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Analysis of the Implementation of Digital Village in Socorejo Village, Tuban District

Rifqi Aji Saputra[1], Tukiman[2]
Universitas Pembangunan Nasional "Veteran" Jawa Timur
rifqiajisptr@gmail.com[1]
tukiman_upnjatim@yahoo.com[2]

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Abstract
Socorejo Village is one of the areas that is able to implement a digital village in implementing E-Government for easy access to public services. This study aims to determine the implementation of digital village in Socorejo Village, Jenu Sub-district, Tuban Regency. The research method used is descriptive qualitative with data collection techniques through interviews, observation and documentation. The focus of this research uses the theory of successful elements of E-Government implementation based on the results of studies and research at the Harvard JFK School of Government which consists of support, capacity and value. The results showed that the implementation of digital village in Socorejo Village can be said to be successful. This is because the Socorejo Village Government can fulfill the existing elements of success starting from support, adequate resource capacity and through the implementation of digital villages can provide benefits to the village government and the community. However, continuous and comprehensive socialization is needed and efforts are needed to improve both quality and quantity and maintenance in order to continue to support the sustainability of the digital village.

Corresponding Author : Rifqi Aji Saputra
Email: rifqiajisptr@gmail.com

INTRODUCTION

In this increasingly modern era, of course we cannot be separated from the current of globalization which influences life in terms of the development of information and communication technology which continues to grow rapidly (Marpaung, 2018) . In line with this, the government needs to adapt by developing and utilizing technology because digital government is one part of making government services easily accessible to the public. The initial step for the Indonesian government in developing *E-Government* was the issuance of Presidential Instruction Number 3 of 2003 concerning National Policy and Strategy for *E-Government Development* (Gioh, 2021) . This instruction outlines the stages that need to be taken to carry out the *E-Government transformation* so that government agencies begin improving access to public services in stages starting from preparation, implementation, maturation and consolidation.

According to researchers, *E-Government* is the use of information technology by the government which transforms the government's relationship with society using the internet in providing practical public services (Muliawaty & Hendryawan, 2020) . The implications of implementing electronic systems in government can have a positive impact by creating openness to the public so as to create effective, efficient, transparent and accountable *Good Governance* (Zuhri, 2021) . Therefore, the presence of *E-Government* can be a government solution in solving the problems faced by improving the quality of service by following technological developments to be able to adapt to the current needs of society.

Regarding technological developments and transformation of government governance, of course it does not only occur in urban areas. At this time, village level

governments have also begun to implement digitalization as an application *of E-Government* in an effort to keep up with technological developments and realize good governance (Pertiwi, Dema, Mustanir, & Anugrah, 2021) . In general, villages are still unfamiliar with digital-based systems, but in the current digital era, villages need to be required to follow them so that villages are not left behind. The potential and challenges of digital villages in overcoming the development gap in the ICT sector that occurs between cities and villages in Indonesia is the driving force for the existence of digital villages with the aim of reducing the gap in information flow that occurs within villages (Alvaro & Octavia, 2019) . In Law Number 6 of 2014 concerning Villages Article 83 states that the development of rural areas is carried out as an effort to accelerate and improve the quality of public services including technological development. These public services, both from an administrative and non-administrative perspective, aim to realize the effectiveness of village government administration, accelerate improvements in the quality of public services and improve the quality of village government governance.

The digital village concept is the application of technology by villages in providing public services. Digital villages can be a catalyst in empowering village communities, enabling village governments to reach the furthest areas to continue development agendas and utilize computer applications to speed up public administration services (Jayadisastra, Lasinta, & Dima, 2023) . This concept is in accordance with the provisions of Village Minister Regulation no. 13 of 2020 concerning Priority Use of Village Funds and Village Minister Regulation no. 21 of 2020 concerning General Guidelines for Village Development and Empowerment. Researchers define digital villages as rural areas and communities that build their strengths and assets by developing new opportunities and added value through increasing the use of digital technology, innovation and making knowledge better (Andari & Ella, 2021) . Thus, digital villages can be used as a stimulant for improving public services which can take the form of village *websites,* use of internet networks and applications that are in accordance with their potential. Through digitalization in villages, it is hoped that they will be able to fulfill various needs optimally and help carry out government activities in the village.

