

ABSTRAK

IMPLEMENTASI KEBIJAKAN DESA DIGITAL DALAM PELAYANAN PUBLIK (Studi di Desa Podomoro Kecamatan Pringsewu Kabupaten Pringsewu)

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Desa digital sebagai salah satu program untuk mengurangi kesenjangan arus informasi yang terjadi di desa. Desa Podomoro dalam menjalankan kebijakan desa digital mengadopsi program pemerintah daerah Lampung yakni *smart village*. Akan tetapi, dalam implementasi kebijakan desa digital belum sepenuhnya berjalan sesuai dengan tujuan desa digital itu sendiri, karena masih terdapat rendahnya pengetahuan dan kemampuan masyarakat dalam menggunakan teknologi digital. Tujuan dari penelitian ini untuk mengetahui Implementasi Kebijakan Desa Digital dalam Meningkatkan Pelayanan Publik di Desa Podomoro, Kecamatan Pringsewu, Kabupaten Pringsewu. Metode dalam penelitian ini adalah metode deskriptif dengan pendekatan kualitatif. Implementasi kebijakan desa digital dalam pelayanan publik di Desa Podomoro : 1) Komunikasi kurang berhasil disebabkan kurangnya kejelasan informasi masyarakat dalam menggunakan fitur-fitur desa digital. 2) Sumber daya ketidakmampuan masyarakat Desa Podomoro dalam melaksanakan program desa digital. 3) Disposisi Aparatur Desa Podomoro sudah mengetahui dan memahami fungsi dari *website* desa digital. 4) Struktur Birokrasi tidak ada Standar Operasional Prosedur (SOP) mengenai desa digital. Maka, kesimpulan pada penelitian ini dapat dinyatakan kurang berhasil menerapkan nilai implementasi kebijakan.

Kata Kunci: Implementasi Kebijakan, Desa Digital, dan Pelayanan Publik

ABSTRACT

IMPLEMENTATION OF DIGITAL VILLAGE POLICIES IN PUBLIC SERVICES

(Study in Podomoro Village, Pringsewu District, Pringsewu District)

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Digital village as one of the programs to reduce information flow gaps that occur in villages. Podomoro Village in carrying out its digital village policy has adopted the Lampung regional government program, namely the smart village. However, the implementation of digital village policies has not been fully in accordance with the goals of the digital village itself, because there is still low knowledge and ability of the community to use technology digital. The purpose of this research is to find out the Implementation of Digital Village Policy in Improving Public Services in Podomoro Village, Pringsewu District, Pringsewu Regency. The method in this study is a descriptive method with a qualitative approach. Implementation of digital village policies in public services in Podomoro Village: 1) Communication is less successful due to lack of clarity in community information in using digital village features. 2) Resources for the inability of the Podomoro Village community to implement the digital village program. 3) Disposition of the Podomoro Village Apparatus already knows and understands the function of the digital village website. 4) The bureaucratic structure does not have Standard Operating Procedures (SOP) regarding digital villages. Thus, the conclusions in this study were less successful in implementing the value of policy implementation.

Keywords: *Policy Implementation, Digital Village, and Public Services*