Smart Village Program Implementation In Hanura Village, Teluk Pandan District, Pesawaran District, Lampung Province

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A R T I C L E   I N F O

ABSTRACT

The Making Indonesia 4.0 Roadmap is Indonesia's strategy to improve the national industry so that it can compete in the global industry. To support the Making Indonesia 4.0 Roadmap, the Government issued Presidential Regulation Number 95 of 2018 concerning the Electronic-Based Government System which gave rise to the concepts of Smart Nation, Smart Province, Smart City, Smart Regency, and Smart Village. Smart village is a policy program that creates a village so that it is able and able to solve its own problems intelligently and villages that can and are able to use digital technology to develop potential at the village level for the welfare of its people. Based on the Lampung Governor's Decree Number G/228/II.02/HK/2020 of 2020 regarding the determination of the target location for the smart village pilot project in Lampung Province, Hanura Village was chosen to represent Pesawaran Regency in mid-September 2020. Social changes due to the existence of smart villages in the village Hanura includes elements in a smart village, namely smart government, smart community, smart economy, smart living, smart environment, and smart mobility. This means that the implementation of the smart village program in Hanura Village, Teluk Pandan District, Pesawaran Regency is quite good, but still needs to be improved so that the smart village program's objectives are as expected, namely improving the quality of community life and community welfare by utilizing information technology so that Hanura village becomes a developed village. and not left behind from other villages.

ABSTRAK

Abstrak Roadmap Making Indonesia 4.0 merupakan strategi Indonesia untuk meningkatkan industri nasional agar dapat bersaing dalam industri global. Untuk mendukung Roadmap Making Indonesia 4.0, Pemerintah mengeluarkan Peraturan Presiden Nomor 95 Tahun 2018 tentang Sistem Pemerintah Berbasis Elektronik yang memunculkan konsep *Smart Nation, Smart Province, Smart City, Smart Regency, dan Smart Village. Smart village* adalah suatu program kebijakan yang menciptakan suatu desa supaya mampu dan bisa dalam menyelesaikan masalahnya sendiri secara cerdas dan desa yang bisa dan mampu menggunakan teknologi digital untuk mengembangkan potensi di tingkat desa untuk mensejahterakan masyarakatnya. Berdasarkan Keputusan Gubernur Lampung Nomor G/228/II.02/HK/2020 tahun 2020 tentang penetapan lokasi sasaran pilot *project smart village* di Provinsi Lampung, Desa Hanura terpilih mewakili Kabupaten Pesawaran pada pertengahan bulan September 2020. Perubahan sosial akibat adanya *smart village* di desa Hanura mencakup elemen-elemen yang ada pada *smart village*, yaitu *smart* government, *smart* community, *smart* economy, *smart* living, *smart* environment, dan *smart* mobility. Hal ini berarti implementasi program *smart village* di Desa Hanura Kecamatan Teluk Pandan Kabupaten Pesawaran sudah cukup baik, namun masih perlu ditingkatkan agar tujuan program smart village seperti yang diharapkan yaitu meningkatkan kualitas hidup masyarakat dan kesejahteraan masyarakat dengan memanfaatkan teknologi informasi sehingga desa Hanura menjadi desa yang maju dan tidak tertinggal dari desa-desa yang lain.

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I.   INTRODUCTION

The preamble to the 1945 Constitution in paragraph 4 (four) provides the mandate that one of the objectives of an independent Indonesia is to educate the life of the nation. Entering the current era of the digital revolution 4.0, the government's steps to realize Smart Indonesia are centered on strengthening the economy through technological innovation, digital-based government, and Human Resources who master information and technology (IT) which began with the launch of the "Making Indonesia 4.0" Roadmap (Galperin & Lituchy, 2014; Hardani, Gunarto, Aida, & Yudastio, 2021; Kuo, 1921).

Roadmap Making Indonesia 4.0 is Indonesia's strategy to improve the national industry so that it can compete in the global industry (Galperin & Lituchy, 2014). Four strategic steps in *Making Indonesia 4.0*, including the use of *internet of things* in industry, the use of digital technology and technological innovation for small and medium industries (IKM) and the national industry.

