

ABSTRAK

IMPLEMENTASI PROGRAM *SMART VILLAGE* DALAM MENINGKATKAN PELAYANAN PUBLIK MENUJU DESA BERBASIS TEKNOLOGI INFORMASI DI INDONESIA : A *SCOPING REVIEW*

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Penelitian ini bertujuan untuk memetakan dan menganalisis implementasi dan *output Smart Village* dalam meningkatkan pelayanan publik menuju desa berbasis teknologi informasi di Indonesia, serta faktor yang menjadi kendala dan solusinya. Penelitian ini menggunakan pendekatan kualitatif dengan metode *scoping review* dan teknik pengumpulan data berupa studi kepustakaan. Hasil dari 27 artikel yang dilakukan *review* menunjukkan secara keseluruhan program *Smart Village* menunjukkan hasil yang beragam mulai dari model, aktor pelaksana dan kolaborasi, komunikasi, sumber daya, disposisi, struktur birokrasi, transformasi digital, sampai kesiapan desa dalam meningkatkan kualitas pelayanan publik di desa. Keberhasilan implementasi program ini masih belum merata di semua wilayah. Adapun *output* yang dihasilkan yaitu, digitalisasi layanan publik dan pengembangan *website* desa, pemberdayaan UMKM dan *digital marketing*, pelatihan literasi digital, *content creation*, dan pengembangan kapasitas masyarakat, promosi pariwisata desa di media sosial dan platform digital, serta pendekatan ramah lingkungan dan pengelolaan wisata yang berbasis alam. Kemudian, faktor yang menjadi kendala dalam implementasi program *smart village* di antaranya masih terdapat desa yang belum memiliki SOP dalam pelaksanaan *smart village*, akses internet yang belum memadai, pemahaman baik masyarakat maupun aparatur desa yang masih kurang, ketersediaan sarana dan prasarana, dan pemanfaatan teknologi yang masih belum optimal. Sementara solusi yang dapat dilakukan untuk mengatasi kendala tersebut yaitu komunikasi yang efektif dalam penerapan kebijakan, memperkuat kapasitas SDM, pengembangan infrastruktur teknologi, penerapan sistem informasi yang terintegrasi, serta pembuatan SOP Pelayanan.

Kata Kunci: Kebijakan, Implementasi, *Smart Village*

ABSTRACT

IMPLEMENTATION OF SMART VILLAGE PROGRAM IN IMPROVING PUBLIC SERVICES TOWARDS INFORMATION TECHNOLOGY-BASED VILLAGES IN INDONESIA : A SCOPING REVIEW

By

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This research aims to map and analyze the implementation and output of Smart Villages in improving public services towards information technology-based villages in Indonesia, as well as the factors that are obstacles and solutions. This study uses a qualitative approach with a scoping review method and data collection techniques in the form of literature studies. The results of the 27 articles reviewed show that the overall Smart Village program shows diverse results ranging from models, implementing actors and collaboration, communication, resources, disposition, bureaucratic structure, digital transformation, to village readiness to improve the quality of public services in the village. The success of the implementation of this program is still uneven in all regions. The outputs produced are, digitization of public services and village website development, empowerment of MSMEs and digital marketing, digital literacy training, content creation, and community capacity building, promotion of village tourism on social media and digital platforms, as well as environmentally friendly approaches and nature-based tourism management. Then, factors that are obstacles in the implementation of the smart village program include there are still villages that do not have SOPs in the implementation of smart villages, inadequate internet access, lack of understanding of both the community and village officials, the availability of facilities and infrastructure, and the use of technology that is still not optimal. Meanwhile, solutions that can be done to overcome these obstacles are effective communication in the implementation of policies, strengthening human resource capacity, developing technological infrastructure, implementing integrated information systems, and making service SOPs.

Keywords: Policy, Implementation, Smart Village