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## **ABSTRACT**

Attendance is an activity that can be carried out by a person to prove himself present or not in an agency. In processing the data collection on the presence of village officials, it must be managed properly, because it can affect the performance of services to the community. The data collection process like this is very simple and easy to implement, but also easy to manipulate. Presensi Panda is a new breakthrough application from PT Puskomedia Indonesian Creative, which is connected to the village information system. Digital presence developed with artificial intelligence technology (Artificial Intelligence) to facilitate service and better human life. However, there are still many devices and village officials who are not familiar with this panda presence application. In addition, the use of the panda presence application in the village government is still relatively small, to facilitate and expand users of the panda presence application in all village governments in Indonesia. Therefore PT. Puskomedia Indonesian Creative wants to make a video with the aim of introducing and promoting the Panda presence application throughout the village administration.

**Keywords:** Presence, Village, Presence Panda, Digital Presence