The public's desire to access public services more quickly, transparently, efficiently and economically encourages the government to continue developing its regions in implementing *E-Government*. The Tuban Regency Government has so far continued to make efforts to support digitalization up to the village government level as the development of *the Smart City pillar* where Tuban Regency is included in the "Movement towards 100 *Smart Cities* ". Therefore, the Regent of Tuban Regency launched a digital village by instructing the village government to immediately provide public services with a digital-based village service system. Socorejo Village, which is in the Jenu District, Tuban Regency, is one of the villages that are implementing a digital village in the implementation of *E-Government* to improve the quality of public services and as a medium for disseminating village information.

Being one of the villages that has implemented digitalization in government at the village level in response to directions from the Regent of Tuban Regency to implement digitalization, in 2021 Socorejo Village succeeded in receiving an award from the Tuban Regency Government as the pioneer village of independent services and the best *website manager* . Through the implementation of digital villages, Socorejo Village has *a website* which is managed quite actively and is used as a forum for providing information about the village, village government activities and so on. Apart from that, it is also to introduce the superior potential of Socorejo Village and a means of disclosing village government information to the community, such as regarding budget use. Another digital product available at the Socorejo Village Office is the Village Independent Service Platform (APMD) which has various letter features such as a cover letter for KTP, SKTM, and SKCK and so on, where the letter already has an electronic signature from the village head so it is hoped that it can speed up the apparatus. village in providing administrative services and making it easier for the community to submit letter requests.

In relation to digital villages, this includes the implementation *of E-Government,* which in its implementation also creates digital public services. Through the existence of a digital village, it is hoped that it will be a solution to public service problems in the form of open access to information and administrative services. However, there are several obstacles and problems that occur, such as the implementation of socialization which is still not optimal, making it a challenge for the village government in introducing the available digital services. Then the ability of village officials in the field of ICT and adapting to understanding technology because digital governance should be able to involve all village officials so that it runs optimally. Apart from that, the capacity of financial resources is something that needs to be considered to support the need for facilities and infrastructure in providing them because it can become an obstacle, such as when *trouble occurs,* people cannot access services and can hinder the work of village officials in providing services. In reality, the implementation *of E-Government* must be monitored so that it does not just follow trends so that it is not utilized optimally. Thus, researchers want to know and understand in depth the implementation of *E-Government* through the implementation of digital villages in Socorejo Village, analyzing it using theory of the elements of successful implementation *of E-Government* , namely, *support, capacity* and *value* (Indrajit, 2016) .

RESEARCH METHODS

The research method used in this research is descriptive qualitative with the resulting data containing detailed and detailed descriptive explanations based on facts and data in the field. This was done as an effort to provide an overview and try to describe in depth the implementation of Digital Villages in Socorejo Village, Jenu District, Tuban Regency which was analyzed using three elements of successful implementation of *E-Government* resulting from studies and research from the *Harvard JFK School of Government* , namely *support* , *capacity* and *value* (Indrajit, 2016). Data collection techniques include interviews, observation and documentation as well as using *purposive sampling* and *snowball sampling* in determining research informants. The key informant in this research is the Head of Socorejo Village with supporting informants including village officials and the community. Apart from that, the data analysis technique used consists of data collection, data condensation, data presentation and drawing conclusions and verification. The data validity test in this research is a *credibility test* by carrying out triangulation as a check from various sources, techniques and time. The data obtained will be arranged and described in harmony with the research focus

