

ABSTRAK

Daffa Aqila Sobri, 1218010034 : “ Implementasi Program *Smart Village* Dalam Pilar *Smart People* Di Desa Waluya Kecamatan Cicalengka Kabupaten Bandung”

Transformasi digital telah menjadi agenda strategis dalam upaya modernisasi tata kelola pemerintahan, termasuk pada tingkat desa. Dalam konteks pembangunan pedesaan, program *Smart Village* hadir sebagai salah satu inisiatif unggulan pemerintah yang bertujuan untuk meningkatkan efisiensi pelayanan publik, partisipasi masyarakat, serta pemanfaatan teknologi informasi dan komunikasi secara berkelanjutan. Program ini bukan hanya sekadar digitalisasi layanan, tetapi juga mencakup perubahan pola pikir birokrasi desa menuju sistem pemerintahan yang lebih adaptif, transparan, dan responsif terhadap kebutuhan masyarakat.

Penelitian ini berfokus pada implementasi program *Smart Village* dalam Pilar *Smart People* di Desa Waluya, Kecamatan Cicalengka, Kabupaten Bandung, dengan tujuan untuk menganalisis ukuran dan tujuan kebijakan, sumber daya, komunikasi antar organisasi, karakteristik badan pelaksana, kecenderungan pelaksana, serta kondisi sosial, ekonomi, dan politik.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif, penelitian ini menerapkan teori implementasi kebijakan publik dari Van Meter dan Van Horn, dengan data dikumpulkan melalui observasi langsung, wawancara mendalam dengan perangkat desa dan masyarakat, serta dokumentasi. Analisis data dilakukan secara induktif untuk memperoleh pemahaman komprehensif mengenai dinamika implementasi kebijakan tersebut.

Hasil penelitian menunjukkan bahwa implementasi program *Smart Village* dalam Pilar *Smart People* di Desa Waluya belum berjalan secara optimal; Meskipun tujuan program telah dipahami dan pelaksana menunjukkan kecenderungan positif, realisasi di lapangan masih terkendala oleh keterbatasan sumber daya manusia yang kompeten dan rendahnya kesiapan masyarakat dalam mengadopsi teknologi. Hambatan tersebut semakin diperparah dengan minimnya anggaran khusus, infrastruktur digital yang belum merata, serta komunikasi dan sosialisasi yang belum efektif menjangkau seluruh warga. Kondisi sosial dan ekonomi masyarakat, terutama rendahnya literasi digital, keterbatasan akses perangkat, serta resistensi terhadap perubahan pola hidup tradisional, menjadi tantangan signifikan dalam penguatan pilar *Smart People*. Maka dari itu, kualitas *Smart People* yang mencakup kapasitas pengetahuan, keterampilan, dan kesadaran masyarakat menjadi faktor kunci yang menentukan berhasil atau tidaknya implementasi program *Smart Village*. Namun, adanya fleksibilitas adaptasi dan upaya kolaboratif antara pemerintah desa dengan masyarakat dapat menjadi fondasi penting dalam memperkuat peran *Smart People* di Desa Waluya.

Kata Kunci: Implementasi Kebijakan, *Smart Village*, *Smart People*.

ABSTRACT

Daffa Aqila Sobri, 1218010034 : “Implementation of the Smart Village Program in the Smart People Pillar in Waluya Village, Cicalengka District, Bandung Regency”

Digital transformation has become a strategic agenda in efforts to modernize governance, including at the village level. In the context of rural development, the Smart Village program is present as one of the government's flagship initiatives aimed at improving the efficiency of public services, community participation, and the sustainable use of information and communication technology. This program is not just about digitizing services, but also includes changing the mindset of the village bureaucracy towards a government system that is more adaptive, transparent, and responsive to community needs.

Research focuses on the implementation of the Smart Village program in Waluya Village, Cicalengka District, Bandung Regency, aiming to analyze policy size and objectives, resources, inter-organizational communication, implementing agency characteristics, implementing tendencies, and social, economic, and political conditions.

This research employs a qualitative method with a descriptive approach, applying Van Meter and Van Horn's public policy implementation theory. Data were collected through direct observation, in-depth interviews with village officials and the community, and documentation. Data analysis was conducted inductively to gain a comprehensive understanding of the dynamics of the policy implementation.

The results of the study indicate that the implementation of the Smart Village program in the Smart People pillar in Waluya Village has not been optimal. Although the objectives of the program have been understood and the implementers show positive trends, the realization in the field is still hampered by limited competent human resources and low community readiness to adopt technology. These challenges are further exacerbated by insufficient dedicated budgets, uneven digital infrastructure, and ineffective communication and outreach efforts that fail to reach all residents. The social and economic conditions of the community, particularly low digital literacy, limited access to devices, and resistance to changes in traditional lifestyles, pose significant challenges in strengthening the Smart People pillar. Therefore, the quality of Smart People, which includes the knowledge, skills, and awareness of the community, is a key factor in determining the success or failure of the Smart Village program implementation. However, the flexibility to adapt and collaborative efforts between the village government and the community can be an important foundation in strengthening the role of Smart People in Waluya Village.

Keywords: Policy Implementation, Smart Village, Smart People