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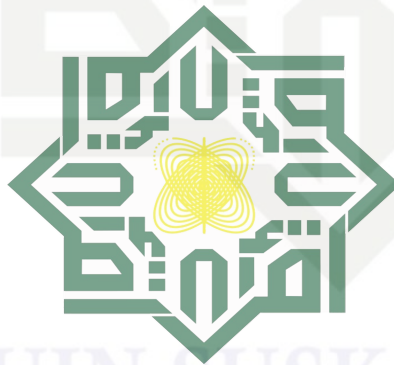
**IMPLEMENTATION OF DIKW-BASED BUSINESS
INTELLIGENCE USING GOOGLE LOOKER STUDIO FOR
DATA-DRIVEN DECISION-MAKING IN BABAKANMULYA
VILLAGE**

TUGAS AKHIR

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untuk Memperoleh Gelar Sarjana Komputer pada
Program Studi Sistem Informasi

Oleh:

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UIN SUSKA RIAU

**FAKULTAS SAINS DAN TEKNOLOGI
UNIVERSITAS ISLAM NEGERI SULTAN SYARIF KASIM RIAU
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IMPLEMENTATION OF DIKW-BASED BUSINESS INTELLIGENCE USING GOOGLE LOOKER STUDIO FOR DATA-DRIVEN DECISION-MAKING IN BABAKANMULYA VILLAGE

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Dengan menyebut nama Allah yang maha pengasih lagi maha penyayang

Assalamu'alaikum Warahmatullahi Wabarakatuh.

Alhamdulillah Rabbil 'Alamiin, segala puji bagi Allah Subhanahu Wa Ta'ala sebagai bentuk rasa syukur atas segala nikmat yang telah diberikan tanpa ada kekurangan sedikitpun. Shalawat beserta salam tak lupa pula kita ucapkan kepada Nabi Muhammad Shallallahu 'Alaihi Wa Sallam dengan mengucapkan Allahumma Sholli'ala Sayyidina Muhammad Wa'ala Ali Sayyidina Muhammad. Semoga kita semua selalu senantiasa mendapat syafaat-Nya di dunia maupun di akhirat, Aamiin Ya Rabbal'alamiin.

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KATA PENGANTAR

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memberikan ilmunya kepada peneliti selama masa perkuliahan.

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Implementation of DIKW-Based Business Intelligence Using Google Looker Studio for Data-Driven Decision-Making in Babakanmulya Village

Penulis :

Aditya Nugraha Yesa dkk

Dinyatakan diterima sebagai salah satu artikel yang akan dimuat pada **JURNAL semanTIK** pada **Volume 11 Nomor 1 Tahun 2025** dan akan diterbitkan pada Juni 2025.

Atas perhatiannya kami ucapkan terima kasih

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Implementation of DIKW-Based Business Intelligence Using Google Looker Studio for Data-Driven Decision-Making in Babakanmulya Village

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Abstract

Sustainable village development requires a data-driven approach to enhance transparency and the effectiveness of public services. However, one of the challenges faced by the Babakanmulya village government is the inability to make well-informed decisions due to the available data being in raw form and not yet processed into meaningful information. This study aims to design and implement a Business Intelligence dashboard using Google Looker Studio by integrating the DIKW (Data, Information, Knowledge, Wisdom) framework in managing village community data. By collecting demographic, economic, educational, and health data, this research transforms raw data into relevant and easily understandable information. The analysis of this information provides deep insights into the community's social and economic conditions as well as their participation in government programs. Consequently, village authorities can make more informed and data-driven decisions to formulate more effective policies that enhance community welfare. The implementation of automated reporting using Google Apps Script also ensures that up-to-date information can be delivered to stakeholders in a timely manner. This study demonstrates that applying the DIKW framework in a Business Intelligence dashboard can improve the planning and execution of village development in a more responsive and inclusive manner while assisting the village government in overcoming data-driven decision-making challenges.

