

ABSTRAK

Tujuan penelitian ini adalah melihat pola pemberdayaan serta dampak efektivitas dari penerapan *smart village* di daerah rural. Karena menarik untuk diteliti dalam melihat kesiapan suatu daerah pedesaan yang melakukan upaya akselerasi pembangunan dengan memanfaatkan teknologi digital melalui konsep *smart village*. Dengan kemandirian desa serta gagasan program dari BUMDes Tirta mas, Desa Tirtoadi menerapkan konsep *smart village* sebagai akselerasi pembangunan desa. Dengan prasarana berupa 11 menara internet, pemerintah desa Tirtoadi bersama BUMDes Tirta Mas berupaya mengatasi kesenjangan digital sekaligus memberdayakan masyarakat melalui ekonomi kreatif yang berbasis digital. Karakter masyarakat Desa Tirtoadi yang berpendidikan dan melek akan teknologi serta memiliki rasa kesadaran, kepedulian, dan tanggung jawab yang tinggi untuk terlibat dalam kehidupan publik telah berhasil menjadi modal sosial dalam mewujudkan *smart people*. Sehingga di dalam ruang publik telah tercipta hubungan paralel antar masyarakat sebagai pola penerapan konsep *smart village*.

Kemudian sebagai upaya melihat dampak sosial-ekonomi dalam penerapan konsep *smart village* di desa Tirtoadi, Penelitian ini menggunakan metode kualitatif, dengan analisis deskriptif, serta pendekatan studi kasus pada dimensi *smart people* dan *smart economy* beserta indikatornya. Dimana hasil dari penelitian ini menunjukkan bahwa penerapan konsep *smart village* di desa Tirtoadi belum memberikan dampak yang signifikan sebagai upaya akselerasi pembangunan desa. Meskipun telah tercipta hubungan paralel di ruang masyarakat, namun penerapan *smart village* belum mampu mewujudkan *smart economy* melalui ekonomi kreatif yang berkelanjutan dengan memanfaatkan teknologi digital. Sehingga implikasi dari penelitian ini dapat dijadikan bahan evaluasi pemerintah desa atas efektivitas penerapan *smart village*.

Kata Kunci : *Smart Village, Smart People, Smart Economy*, Teknologi Informasi, Desa

ABSTRACT

The purpose of this study was to look at the pattern of empowerment and the impact of the effectiveness of implementing smart villages in rural areas. It is interesting to study considering the readiness of a rural area to make efforts to accelerate development by utilizing digital technology through the smart village concept. Along with village independence and program ideas from Tirta Mas BUMDes, Tirtoadi Village applies the smart village concept as an acceleration of village development. With the infrastructure in the form of 11 internet towers, the village government of Tirtoadi together with BUMDes Tirta Mas seeks to overcome the digital divide while empowering the community through a digital-based creative economy. The character people of Tirtoadi Village who are educated and technologically literate and have a high sense of awareness, concern, and responsibility to be involved in public life have succeeded in becoming social capital in realizing smart people. Therefore, in the public space, parallel relationships between communities have been created as a pattern for implementing the smart village concept.

Furthermore as an effort to see the socio-economic impact in the application of the smart village concept in Tirtoadi village, This study uses a qualitative method, with descriptive analysis, as well as a case study approach on the dimensions of smart people and smart economy and their indicators. Where the results of this study indicate that the application of the smart village concept in Tirtoadi village has not had a significant impact as an effort to accelerate village development. Although parallel relationships have been created in the community space, the application of smart villages has not been able to realize a smart economy through a sustainable creative economy by utilizing digital technology. So that the implications of this research can be used as material for evaluating the village government on the effectiveness in implementing smart villages.

Keywords : Smart Village, Smart People, Smart Economy, Information Technology, Village