: (1) discovery, namely the process of identifying and mapping various potentials and resources in Padang Kalua Village; (2) design, namely the preparation of a program plan based on the results of identification in the field; (3) define, namely determining activity priorities according to the most pressing community needs; and (4) reflection, namely an evaluation of the results of implementation, obstacles that arise, and opportunities for program sustainability in the future.

| No. | Stage | Activities | Objectives |
|-----|-------------------------|--|---|
| 1 | Inculturation-Discovery | Conducting mapping of local community assets and potentials. | To foster mutual trust and identify various resources owned by the village. |
| 2 | Design | Developing activity plans based on the results of asset mapping and community needs. | To produce program planning that is relevant to the community's potential and conditions. |
| 3 | Define | Determining program priorities through deliberation with the community. | To ensure that the implemented programs are focused, well-targeted, and have tangible impacts. |
| 4 | Reflection | Conducting evaluations of outcomes, challenges, and lessons learned during program implementation. | To identify aspects that need improvement and strengthen the sustainability of future community service programs. |

Table 1. Stages of the ABCD-Based Smart Village KKN Program in Padang Kalua Village

The data collection methods in this study include several approaches as follows:

1. Observation

Observations were conducted by directly observing community activities in Padang Kalua Village, particularly regarding the use of information technology, social interaction patterns, and preserved forms of local wisdom.

Through this process, researchers gained a factual understanding of local conditions, assets, and potential that could be developed within the smart village concept based on the ABCD approach.

2. Interviews

The in-depth interviews involved village officials, community leaders, and local residents. The goal was to explore their perspectives, experiences, and aspirations regarding the preservation of local identity and the transformation towards a digital village. Through these interviews, researchers were able to gain a broader and deeper understanding of the community's perspectives.

3. Documentation

The documentation method was conducted by collecting various written data sources, photographs, and archives related to the implementation of the Smart Village Community Service Program (KKN) in Kalatiri village. This documentary evidence serves to support the results of observations and interviews, while also strengthening the validity of the data obtained in the research. Additionally, a map of Padang Kalua village is shown in Figure 1 below.



Figure 1 serves as an illustration to clarify the implementation area of the Smart Village KKN program.

RESULTS AND DISCUSSION

The Community Service Program (KKN) is a concrete implementation of the Tri Dharma of Higher Education in terms of community service. Through this activity, students act as agents of change, helping village communities explore their potential and address development challenges. In the digital era, villages are required to transform into smart villages, capable of utilizing information technology without abandoning the values of local wisdom that underpin their cultural identity. Padang Kalua Village, the location of the KKN, possesses abundant human, social, and cultural resources. However, this potential has not been fully utilized to support digital-based development.

The Smart Village Community Service Program (KKN) in Padang Kalua Village applies the ABCD approach through the stages of discovery, design, definition, and reflection, carried out collaboratively with the community. This

paper discusses how the implementation of ABCD-based Smart Village KKN can strengthen local community identity in the digital era while simultaneously serving as a model for sustainable village empowerment. The program's primary objective is to optimize local potential through the ABCD approach to support the formation of smart villages rooted in local wisdom.

The implementation of the ABCD-based Smart Village Community Service Program in Padang Kalua Village resulted in several achievements realized through priority work programs. These achievements can be systematically outlined in the following discussion:

1. Village Website and Social Media Accounts

One of the main achievements of the Smart Village Community Service Program (KKN) in Padang Kalua Village was the development of an official village website, serving as a digital transformation of public services and a means of promoting local potential. This website is systematically designed to display a variety of important information, such as the village profile, vision and mission, population administration services, activity news, and the village's economic and cultural potential.

In addition to the website, students and village officials also initiated and manage the Digides (Village Digitalization) account. This platform serves as a digital-based administrative service, including submitting business certificates, domicile certificates, and other cover letters, which were previously processed manually. Digides makes administrative processes more efficient, allowing residents to process documents online without having to visit the village office in person. The implementation of Digides also assists village officials in the structured management of archives and administrative data, resulting in more transparent and orderly public services. This innovation not only supports the digitalization of public services but also represents a strategic step toward implementing the Smart Village concept in Padang Kalua Village.