Keywords: Automatic Reporting, Business Intelligence, Data Visualization, DIKW, Google Looker Studio

1. INTRODUCTION

Currently, technological advancement has become a very strategic element in presenting current data, often serving as a solution to the problems encountered in the process of visual data presentation. In this regard, Google Looker Studio has become one of the best choices for utilizing data visualization technology. One of Google's services is a data visualization tool; this application provides features for displaying data in the form of customizable graphs, tables, and other visual components[1]. This platform is designed to help users understand and analyze data more effectively through intuitive and user-friendly visualizations. Looker Studio supports collaboration among users and provides various tools for creating

reports that can be shared and accessed directly[2]. Most of Looker Studio's features are easy to use and allow for report sharing and planning, as well as visualizing trends and tracking key performance indicators (KPIs)[3]. This is very useful in the process of transforming raw data into visual data so that villages can understand the social map of their communities.

Villages have a strategic role as the smallest focus of development. Therefore, national development must start from the village. National development must begin at the village level[4]. The government, as a public service, is responsible and continuously strives to provide the best services to the community[5]. Through Law No. 6 of 2014, two approaches are implemented: "Building Villages" and "Developing Villages"[4].

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Village governments cannot succeed in village development alone; they require community participation in planning the village government work plan, especially in presenting information and active communication processes in their areas[6]. The government of Babakanmulya Village is unable to interpret data effectively because the available data is still in its raw form. Without proper processing and analysis, the data is difficult to use as a basis for decision-making to improve public services.

Data, Information, Knowledge, and Wisdom (DIKW) is a hierarchical model used to explain how raw data can be processed and interpreted into meaningful information, developed into applicable knowledge, and ultimately lead to wisdom through deeper understanding[7]. The DIKW model illustrates the stages of information processing, where each level has distinct characteristics. Data consists of raw facts that lack meaning without context. Information is formed when data is processed and given meaning. Knowledge emerges from understanding information through learning and experience. Wisdom is the application of knowledge to make sound decisions. By understanding this concept, companies can assess information quality and utilize it effectively[8].

Business Intelligence is a process for extracting operational data from companies and collecting it in an information storage space. The processed data can be utilized in decision-making based on actual facts and not just relying on intuition and quantitative experience[9]. BI aims to introduce various types of information tailored to the needs of each client[10]. This information can come from various sources, such as spending history data, reporting data, and information that is still in raw form[11].

Industry 5.0 is a continuation of previous industrial revolutions, marking a closer integration between humans and advanced technologies such as Artificial Intelligence (AI), robotics, the Internet of Things (IoT), and cloud computing. In this era, technology not only automates tasks but also creates more adaptive, responsive, and human-centered systems[12]. This revolution is transforming the way we live, work, and interact, focusing on innovative solutions that positively impact society[13].

The application of BI technology has become an effective solution for managing and analyzing data holistically. The dashboards produced from this BI technology not only visualize fund allocations but also include other important information, such as the types of projects funded, implementation progress, and their impacts at the local level. With the availability of interactive and easily understandable data visualizations, stakeholders, especially local governments, can monitor and evaluate the efficiency and effectiveness of public services in the village[14].

Babakanmulya Village was formed when Puncak Village, located in Cigugur District, Kuningan Regency, West Java, was divided in 1984. This village consists of hills and rice fields. The majority of people in Babakanmulya Village work as farmers or small business owners. The village is located at the foot of Mount Ciremai and offers a village atmosphere with a culture of mutual cooperation that makes it comfortable and harmonious. Babakanmulya Village has unique natural scenery, such as vast rice fields and fresh vegetable farming (Nurhayati, 2021)[15]. According to data obtained from the village government, the total population of Babakanmulya Village is 2753 people.

The implementation of Business Intelligence (BI) aligns with the vision and mission of Babakanmulya Village in creating a religious, prosperous, healthy, and dynamic community. BI enhances transparency and government efficiency by providing accurate data for fact-based decision-making. Additionally, BI supports village work planning by presenting structured data that facilitates the identification of community needs, program monitoring, and the optimization of budgets and resources. With real-time analysis, BI also aids in risk mitigation and the improvement of public services, ensuring that policies are more targeted. Through BI, the development of Babakanmulya Village becomes more efficient, innovative, and sustainable.

