

ABSTRAK

IMPLEMENTASI *SUSTAINABLE DEVELOPMENT GOALS* (SDGs) DESA DALAM MENINGKATKAN KESEJAHTERAAN MASYARAKAT DI DESA HANURA PROVINSI LAMPUNG

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Penelitian ini menganalisis implementasi *Sustainable Development Goals* (SDGs) Desa di Desa Hanura, Kabupaten Pesawaran, Provinsi Lampung dengan fokus pada aspek kesejahteraan masyarakat. Menggunakan metode penelitian kuantitatif deskriptif, penelitian melibatkan 99 responden masyarakat dan 13 responden perangkat desa. Analisis data menggunakan teknik SWOT, tabel kontingensi, dan analisis skor riil dan harapan. Hasil penelitian menunjukkan: (1) Implementasi SDGs Desa berada pada posisi strategis di kuadran I (0,50; 0,49), mengindikasikan dominasi kekuatan internal dan peluang eksternal; (2) Terdapat perbedaan signifikan dalam pemahaman SDGs Desa berdasarkan tingkat pendidikan, dibuktikan dengan hasil uji chi-square ($55,585 > 5,591$); (3) Persepsi perangkat desa menunjukkan efektivitas program mencapai 75,38% dengan tingkat kesejahteraan meningkat hingga 97,44%, sementara persepsi masyarakat terhadap implementasi program bervariasi dengan rata-rata pencapaian di atas 80%. Penelitian merekomendasikan optimalisasi infrastruktur digital, pengembangan ekonomi digital, dan revitalisasi peran BUMDES untuk meningkatkan efektivitas implementasi SDGs Desa.

Kata kunci: SDGs Desa, Kesejahteraan Masyarakat, Implementasi Program, Analisis SWOT, Desa Hanura

ABSTRACT

IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT GOALS (SDGs) IN VILLAGES TO IMPROVE COMMUNITY WELFARE IN HANURA VILLAGE, LAMPUNG PROVINCE

By

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This study analyzes the implementation of the Village Sustainable Development Goals (SDGs) in Hanura Village, Pesawaran Regency, Lampung Province with a focus on the aspect of community welfare. Using descriptive quantitative research methods, the study involved 99 community respondents and 13 village apparatus respondents. Data analysis used SWOT techniques, contingency tables, and real and expected score analysis. The results showed: (1) The implementation of the Village SDGs is in a strategic position in quadrant I (0.50; 0.49), indicating the dominance of internal strengths and external opportunities; (2) There are significant differences in the understanding of the Village SDGs based on education level, as evidenced by the results of the chi-square test ($55.585 > 5.591$); (3) Perceptions of village officials show the effectiveness of the program reaching 75.38% with the level of welfare increasing to 97.44%, while community perceptions of program implementation vary with an average achievement above 80%. The research recommends optimizing digital infrastructure, developing the digital economy, and revitalizing the role of BUMDES to increase the effectiveness of SDGs Village implementation.

Keywords: Village SDGs, Community Welfare, Program Implementation, SWOT Analysis, Hanura Village