RESULTS AND DISCUSSION

Digital village is one form or manifestation of *E-Government* where in its implementation it is related to the provision of information, services or products provided by the government electronically. Researchers say that digitalization is the use of information and communication technology (ICT) through digital devices such as computers, *smartphones* and other similar tools so that mechanisms that were previously carried out manually become automatic (Ihwanudin et al., 2023) . Thus, a digital village is a village that uses a digital system and is connected via the internet to utilize technology to provide services to the community. Through digitalization in villages, it is an effort by the village government to empower village potential through the use and knowledge of digital technology so that it is able to overcome existing limitations in villages, aiming to accelerate access to public services connected via wireless networks, especially in increasing access to public services. Therefore, in its implementation it is necessary to have elements to support the successful implementation of digital villages which are the key to its success. Based on the data obtained from interviews, documentation and observations in the field, it is then discussed according to the research focus on the implementation of digital villages in Socorejo Village, Jenu District, Tuban Regency which is analyzed using the elements of successful implementation of *E-Government* consisting of *support* , *capacity* and *value.* (Indrajit, 2016) .

Support

support element is the first element that the government must have to make the implementation of *E-Government successful* (Tamara & Widiyarta, 2023) . Without a serious desire from the government to implement the *E-Government concept,* the implementation cannot proceed as expected. Therefore, implementing a digital village in Socorejo Village also requires adequate support to make it a success. In this element, the form of support provided is not just about words, but there are several points that must be paid attention to, including :

a. There is a vision and mission

Having a vision and mission will be able to support efforts to achieve successful implementation of digital villages in Socorejo Village as a means of renewal and easy access to public services. Based on research results, the Socorejo Village Government has a vision and mission in implementing a digital village, namely to realize the implementation of digital-based public services in the village so as to make it easier for the community to access open information and facilitate services to the community. The community can use digital services such as village *websites* to obtain various information or village activities and make it easier to manage letters using the Village Independent Service Platform (APMD) which aims to make services more effective and efficient and through digitalization the village is not left behind in technological developments. In this case, the Head of Socorejo Village fully supports digitalization by committing to preparing infrastructure, planning and budgeting and preparing human resources. Apart from that, the Regency Government also supports accelerating the digitalization process in villages.

b. The existence of a supporting superstructure (such as laws and government regulations)

Based on the research results obtained, it shows that through Law no. 6 of 2014 concerning Villages is a guideline or foundation for the Socorejo Village Government in implementing digital villages by developing technology in the village for effectiveness and ease of access for village communities. Then the rules regarding electronic signatures used for digital letter services refer to Tuban Regency Regent Regulation No. 21 of 2019. Apart from that, the Village Government is also implementing the directions and recommendations from the Regency Government as best as possible to always focus on providing technology-based services and continuing to develop the village *website*. Through existing regulations, it can support the implementation of digital villages in Socorejo Village as a form of improving the provision of public services and information transparency.

c. There is socialization

Through outreach to existing levels in government organizations and the community can become supporters in implementing digital-based government. This socialization can provide new knowledge for the Socorejo Village Government as the organizer of the digital village and provide additional information for the community. Based on research results, the socialization of the implementation of digital villages in Socorejo Village has been carried out by the Village Government using digital communication media to the community. Through the RT/RW, it becomes an intermediary for the Socorejo Village Government in providing outreach regarding the implementation of a digital village which contains digital-based public services and the Village Government also provides outreach to the community when providing services at the village office. Apart from that, the Communications and Information Service also provides outreach to the Village Government as an introduction and guidance for implementing digitalization. However, the implementation of socialization must be carried out continuously and comprehensively to support the successful implementation of digital villages so that both the Village Government and the community can understand digitalization and how to utilize technology.

Capacity

The capacity element is a form of capability possessed by the government and has an important role in the successful implementation of *E-Government* (Zahran, Redjo, & Darmawan, 2024) . According to researchers, the existence of capabilities in digital government must also be supported by the availability of adequate resources (Indrajit, 2016)

. Therefore, there are three things that the Socorejo Village Government must have and fulfill in order to successfully implement a digital village in this element, namely:

a. Availability of financial resources

The most important resource so that the plan to implement a digital village in Socorejo Village can be successful, the Village Government needs to pay attention to the availability of adequate financial resources, namely in the form of a financial budget. Apart from that, financial resources can influence the sustainability of the implementation of digital villages because financial factors will determine the fulfillment of other resources. Based on the research results, it is known that the Socorejo Village Government is trying to use budgeted village funds to implement a digital village optimally. The budget comes from the APBDes which is used to support digitalization needs such as managing and paying internet service costs and village *website needs* as well as a budget for procuring APMD.