The implementation of Business Intelligence (BI) in Babakanmulya Village aligns with the DIKW (Data, Information, Knowledge, Wisdom) framework, serving as a strategic solution to integrate various types of community data. Raw data such as

demographics, economy, development, and social aspects are collected and processed into structured information, making it more meaningful for analysis. Through BI, this information is transformed into knowledge, allowing the village government to identify trends, patterns, and correlations. Ultimately, this leads to wisdom, enabling data-driven decision-making that enhances public services and community development. By utilizing a comprehensive dashboard, the village government gains real-time access to insights, ensuring more effective, strategic, and sustainable policymaking.

2. RESEARCH METHODOLOGY



Figure 1. The DIKW hierarchy [16]

The DIKW (Data, Information, Knowledge, Wisdom) concept illustrates how raw data is transformed into valuable wisdom for decision-making. Data consists of raw facts, while information provides context, such as trends in community participation. Through analysis, information becomes knowledge, offering insights into influencing factors. Finally, wisdom applies this knowledge to make informed decisions, like improving village services. In Business Intelligence, DIKW helps village governments turn data into actionable insights for better decision-making.

2.1 Data

Data are symbols representing objects, events, and environments, but they become useful only when processed into a usable form[16]. In Babakanmulya Village, data collection through questionnaires followed systematic stages, starting with preparation of relevant questions, determining sample size, and creating digital forms via Google Forms. Before distribution, researchers socialized the process with village officials[17]. After approval, digital questionnaires were sent to households, with researchers assisting respondents as needed.

Completed forms were then summarized for data cleaning.

Throughout the process, researchers ensured clear language, proper coordination with officials, appropriate timing, and data confidentiality[18]. Ethical considerations, respondent rights, and data objectivity were also maintained. Finally, all collected data and documents were properly archived for future reference[19].

2.2 Information

Information is processed and structured data that provides meaning and value, making it applicable for decision-making and analysis[20]. Ensuring data quality is crucial, especially in data cleaning for Babakanmulya Village's questionnaire responses. This process includes checking completeness, correcting inconsistencies, handling missing values, and standardizing formats to prevent errors[21]. A final validation through cross-checking with secondary data or respondents ensures accuracy. Proper documentation enhances data reliability, providing an accurate representation of Babakanmulya Village's conditions[22].

2.3 Knowledge

Knowledge results from analyzing and contextualizing information, enabling better decision-making. It connects data with experience and critical thinking to generate insights, helping identify patterns, develop strategies, and predict outcomes[23]. Data visualization enhances knowledge by transforming raw data into charts, graphs, and maps, making complex information clearer and more actionable.

The implementation of Google Data Studio for Babakanmulya Village involves preparing cleaned data in Google Sheets or CSV, linking it to a report, and configuring data types. Visualizations, such as pie charts, bar charts, and histograms, help analyze demographic and numerical data. Filters and controls allow dynamic viewing, while a well-structured layout with clear labels enhances readability[24].

2.4 Wisdom

Wisdom is the application of knowledge for strategic decision-making, helping organizations or individuals choose the best course of action[20]. In the context of data analysis, wisdom ensures the proper use of

information, including dashboard testing to verify functionality and enabling automatic data updates[17]. Once testing is complete, the dashboard is shared with stakeholders by setting appropriate access rights[25]. Properly implemented, Google Data Studio supports wise decision-making in monitoring and evaluating Babakanmulya Village's community conditions based on collected data. The reporting process will be carried out using Google Apps Script, which will be developed to run automatically in sending the required data. By utilizing this script, the system will be able to automate data transmission without requiring repetitive manual intervention, thereby improving efficiency and accuracy in the reporting process. The data sent through Google Apps Script will be processed and delivered to the designated destination, ensuring that the information is received quickly and accurately according to the requirements of the designed system.

