


Development of Indonesian Language-Friendly Villages in Belangwetan, Klaten as a Model for Community Literacy Empowerment

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ABSTRACT

Program Kemitraan Masyarakat (PKM) ini bertujuan mengembangkan Desa Belangwetan, Klaten, sebagai Desa Layak Bahasa Indonesia melalui penerapan inovasi teknologi literasi dan pemberdayaan masyarakat. Mitra dalam kegiatan ini adalah Pemerintah Desa Belangwetan dan masyarakat setempat sebagai sasaran utama. Permasalahan utama yang dihadapi desa yaitu rendahnya kesadaran masyarakat terhadap penggunaan bahasa Indonesia yang baik dan benar dalam ruang publik serta keterbatasan media pembelajaran bahasa di tingkat desa. Metode pelaksanaan dilakukan melalui lima tahap yakni sosialisasi, pelatihan, penerapan teknologi, pendampingan dan evaluasi, serta keberlanjutan program. Hasil kegiatan meliputi terciptanya produk inovatif berupa KIB (Kamus Interaktif Belangwetan), PPB (Papan Pintar Bahasa) berbasis QR Code, serta konten Videotron terkait kriteria desa layak Bahasa Indonesia. Produk-produk ini telah diimplementasikan dalam kegiatan masyarakat, sekolah, dan ruang publik desa. Dampak yang dicapai antara lain peningkatan literasi bahasa, kesadaran masyarakat terhadap penggunaan bahasa Indonesia, serta penguatan identitas desa sebagai percontohan Desa Layak Bahasa Indonesia. Kegiatan ini menghasilkan luaran berupa artikel pada jurnal terakreditasi Sinta, publikasi media massa, poster, dan video kegiatan.

The Community Partnership Program (PKM) aims to develop Belangwetan Village, Klaten, as an Indonesian Language-Friendly Village through the implementation of literacy technology innovations and community empowerment. Partners in this activity are the Belangwetan Village Government and the local community as the main target. The main problem faced by the village is the low public awareness of the use of good and correct Indonesian in public spaces and the limited language learning media at the village level. The implementation method is carried out through five stages: socialization, training, technology application, mentoring and evaluation, and program sustainability. The results of the activity include the creation of innovative products in the form of KIB (Belangwetan Interactive Dictionary), PPB (Smart Language Board) based on QR Code, and Videotron content related to the criteria for an Indonesian Language-Friendly Village. These products have been implemented in community activities, schools, and village public spaces. The achieved impacts include increased language literacy, public awareness of the use of Indonesian, and strengthening the village's identity as a model for an Indonesian Language-Friendly Village. This activity produced outputs in the form of articles in Sinta-accredited journals, mass media publications, posters, and activity videos



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INTRODUCTION

Belangwetan Village has great potential for development as a language-friendly village due to its potential local wisdom, skilled human resources, and the numerous productive MSMEs flourishing in the village. Indonesian is expected to elevate local wisdom to national prominence, meaning it can be emulated and developed by other villages (Ismawati, Pratama, Nursito, 2025).

An Indonesian language-friendly village is one that integrates the use of good, correct, polite, and inclusive Indonesian in public spaces, government administration, education, and official local cultural spaces. Its basic principles are: literacy, inclusivity, local wisdom, and sustainability. Language-friendly villages (Language Agency, 2021) are the implementation of national language policies in government, public services, education, and the media. Village community literacy relates to the ability to access, understand, and utilize information for daily life (Kurniawati, 2020). Language-based empowerment positions language as a vehicle for social, political, and cultural transformation (Ismawati, 2019).

Indicators of an Indonesian-friendly village are characterized by orderly, good, and correct village administration, where all official documents use standard Indonesian. Public spaces, such as signage, information boards, and smart language boards, use standard Indonesian. Education and literacy spaces are characterized by community-based literacy activities (reading gardens and training). Similarly, the arts and culture space promotes Javanese language preservation alongside the use of Indonesian. In the technology and innovation space, creativity flourishes, for example, with the Belangwetan Interactive Dictionary (KIB), the Smart Language Board (PPB), and other boards that are well-organized (avoid reckless use of foreign languages), as well as the example of a formal leader in Indonesian language practice.

Belangwetan Village has great potential for development as an Indonesian-friendly village due to its potential local wisdom, skilled human resources, and the numerous productive MSMEs flourishing in the village. Indonesian is expected to elevate local wisdom to a national level, meaning it can be emulated and developed by other villages.

Indonesian is a national identity and a unifying tool for the nation, and must be used properly and correctly in various public spaces. However, the field shows that the use of Indonesian on information boards, in village administration, and in other public spaces still faces challenges. One strategic effort to address these challenges is through the development of Indonesian Language-Friendly Villages as a model for literacy-based community empowerment. Belangwetan Village in Klaten Regency was chosen as the location for the Community Service Program (PKM) activities due to its potential for an active community, strong village government support, and the urgent need to raise awareness of the Indonesian language.

The problems to be addressed are: (1) the lack of effective use of Indonesian in government, public services, education, and the media. (2) the lack of public facilities that support the effective use of Indonesian. (3) the strong local influence of Javanese culture, which often disrupts the smooth flow of official communication.

METHOD

Kegiatan The activity was implemented in Belangwetan Village, North Klaten District, Klaten Regency, in the 2025 fiscal year. The primary partner was the Belangwetan Village Government, while the target partners were the general public, consisting of entrepreneurs and Family Welfare Movement (PKK) groups, village officials, and students.

The community service implementation method used was as follows: first, socialization, then training, then technology application, mentoring and evaluation, and finally, program sustainability.

