

ABSTRAK**IMPLEMENTASI PROGRAM *SMART VILLAGE* DI KAMPUNG TANJUNG REJO, KECAMATAN NEGERI AGUNG, KABUPATEN WAY KANAN****Oleh****MADE YUNIA REDIANA**

Pemerintah merupakan penggerak pembangunan negara mempunyai kewajiban dalam menjalankan tugas dan fungsinya untuk memenuhi kebutuhan masyarakat dalam hal pelayanan. Namun, pelayanan sering digambarkan sebagai proses yang berbelit-belit, tidak efektif dan efisien sehingga diperlukan perubahan dari tingkat bawah pemerintahan yaitu dari desa atau kampung. Kemudian munculah konsep *smart village* yang mengacu pada peningkatan pelayanan berbasis digital dengan tujuan meningkatkan pemberdayaan dan keterlibatan masyarakat sehingga terwujudnya pelayanan prima. Kampung Tanjung Rejo yang berada di Kecamatan Negeri Agung, Kabupaten Way Kanan merupakan salah satu Kampung yang menerapkan program *smart village*. Penelitian ini menggunakan metode kualitatif deskriptif dengan metode pengumpulan data melalui wawancara, observasi dan dokumentasi. Hasil penelitian menggunakan model implementasi George Edward III meliputi Komunikasi, Sumberdaya, Disposisi dan Struktur Birokrasi, menunjukkan bahwa program *smart village* dalam peningkatan kualitas sumberdaya aparatur kampung dalam memberikan pelayanan berbasis digital sudah cukup baik. Namun terdapat beberapa hal yang menjadi kendala seperti sumberdaya yang belum optimal, anggaran yang terbatas serta belum adanya SOP terkait dengan pelaksanaan program *smart village* di Kampung Tanjung Rejo.

Kata kunci: Pelayanan, *smart village*, implementasi, Kampung Tanjung Rejo

ABSTRACT

SMART VILLAGE PROGRAM IMPLEMENTATION IN TANJUNG REJO VILLAGE, NEGERI AGUNG DISTRICT, WAY KANAN REGENCY

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The government is the driver of state development and has an obligation to carry out its duties and functions to meet the needs of the community in terms of services. However, services are often described as convoluted, ineffective and inefficient processes, so changes are needed from the lower levels of government, namely from the village or village. Then the smart village concept emerged, which refers to improving digital-based services with the aim of increasing community empowerment and involvement so that excellent service can be achieved. Tanjung Rejo Village, which is in Negeri Agung District, Way Kanan Regency, is one of the villages that implements the smart village program. This research uses a descriptive qualitative method with data collection methods through interviews, observation and documentation. The results of research using George Edward III's implementation model including Communication, Resources, Disposition and Bureaucratic Structure, show that the smart village program in improving the quality of village apparatus resources in providing digital-based services is quite good. However, there are several things that are obstacles, such as resources that are not optimal, limited budget and the absence of SOPs related to implementing the smart village program in Tanjung Rejo Village.

Keywords: *Services, smart village, implementation, Tanjung Rejo Village*