3. RESULT AND DISCUSSION

The researcher identified two main issues: delayed decision-making due to inaccessible community data, hindering timely public service improvements, and lack of data visualization, which limits deeper analysis. Real-time data tools and interactive visualization are needed to enhance decision-making and community insights.

3.1. Data

To obtain data, we must conduct data collection. data collection through questionnaires in Babakanmulya Village is carried out through several systematic and structured stages. The initial stage begins with preparation, which includes the formulation of questions for the questionnaire that are relevant to the research objectives and aligned with the desires of the Babakanmulya village government, determining the sample size from the total population of the village community, and preparing the questionnaire forms. The data collection process involved all members of the KKN Moderasi Beragama team in Babakanmulya Village.

3.1.1. Making Questionnaires

The formation of the questionnaire was based on discussions with village officials. The village government provided several questions that became part of the

questionnaire. In this questionnaire, the researcher created several sections, consisting of four parts: demographic data, economy and social aspects, education, and health. Below is a list of questions included in this social mapping questionnaire:

a. Biodata Section

The following questions gather respondents' personal information, including age, gender, identity card (KTP) ownership, and other demographic details. This data helps ensure accuracy and representativeness, providing a clearer understanding of respondents' backgrounds.

Table 1 List of Questions for The Biodata Section

No	List of Questions
1	Name
2	Name of Head Family
3	Gender
4	Age
5	Religion
6	Status in family
7	Marital Status
8	Ownership of KTP
9	RT
10	Ownership of Birth Certificate
11	Water Source
12	Number of Children (only filled by the Head of the Family)
13	Population Status
14	Business Skill

b. Economic and Social Section

Below is a set of questions designed to gather information about the family's economic and social conditions, including economic assets, number of children, occupation, and other relevant aspects. Certain questions in this section are intended to be answered only by the head of the household.

Table 2 List of Questions for The Economic and Social Section

No	List of Questions
1	Work
2	Income
3	Yard Area of Agriculture
4	Yard Area Of Plantations

5	Family Economic Assets (only filled by the Head of the Family)
	Loan Sources
	Social Assistance
	Type of Social Assistance
	Cellphone Ownership
	Number of Family Transportation (only filled by the Head of the Family)

c. Education Section

Below is a list of questions that should be asked to respondents regarding education. This includes school participation, educational assistance, last completed education, and other related aspects.

Table 3 List of Questions for The Education Section

No	List of Questions
1	School Participation
2	Education Assistance
3	Final Status of Formal Education
4	Last Diploma Possessed

d. Health Section

Below is a list of questions that should be asked to respondents regarding health-related matters. This includes medical history, BPJS ownership, disabilities, and other relevant aspects.

No	List of Questions
1	Disease History
2	Type of Disease
3	BPJS Ownership Status
4	Family Planning Program Participation Status (only filled by the Head of the Family)
5	Person With Disabilities

Comprehensive population data supports the Sustainable Development Goals (SDGs) by addressing key areas such as poverty reduction (SDG 1), food security (SDG 2), healthcare access (SDG 3), education quality (SDG 4), and gender equality (SDG 5). It also reflects economic conditions and mobility (SDGs 8 & 11), enabling targeted and effective development planning for societal well-being.

3.1.2. Distribution of Questionnaires

The distribution of the questionnaire was conducted in Babakanmulya Village, located in Cigugur District, Kuningan Regency, West Java, using Google Forms. In the context of this research, the primary focus is on the residents of Babakanmulya Village.



Figure 2 Google form

Precise social mapping is essential for gathering direct information from Babakanmulya Village residents, offering insights into social structure, relationships, and community interactions. Questionnaires ensure accurate data collection while maintaining ethical considerations. After collection, data is analyzed to identify patterns and relationships, forming the basis for visualizations presented to stakeholders. This research not only generates data but also supports Babakanmulya's development, enabling the design of effective and sustainable solutions to improve quality of life.

3.2 Information

From the distribution of the questionnaire, we collected data from a total of 2,115 individuals residing in Babakanmulya village.