The impact of this program is evident in the availability of an official village website accessible to the wider community and the increased use of Digides in administrative services. Correspondence processes are faster, more accurate, and better documented. Village officials have also acquired the skills to operate the website and Digides, ensuring the sustainability of the program.



Figure 2. Display of the Official Digital Page of Padang Kalua Village (Digides)



Figure 3. Assistance to village officials in operating Digides

2. Public Service Infographics

The creation of village asset mapping infographics is a visual innovation that makes it easier for the public to understand the various assets managed by the Padang Kalua Village government. The information presented covers asset categories such as village land, public facilities, public buildings, and productive assets that support village economic growth. Through clear visualization of the location and condition of assets, the public can understand the function and existence of each village asset with greater transparency.

These infographics are placed in strategic locations such as village offices and public spaces for easy access by residents. Visual design is also considered through the use of icons, colors, maps, and simple language for easy

understanding by all groups. As a result, the community becomes more aware of the importance of collectively protecting and utilizing village assets.

In addition to increasing public understanding, these infographics also assist the village government in more effective and accountable asset management. The data displayed serves as a reference for asset data collection and strengthens documentation for better organization. Overall, these infographics play a crucial role in promoting transparency, public participation, and modern village governance that supports sustainable development.

3. Digital Educational Videos

As part of efforts to encourage digital transformation in Padang Kalua Village, one of the activities implemented is the development of digital educational videos aimed at increasing literacy and public awareness of the importance of personal data protection and information security. This program is being implemented in line with the increasing use of digital services and the implementation of electronic-based government systems at the village level.

Digital educational videos were chosen as a learning medium because they simultaneously integrate visual, audio, and text elements, making them easier to understand for people from various backgrounds. The content presented includes an introduction to various common forms of cyber threats, such as phishing, identity theft, and misuse of personal data, as well as applicable preventative measures, including the use of strong passwords, secure digital account management, and the implementation of two-factor authentication.

In addition to narrative delivery, this video also features screen recording techniques, accompanied by explanatory text and emphasis on important steps. This approach aims to make it easier for the public to follow the guide to using digital services independently and practically. Thus, this digital educational video serves not only as a medium for conveying information but also as a learning tool that supports increasing the preparedness of the Padang Kalua Village community in facing cybersecurity challenges and encouraging the successful implementation of the Electronic-Based Government System (SPBE).



Gambar 4. Cuplikan Video Edukasi Digital Layanan Publik

A summary of the achievements of the Smart Village KKN program in Padang Kalua Village is presented in Table 2 below:

| No. | Program | Outputs | Impacts / Benefits |
|------------|-----------------------------------|--|--|
| 1 | Village Website / Digidis Account | An active official village website; Digidis accounts utilized for village administrative services. | More efficient, transparent, and well-documented administrative processes; village officials gain a better understanding of system operations. |
| 2 | Public Service Infographics | Infographic-based mapping of village assets. | Enhances understanding among the community and village government in managing assets more effectively and accountably. |
| 3 | Digital Education Videos | Cybersecurity education videos. | Assists the community in becoming independent, responsible, and protected users of digital services. |

Table 2. Achievements of the Smart Village KKN Program in Padang Kalua Village

CONCLUSION

The implementation of the Smart Village Community Service Program (KKN) using the Asset-Based Community Development (ABCD) approach in Padang Kalua Village has proven effective in optimizing local potential to support the village's digitalization process. Core programs include the development of an official village website, digitizing administrative services through Digidis, creating infographics, and producing educational videos. All of these initiatives have had a positive impact, increasing public understanding of digital technology, increasing the efficiency of public services, enhancing government transparency, and increasing citizen involvement in village development.

The success of this program depends not only on the application of technology but also on the active involvement of the community and the synergy established with village officials. The ABCD approach has proven effective in promoting participatory, sustainable village development that aligns with local character and potential. These results confirm that integrating digital innovation with local wisdom is a crucial factor in creating a smart village capable of adapting to the modern era.

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