

ABSTRAK

Nakhla Naqiyya Qonita, 1218010141: “Implementasi Kebijakan Desa Digital: Studi Kasus pada Desa Bantarsari Kabupaten Bogor”.

Perkembangan teknologi informasi mendorong pemerintah desa untuk menerapkan kebijakan digitalisasi sebagai upaya modernisasi pelayanan publik. Namun, implementasi kebijakan Desa Digital di Desa Bantarsari Kabupaten Bogor masih menghadapi berbagai hambatan. Permasalahan yang muncul meliputi komunikasi yang belum merata, keterbatasan infrastruktur, rendahnya literasi digital masyarakat, serta ketiadaan *Standard Operating Procedure* (SOP) yang menghambat optimalisasi pelayanan publik berbasis digital.

Penelitian ini bertujuan untuk mengetahui bagaimana implementasi kebijakan Desa Digital di Desa Bantarsari Kabupaten Bogor dengan menelaah empat faktor utama dalam model implementasi kebijakan George C. Edwards III, yaitu komunikasi, sumber daya, disposisi, dan struktur birokrasi.

Kerangka berpikir penelitian ini didasarkan pada teori implementasi kebijakan George C. Edwards III, yang menekankan bahwa keberhasilan implementasi dipengaruhi oleh empat faktor utama, yaitu komunikasi, ketersediaan sumber daya, disposisi pelaksana, dan struktur birokrasi. Keempat faktor tersebut saling berkaitan dan harus berjalan secara efektif agar kebijakan dapat terlaksana sesuai tujuan. Dalam penelitian ini, teori Edwards III digunakan sebagai alat analisis untuk memahami dinamika implementasi kebijakan Desa Digital di Desa Bantarsari.

Metode penelitian yang digunakan adalah metode kualitatif yang bersifat deskriptif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan studi dokumentasi. Subjek penelitian terdiri dari perangkat Desa Bantarsari dan masyarakat sebagai pengguna layanan digital, sedangkan analisis data dilakukan dengan tahapan reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa implementasi kebijakan Desa Digital di Desa Bantarsari berjalan dengan dukungan positif dari aparat desa, yang berkomitmen untuk beradaptasi dan mengikuti pelatihan. Namun, keterbatasan infrastruktur jaringan internet, rendahnya literasi digital masyarakat, komunikasi yang belum merata, serta belum adanya SOP birokrasi menyebabkan pelayanan publik berbasis digital belum optimal. Dengan demikian, diperlukan penguatan sosialisasi, peningkatan infrastruktur, pelatihan aparat, serta penyusunan SOP agar implementasi kebijakan Desa Digital dapat berjalan lebih efektif, inklusif, dan berkelanjutan.

Kata kunci: Implementasi Kebijakan, Desa Digital, Pelayanan Publik

ABSTRACT

Nakhla Naqiyya Qonita, 1218010141: “Implementation of Digital Village Policy: A Case Study in Bantarsari Village Bogor Regency.”

The development of information technology has encouraged village governments to implement digitalization policies as an effort to modernize public services. However, the implementation of the Digital Village policy in Bantarsari Village, Bogor Regency, still faces various obstacles. The problems that arise include uneven communication, limited infrastructure, low digital literacy among the community, and the absence of Standard Operating Procedures (SOPs) that hinder the optimization of digital-based public services.

This study aims to determine how the Digital Village policy is implemented in Bantarsari Village, Bogor Regency, by examining four main factors in George C. Edwards III's policy implementation model, namely communication, resources, disposition, and bureaucratic structure.

The research framework is based on George C. Edwards III's policy implementation theory, which emphasizes that successful implementation is influenced by four main factors, namely communication, resource availability, implementer disposition, and bureaucratic structure. These four factors are interrelated and must work effectively for the policy to be implemented as intended. In this study, Edwards III's theory is used as an analytical tool to understand the dynamics of the implementation of the Digital Village policy in Bantarsari Village.

The research method used was a descriptive qualitative method with data collection techniques through in-depth interviews, observation, and documentation studies. The research subjects consisted of Bantarsari Village officials and the community as users of digital services, while data analysis was carried out in stages of data reduction, data presentation, and conclusion drawing.

The results of the study show that the implementation of the Digital Village policy in Bantarsari Village is supported positively by village officials, who are committed to adapting and participating in training. However, limitations in internet infrastructure, low digital literacy among the community, uneven communication, and the absence of bureaucratic SOPs have resulted in suboptimal digital-based public services. Therefore, it is necessary to strengthen socialization, improve infrastructure, train officials, and develop SOPs so that the implementation of the Digital Village policy can run more effectively, inclusively, and sustainably.

Keywords: Policy Implementation, Digital Village, Publik Services