The strategy/*roadmap for Making Indonesia 4.0* will be difficult to materialize if it is not aligned with digital-based governance . To support Roadmap Making Indonesia 4.0, the Government issued Presidential Regulation Number 95 of 2018 concerning Electronic-Based Government Systems (henceforth: SPBE). Electronic-Based Government System (henceforth: SPBE) or commonly referred to as e-government is the administration of government that utilizes information and communication technology to provide services to government agencies (Goldenhar, LaMontagne, Katz, Heaney, & Landsbergis, 2001; Lister, Dovey, Giddings, Grant, & Kelly, 2009), state civil servants (Blind, 2007; Bozkurt, 2017; Hin, 2010), business people (Memon, Vrij, & Bull, 2003; Pike, 1997), communities, and other parties. Based on Presidential Decree Number 95 of 2018, the concepts of Smart Nation, Smart Province, Smart City, Smart Regency and Smart Village emerged.

Lampung Province is one of the provinces that has reformed its government system using an electronic-based government system from local government to village government (Hardani et al., 2021). The concept of smart village or smart village in Lampung Province will start in 2020 based on Lampung Governor Regulation Number 36 of 2020 concerning Implementation of Smart Village in Lampung Province in 2020- 2024. The *smart village* is a development of the *smart city program* (Aguaded-Ramírez, 2017). *Smart city* is for city area while *smart village* is for village area. Then the Governor of Lampung issued Governor Decree Number 684 of 2021 concerning the Lampung Province Smart Village Program Master Plan for 2021-2024.

The Master Plan for the Smart Village Program was issued in order to improve public services that are integrated, effective, responsive, adaptive and easily accessible to the community as well as providing space for community participation in village development and empowering village communities. it is necessary to arrange village services that are directed, integrated and programmed in order to create an independent, advanced and prosperous village in the Lampung Province region.

Although there is no consensus on the concept of a smart village, in general a village can be said to be a smart village if the village innovatively uses information technology to achieve improved quality of life, efficiency and competitiveness in economic, social and environmental aspects (Munir, 2017; Ramesh , 2018). *Smart village* can be said to be a policy program that creates a village so that it is able and able to solve its own problems intelligently and a village that can and is able to use digital technology to develop potential at the village level for the welfare of its people.

Based on the Decree of the Governor of Lampung Number G/228/II.02/HK/2020 of 2020 concerning the determination of the target locations for pilot *project smart villages* in Lampung Province, Hanura Village was selected to represent Pesawaran Regency in mid-September 2020 and in Lampung Province there are already approximately 30 villages that are determined to implement the *smart village* in their villages.

Hanura Village is located in Teluk Pandan District, Pesawaran Regency, Lampung Province, with the status of an independent village according to the 2019 IDM (Developing Village Index) released by the Ministry of Villages and Disadvantaged Regions. Meanwhile, Pesawaran Regency itself is ranked eighth with an average value of the Village Development Index or IPD 2020 in Pesawaran Regency of 70.67%. Hanura Village is one of the 3 other villages in Pesawaran Regency with the status of an Independent village, it took 4 years to change its status from a developing village to an independent village. Hanura Village was chosen to become a *smart village village* because of the need from the Hanura Village government itself for better changes, especially towards more effective and efficient public services to make it easier for people who need public services. A smart village program is expected not only to be able to apply the use of information technology, but also to be able to develop village potential, improve the economy and create quality community life based on the use of information technology.

Ideally, village development can be carried out smartly *meaning* that problem solving can be done faster than the growth of the problem itself. The smart solution in question is to develop the village towards a smart village. *Smart village* is a concept that presents an ecosystem that allows government, industry, academia and elements of society to be involved in making villages better. In the smart village concept, this concept is measured by looking at the performance of village resource management so that it becomes more efficient, sustainable and involves various elements of society.

In formulating the smart village concept, there is a need for involvement between parties, namely the government, community, private sector and the media. The government and the community are important parties who are directly involved. The government is the main driving actor or the party that has the authority for the policies to be issued, while the community apart from being a user or a party that utilizes it is also a development accelerator in smart village planning . So in this smart village concept or program, it requires the readiness of qualified human resources, a stable internet network and community readiness in the smart village program.

The smart village program requires conditions that show encouragement from below, namely from people who are more able to explore their potential and increase their capacity, then the village government provides encouragement by providing guidance and empowerment so that an increase in the welfare and quality of life of the community is realized by utilizing information and technology. Thus the use of information and technology is used as a tool in an effort to realize the goals of the smart village program which is fully carried out by the village government as a facilitator. The existence of village community apparatus as facilitators is very important because they relate directly to the community, so that village apparatus must master the smart village program and how efforts can be made for the smart village program to achieve the goals as expected.

The smart village program, because it is based on information technology, requires a qualified internet network. If the internet network is still inadequate, it can become an obstacle in implementing this smart village program.

