

ABSTRAK

SMART VILLAGE: STUDI SOSIOLOGI DIGITAL DESA HANURA, KECAMATAN TELUK PANDAN, KABUPATEN PESAWARAN, PROVINSI LAMPUNG

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Penelitian ini bertujuan untuk menganalisis implementasi program Smart Village di Desa Hanura, Kecamatan Teluk Pandan, Kabupaten Pesawaran, Provinsi Lampung dalam perspektif teori strukturasi Anthony Giddens. Program Smart Village merupakan inovasi pembangunan desa berbasis digital yang bertujuan meningkatkan kualitas layanan publik, efisiensi tata kelola pemerintahan, serta memperkuat partisipasi dan kesejahteraan masyarakat. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data dikumpulkan melalui wawancara mendalam dengan perangkat desa, pelaku UMKM, dan masyarakat, serta observasi lapangan dan dokumentasi. Analisis data dilakukan secara interaktif melalui tahapan reduksi, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa implementasi Smart Village di Desa Hanura berjalan dinamis sebagai hasil dialektika antara struktur kebijakan dan agensi masyarakat. Struktur hadir dalam bentuk kebijakan desa, pembangunan Command Center, penyediaan wifi corner, sistem QRIS, dan aplikasi surat online yang berfungsi sebagai rules dan resources. Di sisi lain, masyarakat sebagai agen menunjukkan beragam bentuk adaptasi, mulai dari penerimaan aktif oleh generasi muda dan pelaku UMKM hingga resistensi dari kelompok lanjut usia yang memiliki literasi digital rendah. Fenomena ini menggambarkan adanya duality of structure, di mana struktur memungkinkan sekaligus membatasi tindakan sosial masyarakat. Masyarakat juga melakukan reflexive monitoring of action melalui evaluasi terhadap efektivitas layanan digital, serta dialectic of control dengan memberi masukan terhadap kebijakan desa, seperti penambahan titik wifi dan pendampingan digital oleh ketua RT. Penelitian ini menyimpulkan bahwa keberhasilan Smart Village tidak hanya ditentukan oleh ketersediaan teknologi, tetapi juga oleh kemampuan masyarakat dalam menegosiasikan struktur digital dengan nilai-nilai sosial dan budaya lokal. Program ini berhasil meningkatkan partisipasi masyarakat, memperkuat transparansi tata kelola, serta menggerakkan ekonomi digital desa, meskipun masih menghadapi tantangan berupa keterbatasan infrastruktur dan literasi digital. Dengan demikian, Smart Village di Desa Hanura mencerminkan proses strukturasi sosial yang terus berlangsung antara kebijakan modernisasi digital dan realitas sosial pedesaan.

Kata kunci: *Smart Village*, Strukturasi, Anthony Giddens, Digitalisasi Desa, Partisipasi Masyarakat, Desa Hanura.

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This study aims to analyze the implementation of the Smart Village program in Hanura Village, Teluk Pandan District, Pesawaran Regency, Lampung Province, through the perspective of Anthony Giddens' Structuration Theory. The Smart Village program represents an innovation in digital-based rural development designed to improve the quality of public services, the efficiency of village governance, and the participation and welfare of rural communities. This research employed a qualitative approach with a case study method. Data were collected through in-depth interviews with village officials, local business actors (UMKM), and residents, as well as through field observation and documentation. Data analysis was conducted interactively through data reduction, presentation, and conclusion drawing.

The findings reveal that the implementation of Smart Village in Hanura Village operates dynamically as the result of a dialectical interaction between structural policies and community agency. The structure is manifested through village regulations, the establishment of a Command Center, wifi corners, the QRIS payment system, and an online document service system that function as both rules and resources. Conversely, the community, as agents, shows various forms of adaptation from active participation by youth and entrepreneurs to resistance from older groups with limited digital literacy. This phenomenon illustrates the duality of structure, where structure both enables and constrains social action. Villagers also engage in reflexive monitoring of action by evaluating the effectiveness of digital services and exercising a dialectic of control through feedback on village policies, such as requests for additional wifi access points and digital mentoring.

The study concludes that the success of the Smart Village program depends not only on technological availability but also on the community's ability to negotiate between digital structures and local social-cultural values. The program has increased public participation, strengthened transparency in governance, and stimulated the growth of the village digital economy, although challenges remain in infrastructure and digital literacy. Thus, the

Smart Village initiative in Hanura Village reflects an ongoing process of social structuration between digital modernization policies and rural social realities.

Keywords: *Smart Village, Structuration Theory, Anthony Giddens, Digitalization, Rural Community Participation, Hanura Village*