

ABSTRAK

MENGUKUR CAPAIAN SMART ECONOMICS PADA PROGRAM SMART VILLAGE DI PROVINSI LAMPUNG 2020-2024

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Penelitian ini bertujuan untuk menganalisis pengaruh enam pilar Smart Village—Smart People, Smart Government, Smart Environment, Smart Mobility, Smart Living, dan Smart Economic—terhadap kesejahteraan masyarakat desa di Provinsi Lampung. Program Smart Village di Indonesia, khususnya di Lampung, diinisiasi untuk mempercepat transformasi digital desa melalui penguatan tata kelola, pemberdayaan masyarakat, dan pengembangan ekonomi berbasis teknologi. Namun, pengukuran keterkaitan antara implementasi enam pilar dan capaian kesejahteraan masyarakat belum banyak diteliti secara empiris.

Jenis penelitian ini adalah deskriptif kuantitatif dengan metode sensus, melibatkan seluruh (70 desa) lokus Smart Village di Provinsi Lampung. Data primer diperoleh melalui kuesioner kepada Kader Digital, sedangkan data sekunder dikumpulkan dari dokumen desa. Analisis data menggunakan regresi linier berganda dan analisis jalur (path analysis) untuk menguji pengaruh langsung maupun pengaruh tidak langsung setiap pilar terhadap variabel endogen, yaitu kesejahteraan masyarakat.

Hasil penelitian menunjukkan bahwa seluruh pilar Smart Village berpengaruh positif terhadap peningkatan kesejahteraan, dengan pilar Smart Economic dan Smart People memberikan kontribusi paling dominan. Temuan ini menegaskan bahwa integrasi teknologi, penguatan kapasitas SDM, serta pengembangan ekonomi berbasis inovasi menjadi determinan utama keberhasilan program Smart Village. Implikasi penelitian ini memberikan landasan empiris bagi pemerintah pusat dan daerah untuk memperkuat kebijakan pembangunan desa berbasis teknologi dan mempercepat pencapaian SDGs Desa.

Kata kunci: Smart Village, Smart Economic, Digitalisasi Desa, Kesejahteraan Masyarakat, Lampung.

ABSTRACT

MEASURING THE ACHIEVEMENT OF SMART ECONOMICS IN THE SMART VILLAGE PROGRAM IN LAMPUNG PROVINCE 2020–2024

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This study aims to analyze the influence of six Smart Village pillars—Smart People, Smart Government, Smart Environment, Smart Mobility, Smart Living, and Smart Economic—on community welfare in Lampung Province. The Smart Village program in Indonesia, particularly in Lampung, was initiated to accelerate digital transformation in rural areas through improved governance, community empowerment, and technology-based economic development. However, the empirical relationship between the implementation of these six pillars and the achievement of community welfare has not been widely explored.

This research employed a descriptive quantitative design using a census approach involving all 70 Smart Village pilot locations in Lampung Province. Primary data were collected through structured questionnaires administered to Digital Cadres, while secondary data were obtained from village documents. Data analysis applied multiple linear regression and path analysis to assess the direct and indirect effects of each pillar on the endogenous variable—community welfare.

The results indicate that all Smart Village pillars have a positive impact on improving community welfare, with Smart Economic and Smart People contributing most significantly. These findings emphasize that technology integration, human resource capacity building, and innovation-based economic development are the primary determinants of Smart Village success. The implications provide empirical evidence for policymakers at the national and local levels to strengthen technology-driven rural development policies and accelerate the achievement of SDGs at the village level.

Keywords: Smart Village, Smart Economy, Digital Transformation, Community Welfare, Lampung Province.