The implementation stages included: (1) socialization, (2) training, (3) technology application, (4) mentoring and evaluation, and (5) program sustainability. This method was chosen to ensure that the activity implementation is participatory, collaborative, and oriented towards sustainability.

FINDINGS AND DISCUSSION

Tabel 1 Indicators of Villages Suitable for Indonesian Language

Realm	Indicators	Implementation in Belangwetan
Government, Circulars,	Official documents using standard language	Circular letter, village office nameplate
Education	Learning media using standard Indonesian	Early childhood education (PAUD), elementary school (SD), and community-based learning activities
Public Services	Public information written using PUEBI	(illage Information Board, PPB
Socio-Cultural	Indonesian-based literacy activities	Children's religious studies with Si Ragil



Figure 1 Inauguration of the Indonesian Language-Friendly Village in Belangwetan, Klaten

The growth of culinary businesses in Belangwetan village has attracted visitors from outside the village, especially in the mornings when parents are busy preparing food for their children. Belangwetan village, a priority village in North Klaten district, boasts a rich local culture and significant community potential, including culinary businesses, afternoon tutoring, and furniture businesses, all of which require technological innovation for marketing. However, there is no systematic and innovative literacy program, specifically Indonesian language literacy, based on technology and local wisdom to address this issue.

Therefore, the development of a project-based learning-friendly Indonesian language village in Belangwetan village, combining appropriate technology and local elements, is highly relevant and needed by the first partner, the productive economic class. The technology to be developed is an interactive Belangwetan dictionary, presented in a video posted at the village hall. This video features interactions in everyday life played by cadres and the head of RT 01 Griya Primam Timur Housing Complex. The goal is to provide residents with the clearest possible explanation, as the program is recorded, eliminating the need for repeated explanations. The advantage is that this show can be watched repeatedly without getting bored.

This program produced innovative products in the form of KIB (Belangwetan Interactive Electronic Dictionary), PPB (Smart Language Board) based on QR Code, and Guidebook, the presence of videotron. In addition, the achievements of the activities include workshops with more than 100 participants, increasing public awareness of the use of Indonesian in public spaces, and strengthening the image of Belangwetan as a Language-Friendly Village. The long-term impact is an increase in language literacy, strengthening local identity, and replication of the Indonesian Language-Friendly Village model in other villages. (For the record, the Head of North Klaten District has ordered the same program for the sub-district level). These results are also supported by quantitative data in the form of questionnaires and interviews which show an increase in community understanding by 75% compared to before the program was implemented.



Figure 2: Photo of the Implementation of the Indonesian Language-Friendly Village Workshop in Belangwetan, Klaten.

Tabel 2: Comparison of Language Literacy Conditions in Belangwetan

Aspects	Before the Program	After the Program
Use of mixed Javanese,	Colloquial, and informal language	More consistent use of formal Indonesian
Learning media	Conventional (books, whiteboards)	Innovative (KEIB, PPB, Guides, Videotron).
Community participation in literacy	Low in literacy participation	High, involving children, teachers, and village officials.
Literacy awareness	Low, only among the educated.	Spread throughout all levels of society

Village literacy innovations in the form of Videotron, KIB, PPB, Guidebooks, have proven to be participatory Indonesian-based literacy boosters. KIB (Belangwetan Interactive Dictionary): a simple application for searching for word entries related to the village of Belangwetan, Klaten, Central Java. PPB (Language Smart Board): an information board with QR codes containing language materials. Videotron: content that can educate all levels of society with useful content, especially for adolescents and adults. Community Literacy Empowerment Model, specifically for TPQ (Islamic Religious Education Center) and TBM (Islamic Community Teaching Center). The empowerment model in Belangwetan is based on participatory collaboration. The scheme can be illustrated as follows:

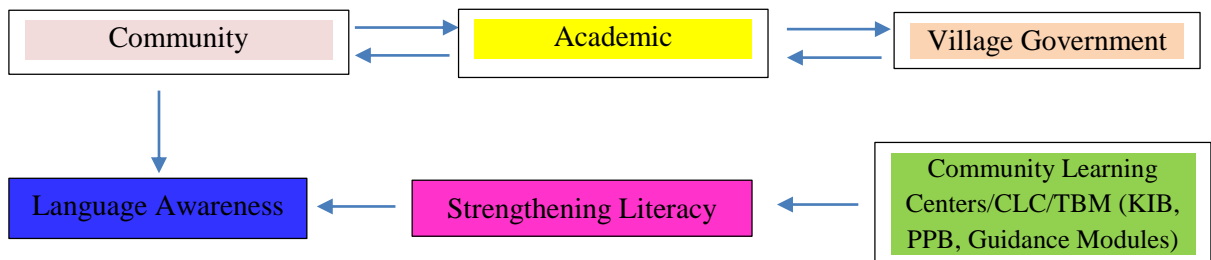


Figure 1. Scheme of the Indonesian Language Village Literacy Empowerment Model

CONCLUSION

The 2025 Student Executive Board (BEM) Community Service Program (PKM) was implemented with extraordinary synergy between the proposing lecturers, students, and the Belangwetan village community, particularly the entrepreneurial partners, the Family Welfare Movement (PKK), village officials, and students. The BEM PKM transformed the use of Indonesian in the public sphere through videotron media and in government services and education in Belangwetan village through training and mentoring. The literacy atmosphere at the TPQ (Religious Teachings) (TPQ), TBM (TBM), and public spaces became vibrant and encouraging.

The Indonesian Language-Friendly Village (PKM) in Belangwetan successfully provided solutions to language literacy issues at the village level through technological innovation and community empowerment. Results demonstrated increased language awareness, the creation of innovative products, and the development of scientific publications and mass media as outputs. Going forward, this program has the potential to be replicated in other villages as a model for community-based language literacy development.

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