ABSTRACT

Indonesia has implemented a decentralized system down to the village level. The government, through the Ministry of Village Development of Disadvantaged Regions and Transmigration (PDTT), has initiated the Village Development Index (IDM) as a benchmark for assessing the development status of villages. However, there are still challenges in achieving the IDM due to outdated village data sources and poor documentation of village survey results, leading to decision-making and policies that do not yield accurate outcomes.

Digidarpa Desa, as an integrated village information system, offers a solution to address these issues. This product is directly marketed to the local government in the Central Java Province, which is considered the most suitable target audience in terms of needs and technological readiness. The researchers employed several qualitative research methods, such as data observation, interviews with experts in advertising design, interviews with prospective consumers, audience data analysis, and competitor product observation. Moreover, qualitative data analysis methods were used in this study. The researchers conducted direct interviews with the Procurement Division of the Government's Goods and Services in several regions to gain further insights into the factors influencing the government's decision to purchase the application product.

This research provides effective marketing strategy recommendations for promoting Digidarpa Desa to the district-level government in the Central Java Province. By utilizing the necessary design assets in the promotion process and adopting a direct approach to relevant stakeholders, it is hoped that this application will be accepted and adopted by villages in the Central Java Province, thus contributing to the improvement of their development status through the fulfillment of the Village Development Index.

Keywords : Application, Business to Business (B2B), Village Development Index (IDM), Integration, Village Information System (SID).