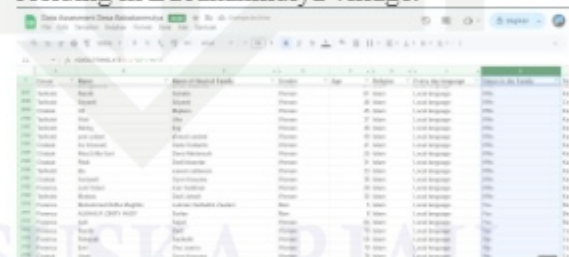


Figure 3 Data obtained

After collecting 2,115 data entries, errors such as inconsistencies, missing values, and inaccuracies were identified. Correcting these issues is crucial to prevent misleading visualizations that could impact decision-making. The process includes auditing errors, coordinating with the community for clarification, and conducting a final validation for accuracy. Only after this is completed does the data visualization stage begin. Ensuring

precise and reliable visualizations is essential for presenting accurate research findings to the Babakanmulya Village Government and the community.

After processing raw data, several key insights about the community in Babakanmulya Village can be obtained. One example is the Family Planning (KB) program participation rate, where only 159 out of 682 households are involved, indicating the need for further awareness campaigns. Additionally, BPJS Healthcare data shows that 78.9% of residents are registered, while the remaining population still lacks access to healthcare coverage, highlighting an opportunity for the local government to expand healthcare services.

Economically, 61.5% of residents have no fixed income, while only 12% earn above the minimum wage, emphasizing the need for economic empowerment programs to improve livelihoods. Access to technology is also notable, with 1,204 individuals owning mobile phones, presenting an opportunity for the village to develop digital services and technology-based training programs.

In terms of infrastructure, 55.9% of the population relies on natural springs as their primary water source, indicating the need for better planning to ensure safe and sustainable water access.

With these insights, the village government can develop more effective, data-driven policies. The utilization of Google Looker Studio and Business Intelligence (BI) enables faster, more accurate, and strategic decision-making to enhance community welfare sustainably.

3. Knowledge

The imported data has been integrated into Google Looker Studio, where we have visualized it using various available features. The visualizations are structured into different sections to provide a clear and comprehensive representation of the data. Below is the result of the data visualization using Google Looker Studio.

a. Visualization Result of The Biodata Section

Here are the results of the data visualization from the collected biodata. Several types of visualizations have been used, such as pie charts and bar charts. Data visualization in the biodata section plays an

important role in analyzing demographics, mapping population distribution, and supporting data-driven decision-making. By presenting information such as age, gender, ID card ownership, religion, and other relevant data in the form of graphs or maps, the village government can more easily identify community needs and design more targeted policies.



Figure 4 Visualization of biodata section 1

In the gender distribution chart above, we can see that the number of males is higher than the number of females, with male respondents accounting for 50.9%. However, the gender ratio in Babakanmulya village can be considered balanced. Therefore, the government can implement programs that promote gender equality and balance.



Figure 5 Visualization of biodata section 2

Based on the data in the image above, we can see that the number of local residents living in Babakanmulya Village reaches 1,987 people, while the number of non-local respondents is only 128. This indicates that the majority of the population in this village consists of local residents.

Therefore, the village government has taken strategic steps by designing various programs aimed at preserving local culture, maintaining traditional values, and organizing activities that strengthen the community's love for their cultural heritage. These efforts are

expected to reinforce the village's identity and ensure the continuity of traditions that are an integral part of life in Babakanmulya.

