

ABSTRAK

IMPLEMENTASI KEBIJAKAN *SMART VILLAGE* DI PEKON RIGIS JAYA: TINJAUAN PARIWISATA

Oleh

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Teori Implementasi Kebijakan: Merille S. Grindle (1980) Makna pembeda antara *smart village* dan pariwisata; fokus penelitian ini adalah program dan lingkungan program menggunakan teori kebijakan Merilee S. Grindle; *Content of policy* (Program) dari Pekon Rigis Jaya. Implementasi kebijakan *smart village* yaitu misalnya program Dewi Riya (Desa Wisata Rigis Jaya). *Context of policy* (lingkungan) kepentingan-kepentingan dan strategi aktor kebijakan yang terlibat, ciri khas lembaga, rezim yang tengah berkuasa, tingkat kepatuhan, respon, interaksi, bersama dari pelaksana bersama-sama menjangkau: kepentingan, tipe manfaat, derajat perubahan yang diinginkan, kedudukan pengambil keputusan, pelaksanaan program, sumber daya yang digunakan. Tipe penelitian *field study/field research* (riset atau studi lapangan). Penelitian kualitatif merupakan penelitian dengan gambaran aktivitas fakta terutama tentang *smart village*. Tahun 2018 dalam Undang-undang Nomor 6 Tahun 2014. Nilai keajegan dalam beberapa keberlangsungan *Smart village* di Pekon Rigis Jaya. Berdasarkan Undang-undang Nomor 6 Tahun 2014 perihal desa dan konsep *smart village* pada Pasal 78 Undang-Undang desa. Peraturan Gubernur Nomor G/71/V.12/HK/2021 tentang penetapan lokasi sasaran program *smart village* di Provinsi Lampung. Kebijakan *smart village* di Pekon Rigis Jaya, Kecamatan Air Hitam, Kabupaten Lampung Barat seperti; (1) pariwisata kampung kopi (2) *homestay* (3) pasar digital. Selanjutnya “*pilot project on smart eco-social villages*” atau “*smart village*” & lingkungannya yaitu politik.

Kata Kunci: digital; kebijakan; kopi; pariwisata; rakyat

ABSTRACT

POLICY IMPLEMENTATION SMART VILLAGE IN PEKON RIGIS JAYA: TOURISM REVIEW

By

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Policy Implementation Theory: Merille S. Grindle (1980) The meaning of the distinction between smart village and tourism; the focus of this research is the program and program environment using Merilee S. Grindle's policy theory; Content of policy (Program) from Pekon Rigis Jaya. Policy implementation smart village For example, the Dewi Riya program (Rigis Jaya Tourism Village). Context of policy (environment) interests and strategies of the policy actors involved, characteristics of the institutions, the regime in power, levels of compliance, responses, interactions, together with implementers reaching out to: interests, types of benefits, degree of desired change, position of decision makers, program implementation, resources used. Type of research field study/field research (research or field study). Qualitative research is research with a description of factual activities, especially about Smart Village. 2018 in Law Number 6 of 2014. The value of consistency in several continuities Smart village in Pekon Rigis Jaya. Based on Law Number 6 of 2014 concerning villages and the concept of smart village in Article 78 of the Village Law. Governor Regulation Number G/71/V.12/HK/2021 concerning the determination of target locations for the program smart village in Lampung Province. Policy smart village in Pekon Rigis Jaya, Air Hitam District, West Lampung Regency such as; (1) coffee village tourism (2) homestay (3) digital market. Next “pilot project on smart eco-social villages” or “smart village” & the environment is politics.

Keywords: digital; policy; coffee; tourism; people