In its implementation, the smart village program in Hanura Village, Teluk Pandan District, Pesawaran Regency, Lampung Province still has several problems, including: There are still many village officials who do not understand the smart village program. There are still many Hanura villagers who are not aware of the smart village program that is implemented, especially regarding digitization and village websites. Unstable internet network

II.   RESEARCH METHODS

The method used in this study is a qualitative research method (see Ayu, Erlina, Santoso, & Apriyanto, 2020). Moleong (2008) defines that qualitative research is a scientific research, which aims to understand a phenomenon in a natural social context by prioritizing the process of in-depth communication interaction between researchers and the phenomena studied (Saragih, Marpaung, & Saragih, 2022). In this case the writer uses purpose sampling method (see Fajri & Khairani, 2011; Tanang & Abu, 2014; Tombokan, Pangemanan, & Engka, 2017). Based on the explanation above, the informants in this study are as follows:

a. Head of Hanura Village, Teluk Pandan District, Pesawaran Regency 2019-present
b. Head of Hanura Village, Teluk Pandan District, Pesawaran Regency 2012-2018
c. Head of Village Service Section Hanura Teluk Pandan District, Pesawaran Regency 2019-present period
d. Hamlet Head A, Hamlet Head B, Hamlet Head and Hamlet Head 2019-present period.
e. There are 4 representatives from the Hanura Village community.

III.   RESULTS AND DISCUSSION

According to Nurdin Usman (2012), implementation is an action or implementation of a plan that has been prepared in a mature and detailed manner, usually carried out after planning is considered perfect, not just an activity, but an activity that is planned and to achieve the objectives of the activity. According to Guntur Setiawan, implementation is the expansion of activities that adjust to each other the process of interaction between goals and actions to achieve them and requires a network of implementers, an effective bureaucracy. Another understanding of implementation according to Solichin Abdul Wahab (2012), is actions taken by individuals or officials of government or private groups directed at achieving the goals outlined in policy decisions. Implementation is actions to achieve the objectives outlined in the policy decision. These actions were carried out either by individuals, government officials or the private sector.

Based on the description above, it can be concluded that implementation is actions taken by individuals, government or private officials directed at achieving predetermined goals. Thus, if it is related to the implementation of a smart village in Hanura Village, it is how the implementation or actions regarding the smart village program are carried out by individuals or government or private officials in Hanura Village in achieving the goals of the smart village program that have been outlined.

The smart village program or *smart village* is a program which is a mandate from Presidential Regulation Number 95 of 2018 namely regarding Electronic-Based Government Systems and Village Law Number 6 of 2014 which requires creating an independent and sustainable village by utilizing the village budget by looking at it from the the growing development of science and technology. This program is a government innovation in utilizing technology to improve the quality of public services that are more transparent, accountable, more effective and efficient.

According to Hasan (2021) *smart village* is a village that innovatively uses new technology to improve quality, efficiency and competitiveness in economic, social and environmental aspects which in practice are not only able to apply the use of information and communication technology but can also develop village potential in various fields, improve the economy, and improve people's quality of life based on technology and information. Meanwhile, according to Herdiana (2019) explains that the *smart village* concept is a smart village concept that is not only able to apply the use of technology, but is able to develop village potential, improve the economy and create quality

community life based on information. Based on some of the opinions above, the researchers concluded that *smart village* has an alternative solution that is used to solve problems that exist in the village intelligently by utilizing information technology to realize the progress and independence of the village.

According to the Governor of Lampung Regulation number 36 of 2018, a smart village is a program/activity of the provincial government in carrying out the role of fostering and supervising the village development process and empowering rural communities to make it better, participatory, controlled and accountable through the support of information and communication technology, which is directed at efforts increasing internet literacy and village library services, digitizing village administration and village participation or e-participation. Guidelines for implementing *smart village* according to Lampung Governor Regulation Number 36 of 2020 in chapter 1 article 1 include:

a. Increasing internet literacy and library services for Hanura Village residents
b. Facilitating the digitization of Hanura Village administration
c. *E-participation* , namely involving the community to remote rural areas in the form of conveying aspirations and providing citizen evaluations based on online interactions or applications.

Implementation involves efforts from *policy makers* to influence what Lipsky calls "street level bureaucrats" to provide services or regulate the behavior of the target group *(target group).* For simple policies, implementation only involves one agency that functions as an implementer, for example, public infrastructure development policies to help people have a better life. On the other hand, for macro policies, for example, poverty reduction policies in rural areas, implementation efforts will involving various institutions, such as district, sub-district, village government bureaucracy (Amalia, 2018).