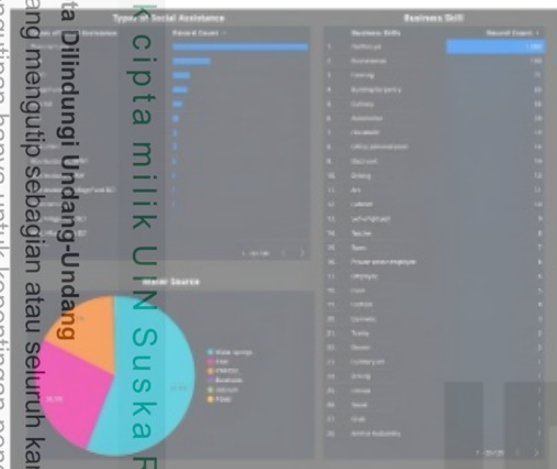


Figure 6 Visualization of biodata section 3

Next, we can look at the water source chart. Through this visualization, 55.9% of the Babakanmulya village community uses springs as their primary water source.

b. Visualization Results of The Economic and Social Section

Economic and household asset data visualization helps assess community economic conditions by providing insights into income, employment, and asset ownership. This enables the government to design effective policies, attract investment, and monitor economic growth for sustainable development.



Figure 7 Visualization of economic and social section 1

We can observe in the income distribution chart that the majority of the Babakanmulya village community does not have an income, accounting for 61.5% of respondents. This is followed by 26.5% of respondents, who earn below the minimum

wage, while only 12% receive an income above the minimum wage. This situation can be a key focus for the village government to improve the community's income level by implementing programs that can have a positive impact on their earnings.



Figure 8 Visualization of economic and social section 2

In Babakanmulya Village, 1,204 people own mobile phones, showing widespread tech familiarity. The government supports digitalization through education programs and digital marketing initiatives, helping local businesses expand and boosting economic growth.

c. Visualization Result of The Education Section

The visualization of education data helps understand the community's education levels, literacy rates, and access to education. It enables the village government to design targeted programs like scholarships and skills training while supporting economic development by identifying workforce needs. Additionally, it attracts external support and allows for monitoring progress and evaluating policies. This makes education data visualization a crucial tool for improving education quality and community well-being in Babakanmulya village.





Figure 9 Visualization of education section

In the image above, the education participation chart shows that 76% of respondents from Babakanmulya village have attended school. However, in the last education level chart, we can see that the majority of the villagers' highest level of education is only at the elementary school level.

Figure 10 Visualization Result of The Health Section

Health data visualization is essential for understanding community health, planning programs, and optimizing resources. It aids in identifying healthcare needs, promoting healthy habits, and securing support for targeted interventions. Continuous monitoring enables trend analysis and policy evaluation, making it a key tool for improving well-being in Babakanmulya.



Figure 10 Visualization of health section

Based on the data presented in the image above, we can see that the number of households participating in the Family Planning (KB) program in Babakanmulya Village has reached 159, while those who have not joined the program amount to 523 households. This figure indicates the still low level of community participation in supporting government programs to control population growth and improve family welfare.



Figure 11 Visualization of health section 2

In the diagram above, we can see that the majority of the Babakanmulya village community already has BPJS, with a percentage of 78.9%.

After visualization, the final stage is reporting, automated using Google Apps Script for efficient and accurate data transmission. This eliminates manual intervention, ensuring a fast, structured, and reliable system. The report includes respondent data (spreadsheet format) and visualization results (paragraph format), both exported to the same Google Drive. Their file IDs can then be retrieved. Here is the script:

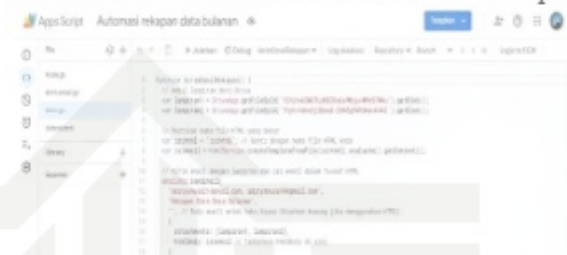


Figure 12 Mainscript

Next, we need to create a custom HTML email template to ensure a structured, professional, and visually appealing format. This template standardizes the layout, maintains consistency, and enhances readability. Below is the script for the custom HTML email template:



Figure 13 HTML script

After that, the next step we need to take is to set up a trigger that automates the email delivery process. This configuration is crucial to ensure that the system operates efficiently without requiring manual intervention each time a report needs to be sent.

