ABSTRAK

PARTISIPASI MASYARAKAT DALAM PROGRAM *SMART VILLAGE* DI DESA HANURA KABUPATEN PESAWARAN

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Smart Village merupakan salah satu program yang sedang dikembangkan oleh Pemerintah Provinsi Lampung sejak tahun 2020—2024 yang tertuang dalam Rencana Pembangunan Jangka Menengah Daerah (RPJMD) Provinsi Lampung tahun 2019—2024. Keberhasilan program *Smart Village* tidak terlepas dari partisipasi masyarakat desa. Penelitian ini bertujuan untuk mengetahui tingkatan partisipasi masyarakat dalam program *Smart Village* dan strategi yang berpotensi untuk meningkatkan keberhasilan program melalui peningkatan partisipasi masyarakat di Desa Hanura. Penelitian dilaksanakan di Desa Hanura, Kabupaten Pesawaran yang dipilih secara sengaja (*purposive*) dengan pertimbangan Desa Hanura merupakan desa *Pilot Project* program *Smart Village* di Provinsi Lampung. Sampel dalam penelitian ini adalah masyarakat Desa Hanura yang dipilih dengan menggunakan metode *random sampling*. Metode analisis data menggunakan metode deskriptif kuantitatif. Tingkat partisipasi masyarakat Desa Hanura dalam program *Smart Village* termasuk dalam kategori sedang. Tingkat partisipasi masyarakat dalam program *Smart Village* termasuk dalam kategori sedang baik dalam hal s*mart government*, *smart environment* dan *smart economy* dalam tahap pelaksanaan, evaluasi, dan pengambilan manfaat termasuk pada kategori sedang, namun indikator *smart government* dan *smart environment* dalam tahap perencanaan termasuk pada kategori renda. Strategi yang dipilih untuk meningkatkan keberhasilan program melalui peningkatan partisipasi dalam membangun kesadaran masyarakat melalui sosialisasi serta peningkatan keaktifan fasilitator program *Smart Village*.

Kata kunci: Masyarakat, Partisipasi, Program, *Smart Village*

ABSTRACT

Community Participation in Smart Village Program in HanuraVillage Pesawaran Regency

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Smart Village is one of the programs being developed by the Provincial Government of Lampung from 2020-2024 which is contained in the Lampung Province Medium-Term Development Plan (RPJMD) for 2019-2024. The success of the Smart Village program is inseparable from the participation of the village community. This study aims to determine the level of community participation in the Smart Village program and strategies that have the potential to increase program success through increasing community participation in Hanura Village. The research was conducted in Hanura Village, Pesawaran Regency which was chosen purposively (purposively) with the consideration that Hanura Village is a Pilot Project village for the Smart Village program in Lampung Province. The sample in this study was the people of Hanura Village who were selected using the random sampling method. The data analysis method uses a quantitative descriptive method. The level of participation of the people of Hanura Village in the Smart Village program is in the medium category. The level of community participation in the Smart Village program is included in the moderate category in terms of smart government, smart environment and smart economy in the implementation, evaluation and benefit taking stages including in the medium category, but the indicators of smart government and smart environment in the planning stage are included in the low category . The strategy chosen is to increase the success of the program through increasing participation in building community awareness through socialization and increasing the activity of the Smart Village program facilitators.

Keywords*: Comunity, Participation, Program, Smart Village*