

ABSTRAK

PERAN DINAS PEMBERDAYAAN MASYARAKAT DESA DAN TRANSMIGRASI PROVINSI LAMPUNG DALAM MEWUJUDKAN DESA DIGITAL MELALUI PROGRAM *SMART VILLAGE* (STUDI DI DESA SUMBER ARUM KOTABUMI KABUPATEN LAMPUNG UTARA)

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Desa yang seharusnya menjadi prioritas utama dan mendapat perhatian khusus dalam konteks pembangunan nasional, tapi hingga saat ini masih banyak terjadi kesenjangan dan ketimpangan. Salah satu upaya Pemerintah Provinsi Lampung dalam mengatasi permasalahan tersebut adalah dengan menerapkan program *smart village*. Penelitian ini bertujuan untuk mengetahui dan mendeskripsikan peran Dinas Pemberdayaan Masyarakat Desa dan Transmigrasi Provinsi Lampung dalam mewujudkan desa digital melalui program *smart village*.

Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif. Teknik pengumpulan data yang digunakan pada penelitian yaitu wawancara, observasi dan dokumentasi. Penelitian ini menggunakan teori peran yang dikemukakan Siagian (2000) serta dianalisis menggunakan pilar *Smart village* dengan indikator *smart government*, *smart economy*, dan *smart people*.

Penelitian ini menunjukkan bahwa Dinas Pemberdayaan Masyarakat Desa dan Transmigrasi (PMDT) Provinsi Lampung berperan dan berhasil menerapkan konsep *Smart village* di Desa Sumber Arum. Dinas PMDT menunjukkan capaian signifikan dalam indikator *Smart government* melalui inovasi pemerintahan, sistem, prosedur, dan metode kerja, peningkatan kemampuan manajerial, pelopor perubahan desa, dan pelaksanaan kebijakan. Dalam aspek *Smart economy*, Dinas PMDT menjaga stabilitas ekonomi melalui *e-commerce*, mengembangkan ekonomi kreatif, dan mendorong orientasi masa depan desa. Sementara itu, dalam *Smart people*, Dinas PMDT menjaga stabilitas sosial budaya, mendorong teknologi digital, menyusun strategi masa depan yang jelas, dan mendidik masyarakat untuk menerima perubahan.

Kata kunci: *smart village*, peran, desa.

ABSTRACT

THE ROLE OF THE VILLAGE COMMUNITY EMPOWERMENT AND TRANSMIGRATION OFFICE OF LAMPUNG PROVINCE IN REALIZING DIGITAL VILLAGES THROUGH THE *SMART VILLAGE* PROGRAM (A CASE STUDY OF SUMBER ARUM VILLAGE, KOTABUMI, NORTH LAMPUNG REGENCY)

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Villages should be a top priority and receive special attention in the context of national development. However, there are still many gaps and inequalities. One of the efforts made by the Lampung Provincial Government to address these issues is the implementation of a smart village program. This study aims to determine and describe the role of the Lampung Province Village Community Empowerment and Transmigration Office in realizing digital villages through the smart village program.

This research employs a descriptive method with a qualitative approach. Data collection techniques used in the study included interviews, observations and documentation. The research applies role theory as proposed by Siagian (2000) and analyzes it using the Smart village pillars, with indicators of smart government, smart economy, and smart people.

The findings indicate that Community Empowerment and Transmigration (PMDT) of Lampung Province plays a significant role and has successfully implemented the Smart Village concept in Sumber Arum Village. The PMDT Office achieved significant results in smart government indicators through innovations in government, systems, procedures, and work methods, improving managerial capabilities, pioneering village change, and implementing policies. In the aspect of smart economy, the PMDT Office maintains economic stability through e-commerce, develops the creative economy, and fosters a forward-looking orientation for the village. Meanwhile, in terms of smart people, the PMDT Office maintains socio-cultural stability, promotes digital technology, formulates a clear future strategy, and educates the community to embrace change.

Keywords: smart village, role, village.