Figure 14: Trigger configuration





Figure 14 Trigger

As we can see in the image above, the trigger we have set ensures that this script runs on the 1st of every month between 06:00 and 06:00. This process automatically sends an email to stakeholders, providing them with the monthly report based on the data from the residents of Babakanmulya village. This way, stakeholders can conveniently receive the monthly report directly in their email inbox.

4. CONCLUSION

This study highlights how DIKW-based Business Intelligence (BI) using Google Looker Studio enhances data management and decision-making in Babakanmulya Village. By processing demographic, economic, educational, and health data, the resulting dashboard provides deeper socio-economic insights for the village government, improving transparency and service effectiveness through clear data visualization.

Automating reporting with Google Apps Script ensures timely updates for stakeholders, increasing efficiency. The structured data enables better policy-making to enhance community welfare. Integrating BI within the DIKW framework fosters data-driven, responsive, and inclusive village development, proving BI as a transformative tool for optimizing public services and sustainable rural growth.

5. SUGGESTION

Optimizing DIKW-based BI requires system development, data literacy, community participation, integration, and regular evaluation to support transparent and data-driven village development.

THANKYOU NOTE

We sincerely thank the Babakanmulya Village government, respondents, and all parties who supported this research. Their support and collaboration were invaluable in implementing DIKW-based Business Intelligence (BI) to improve public services and village development. We hope this research benefits data-driven and technology-based village development.

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LAMPIRAN A

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[semanTIK] Submission Acknowledgement

pesan

Sutardi <semantik.informatika@uho.ac.id> Kam, 6 Mar 2025 pukul 13.08
 Kepada: Muhammad jazman <jazman@uin-suska.ac.id>, Muhammad Afdal <m.afdal@uin-suska.ac.id>, Inggh Permana <ingghpermana@uin-suska.ac.id>

Hello,

Aditya Nugraha Yesa has submitted the manuscript, "Enhancing Village Development through the DIKW Framework: A Data-Driven Insight Business Intelligence Dashboard Using Google Looker Studio" to SemanTIK : Teknik Informasi.

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DAFTAR RIWAYAT HIDUP

Aditya Nugraha yesa lahir pada tanggal 15 Mei 2003 di Pekanbaru, Riau, Indonesia. Peneliti merupakan anak dari Ayahanda Ponisman dan Ibunda Yulita Warnis. Peneliti merupakan anak kedua dari tiga bersaudara. Pada tahun 2009 peneliti memulai pendidikan tingkat dasar di SD Negeri 06 Perawang Barat dan menyelesaikan pendidikannya pada tahun 2015. Setelah menyelesaikan pendidikan tingkat dasar peneliti melanjutkan pendidikan tingkat menengah pertama di SMP Negeri 1 Tualang dan selesai pada tahun 2018. Peneliti melanjutkan pendidikan di SMA Negeri 1 Tualang. Setelah menyelesaikan pendidikan di SMA Negeri 1 Tualang pada tahun 2021, peneliti pun melanjutkan pendidikan dengan menjadi mahasiswa Program Studi Sistem Informasi Fakultas Sains dan Teknologi Universitas Islam Negeri Sultan Syarif Kasim Riau. Pada masa perkuliahan, peneliti aktif dalam berorganisasi. Peneliti bergabung di organisasi Dewan Eksekutif Mahasiswa UIN SUSKA RIAU dan juga Himpunan Mahasiswa Sistem Informasi (HIMASI). Pada masa kuliah, peneliti juga melakukan Kerja Praktek (KP) yang bertempat di Pusat Teknologi Informasi dan Pangkalan Data Universitas Islam Negeri Sultan Syarif Kasim Riau, yang memberi peneliti pengalaman dalam tata kelola organisasi. Peneliti menyelesaikan pendidikan S-1 dalam waktu 8 semester setelah berhasil menyelesaikan Tugas Akhir (TA) dengan topik *"Implementation of DIKW-Based Business Intelligence Using Google Looker Studio for Data-Driven Decision-Making in Babakanmulya Village"*.

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