b. Availability of information technology infrastructure

The next need that must be met by the Government to implement *E-Government* is the availability of information technology infrastructure that helps make this implementation a success (Kurniawan, 2022) . The research results show that Efforts are made to procure information technology infrastructure in Socorejo Village to meet digitalization needs. Internet service is a necessity with the provision of connecting infrastructure for *WiFi internet service* and is available at four locations in Socorejo Village. Then have sufficient computers or laptops and an APMD that people can use to write letters. Apart from that, the Socorejo Village *website* is also well managed in providing information, village activities, the latest news, articles, and so on that can be accessed by the public. The availability of existing infrastructure in implementing digital villages is adequate, but further improvement and maintenance is needed to minimize *problems* or obstacles occurring.

c. Availability of human resources.

Human resources play an important role in operationalizing or running *E-Government* which is implemented in accordance with the principles of expected benefits (Angguna, 2015) . Based on the research results, it shows that the human resources owned by the Socorejo Village Government come from the Head of the Government Section who is the village digital service operator. The Village Government maximizes its human resources to jointly contribute and collaborate to implement a digital village. The existence of technical guidance and training is intended so that village officials can keep up with administrative developments which currently use and utilize technology a lot. Thus, the Socorejo Village Government has sufficient human resources to support the implementation of digital villages, but efforts are needed to improve the quality and quantity of village apparatus to help accommodate work or services.

Value

Benefits are the final element which refers to the results of implementing *E-Government* so that it can show the magnitude of the benefits obtained (Sumarna, 2024) . The magnitude of the benefits obtained from the implementation of *E-Government* is not only determined by the government itself, but also the community as users and recipients of public services so that it will be felt to be lacking if there are no parties who feel they have benefited from the implementation (Indrajit, 2016) . Therefore, this element is one of the keys to the success of implementing a digital village in Socorejo Village because it determines how much benefit will be received by the Village Government and the Socorejo Village community. Based on the research results, it shows that the benefits received by the Socorejo Village Government from implementing a digital village are in the form of ease in conveying information to the community. This information is conveyed through the village *website* which is also used as a means of demonstrating transparency and accountability to the community. Then simplify services to the community and digitalization makes it easier for the Village Government to carry out work thereby supporting increased performance. Apart from that, it is also used as a medium to introduce Socorejo Village more widely, especially its tourism potential so that the outside community becomes more aware and has an influence on the progress of Socorejo Village.

Furthermore, for the people of Socorejo Village as recipients of government services, the perceived benefit is that the information provided through the village *website* and social media can provide easy access for the community to find out about news or village activities and so on, one of which is the requirements needed to take care of mail needs. Then there is the ease of accessing *WiFi services* provided by the village at four village locations and the existence of APMD which makes it easier for the community to take care of their letter writing needs at the village office. In this way, public access to information or public services can become easier, more effective and efficient.

CONCLUSION

The implementation of digital villages in Socorejo Village, Jenu District, Tuban Regency as a form of *E-Government implementation* can be said to be successful. This is because the Socorejo Village Government has been able to fulfill the three existing elements of success and can be seen from the *support* in the form of a vision and mission which also received support from public officials, the existence of laws and government regulations as a form of improving the provision of digital-based public services and the existence of socialization. carried out by the Village Government to the community using online media and outreach from the Communications and Information Service to the Village Government in implementing digitalization. The *capacity* element shows that the availability of financial resources is sufficient by making maximum efforts to use the existing budget for the needs of the digital village, the availability of adequate supporting technological infrastructure and having sufficient human resources by maximizing the existing human resources of village officials. The *value* element of implementing a digital village in Socorejo Village has been felt by the Village Government and the community, so it is hoped that digitalization in the village can help the Village Government improve public services to the community and increase access to information, making it easier for the community to obtain public services effectively and efficient.

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