

ABSTRAK

IMPLEMENTASI PROGRAM *SMART VILLAGE* (Studi di Desa Hanura Kecamatan Teluk Pandan Kabupaten Pesawaran)

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Perkembangan teknologi informasi dan komunikasi (TIK) mendorong pemerintah untuk mengimplementasikan program *Smart Village* sebagai upaya percepatan pembangunan dan peningkatan kesejahteraan masyarakat desa. Desa Hanura menjadi salah satu desa percontohan dalam program ini, yang sebelumnya menghadapi tantangan dalam pelayanan publik, pendidikan, lingkungan, ekonomi, dan mobilitas. Penelitian ini bertujuan untuk menganalisis implementasi program *Smart Village* di Desa Hanura berdasarkan model implementasi kebijakan George C. Edwards III yang mencakup variabel komunikasi, sumber daya, disposisi, dan struktur birokrasi. Penelitian menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa dari sisi komunikasi, program telah disosialisasikan melalui berbagai media, namun masih terdapat hambatan dalam kejelasan dan konsistensi informasi kepada masyarakat. Pada aspek sumber daya, fasilitas teknologi tersedia namun keterbatasan anggaran dan kualitas SDM masih menjadi kendala. Disposisi pelaksana menunjukkan komitmen yang cukup baik meskipun motivasi perlu ditingkatkan melalui insentif. Struktur birokrasi menunjukkan adanya SOP yang belum sepenuhnya dipahami, serta fragmentasi koordinasi antar pelaksana. Kesimpulan dari penelitian ini adalah implementasi program *Smart Village* di Desa Hanura telah berjalan dengan cukup baik, terutama dalam penyediaan teknologi dasar seperti situs web desa, layanan digital, dan ojek online lokal. Namun, untuk mencapai hasil yang optimal, diperlukan peningkatan partisipasi masyarakat, pelatihan SDM, dan alokasi anggaran yang lebih efektif. Program ini memiliki potensi besar dalam mendorong transformasi digital desa menuju pembangunan yang inklusif dan berkelanjutan.

Kata Kunci: *Smart Village*, Implementasi Kebijakan, Digitalisasi Desa

ABSTRACT

IMPLEMENTATION OF THE SMART VILLAGE PROGRAM (A Study in Hanura Village, Teluk Pandan District, Pesawaran Regency)

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The development of information and communication technology (ICT) has prompted the government to implement the Smart Village program as an effort to accelerate rural development and improve community welfare. Hanura Village was selected as one of the pilot villages for this program, having previously faced challenges in public services, education, environmental issues, economic activities, and mobility. This study aims to analyze the implementation of the Smart Village program in Hanura Village using the policy implementation model proposed by George C. Edwards III, which includes the variables of communication, resources, disposition, and bureaucratic structure. This research uses a qualitative descriptive approach with data collection techniques including observation, interviews, and documentation. The results show that in terms of communication, the program has been socialized through various media; however, issues remain in the clarity and consistency of information delivered to the community. Regarding resources, technological facilities are available, but limited funding and human resource quality still pose challenges. The disposition of implementers demonstrates a fairly good level of commitment, although motivation needs to be enhanced through proper incentives. The bureaucratic structure indicates that standard operating procedures (SOPs) are not fully understood, and there is fragmentation in coordination among implementers. The study concludes that the implementation of the Smart Village program in Hanura Village has progressed reasonably well, particularly in providing basic technology such as the village website, digital services, and local online transportation. However, to achieve optimal results, there is a need to improve community participation, human resource training, and more effective budget allocation. The program holds significant potential to drive digital transformation in villages toward inclusive and sustainable development.

Keywords: Smart Village, Policy Implementation, Digitalization