The implementation of the *smart village* in Hanura Village, Teluk Pandan District, Pesawaran Regency has been running effectively in terms of four factors that influence the success and failure of the policy implementation proposed by George C. Edward III in Widodo, (2017), namely; communication, resources, disposition and bureaucratic structure.

Communication

In communication there are three important things that must be considered to see whether the communication is going well or not. The three important things are transmission, consistency, and clarity. The transformation or transmission dimension requires that the *smart village* can be informed to village officials as executors, the community as the target group, and other parties related to the policy. The village head as the policy maker transforms or transmits *Smart village* to staff and village officials through the *WhatsApp smart village*. In *WhatsApp*, directions, coordination, information regarding *smart villages* are given by the village head to village officials. Next, the dimension of clarity requires that the *smart village* which is transmitted to village officials as executors, the community as the target group, and the BPD as a party with direct or *smart village* can be received clearly, namely by carrying out good cooperation and coordination so that they know what is to be the aims, objectives and objectives as well as the substance of the *smart village*. The consistency dimension requires that the *smart village* that is transmitted to village officials, communities and other parties can be implemented consistently. The dimension of consistency is evidenced by the willingness and ability of the village apparatus to carry it out *Smart village*.

Communication in the form of socialization activities is also carried out by the Hanura Village Government. The Hanura village government usually conducts direct outreach within the community, such as *sharing smart village* with the community and Hanura village officials. In addition, the Hanura Village Government also conducts socialization through several media (both social media, print and electronic) such as *WhatsAap*, Instagram, Facebook, Newspapers, Television, and other media about the *smart village.*

Resources Factors

According to Edward III (Widodo, 2017) have an important role in program implementation. However clear and consistent and accurate the delivery of provisions or rules (communication factors), if village officials as policy implementers (*implementers*) are not supported by the resources to do the job effectively, then the implementation of the program will not work effectively.

The resource factor in the implementation of the *Smart village* includes the availability of competent human resources, namely village officials who have experience and have attended training in the field of *smart village*. Other resources such as *smart village* such as a stable internet network and computer equipment whose specifications support the smart village program. Then the budget resources for the implementation of the *smart village* in Hanura Village in 2019 are budgeted at Rp. 49,615,000, - which can be spent accordingly with the situation and conditions in the field that can support the *smart village* in Hanura Village. This budget can be said to be the minimum budget for *smart village*.

The resources in the implementation of the *Smart village* are sufficient, but it must still be increased by providing guidance, providing education and training to village officials through improvement activities on the banks of the Brantas river. Facilities and infrastructure *smart village* provided by the Hanura Village Government. In addition, it is necessary to increase good cooperation between the village and the community, so that the procurement of equipment and the availability of the budget are fulfilled according to plan.

The sometimes unstable internet network in Hanura village is also still an obstacle to the successful implementation of a smart village, so the local government must provide a qualified internet network in Hanura village so that the smart village program in Hanura village can run smoothly.

Disposition

Disposition is the character and characteristics of the implementer. If the implementer has a good disposition, then he will carry out the policy as well as what the policy makers want. When the implementer has a different attitude or perspective from the policy makers, the policy implementation process also becomes ineffective. Various development experiences in third world countries show that the level of commitment and honesty of the apparatus is low. Various corruption cases that have arisen in third world countries, such as Indonesia are concrete examples of the lack of commitment and honesty of officials in implementing development programs.

Bureaucratic

Structure The organizational structure in charge of implementing policies has a significant influence on policy implementation. One of the important structural aspects of any organization is the existence of *standard operating procedures* (SOPs). SOP becomes a guideline for every implementer in acting. An organizational structure that is too long will tend to weaken oversight and lead to *red-tape,* namely complicated and complex bureaucratic procedures. This in turn causes organizational activities to be inflexible.

With the formation of the mindset of the people of Hanura Village, the community can take advantage of technological advances in their daily activities both socially and economically. Technology now is not only a means of entertainment but has become a necessity because of the impact it produces and also the benefits that can be achieved by its users more broadly. This change is expected to be a start for the development of a *smart village* because people can make good use of technology in various lines of life so as to improve the welfare of the community itself. Apart from that, with the existence of a *smart village*, people's mindset can change in a better direction, be more creative and become a smart community.

