

ABSTRACT

Technological developments to date, affect the speed at which information is widely spread. Mass media is one of the means that takes an important role in disseminating information. With various types of mass media available, people can easily access information, news, anywhere and anytime. The internet is one of the most widely used types of mass media. The rapid development of the internet has also encouraged the growth of internet publishing (electronic publishing), namely publication through websites. Through the website, various needs related to services, publications, and dissemination of information in real-time, both in agencies, government, education, and so on can be properly facilitated. Pliken village itself is one of the villages in the Kembaran sub-district, which can be quite large. Consisting of 9 community units and 50 neighborhood units, Pliken village needs to improve community services, including the dissemination of information and village activities. With so many people in Pliken village, it certainly makes the village's potential more diverse. This study discusses the importance of procuring a village profile website as a means of disseminating information, promoting village potential, and village activities. The research method used is a participatory approach, where researchers conduct direct interviews with village officials. The results of this study found that the obstacles related to publication in Pliken village could be overcome by making a website-based village information system. In addition to helping village officials and local communities, this village profile website can promote the potential of Pliken village to the general public.

Keywords: *Technology, Mass Media, Electronic Publishing, Website, Village.*