Current technological developments increasingly show a very significant increase. The existence of technology changes people's lifestyles in everyday life both from social interaction, business,

education, and others. One technology that continues to grow is the internet. The presence of the Internet has supported the operational effectiveness and efficiency of companies/agencies, especially its role as a means of communication, publication, and a means of obtaining various required information. Current technological developments make the distance between people not limited by place and time. Technology makes every human being closer. Village community access is getting closer with technology.

The entry of technology forms a new paradigm in society so that people are more skilled in implementing technology. The concept of governance in rural areas is the main intervention in implementing internet technology into villages. *Smart village* is a new rural paradigm in Indonesia in implementing its governance. *smart village* is a village that innovatively uses information technology to improve the quality of life, efficiency and competitiveness in economic, social and environmental aspects which in practice is not only able to apply the use of information and communication technology, but also develops village potential in various fields, increases economy, and improve the quality of life of village communities based on information and communication technology.

The new paradigm of implementing *smart villages* in Indonesia will encourage changes in traditional society to modern ones. The impetus for these changes will continue to increase from time to time in line with the disruption of the era that continues to hit. Various social changes in society will be answered by human awareness in adapting from time to time. The *smart village* is focused on rural areas and communities by building on current strengths and assets and developing new opportunities. On the concept of *smart village*, tradition, network. and new services are enhanced through better digital technology. Telecommunications, innovation and use of knowledge, for the benefit of rural communities and businesses. Digital technology and innovation can support quality of life, higher living standards, public services for citizens, better use of resources, less environmental impact, and new opportunities for rural value chains in terms of better products. The *smart village* does not propose a one-size-fits-all solution. *Smart village* is implemented based on regional sensitivity based on the needs and potential of each region and the strategy is supported by new or existing territorial strategies. The important thing in a *smart village* is technology in investing in infrastructure, business development, community human resource capacity building (Zarina, 2018).

Social change due to the existence of a *smart village* includes elements that exist in a *smart village*, namely *smart* government, *smart* community, *smart* economy, *smart* living, *smart* environment, and *smart* mobility. The following are some of the changes that have occurred in Hanura Village, Teluk Pandan District, Pesawaran Regency:

a. *Smart government*, changes in administrative patterns and meeting meetings of village officials, which previously used conventional administration with books, now use *online* on Microsoft documents.
b. *Smart community*, changes in interaction patterns of village communities who are increasingly rarely meeting in person to provide certain information because of the existence of *Whatsapp* at every level, be it RT, RW, Hamlet, Village, or in every organization.
c. *Smart living*, in the sample village communities for the community to uphold social capital so that existing cultures such as tahlilan, yasinan, and kenduri in the village remain sustainable, only information related to this is via WhatsApp media
d. *Smart economy*, change the most striking occurs in this element. Changes in society in the method of selling merchandise from previously only relying on customers visiting, are now creative by using social media to sell merchandise so that the pattern has shifted.
e. *Smart environment*, the existence of a *smart village* has not been able to change the environmental conditions in that area. There is no implementation of a sustainable environment to optimize village potential so that it cannot be said to be implementing a *smart village*.

f. *Smart mobility*, this has been implemented with various village road access improvements to support the community in outward work mobility.

The social changes mentioned above show that the implementation of the smart village program in Hanura Village, Teluk Pandan District, Pesawaran Regency is quite good, but still needs to be improved so that the objectives of the smart village program can be as expected, namely improving the quality of life of the community and community welfare by utilizing information technology so that the village Hanura is an advanced village and is not left behind from other villages.

This can be done by conducting outreach or training for village officials or the general public regarding the smart village program so that more and more village officials and the community master and participate in the smart village program, the faster Hanura village will become a smart village and Up.

IV.   CONCLUSION

Implementation of the smart village program in the village of Hanura, Kec. Pandan Bay, Pesawaran Regency, Lampung Province, has produced social changes, namely *smart* government, *smart* community, *smart* economy, *smart* living, *smart* environment, and *smart* mobility, meaning that the implementation of the smart village program is good enough, but this still needs to be improved by implementing outreach and training for village officials and the community so that more and more people have mastered the smart village program, increased community empowerment and involvement in the smart village program, and a stable internet network and infrastructure facilities such as computers whose specifications are in accordance with the smart village program so that the goals making the village of Hanura a smart and fast-paced village is achieved.

Sustainability of the *smart village* must also be followed by improvements to the implementing bureaucratic structure so that the human resources running the smart village program are adequate and their performance is more effective. Apart from that, the regulations governing the implementation of the *smart village* are also more clarified so that the implementers work according to the existing directions and rules.

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