



## *The Implementation of the Smart Village Program in Balak Village, Songgon District*

**Clarisa Adella**

University of 17 Augustus 1945 Banyuwangi  
[clarisajanuari17@gmail.com](mailto:clarisajanuari17@gmail.com)

**Dimas Imaniar**

University of 17 Augustus 1945 Banyuwangi

**Leni Vitasari**

University of 17 Augustus 1945 Banyuwangi

---

### Abstract

*The purpose of this study is to ascertain how the Smart Kampung Program would be implemented in Balak Village, Songgon District (Study on the Regional Regulation No. 60 of 2017 concerning the Implementation of the Smart City Masterplan Through Banyuwangi Smart Kampung). The research method, which was qualitative descriptive analysis based on the Tachjan principle, was applied. The study's findings point up an implementor component, with the Balak Village Government focusing only on developing its human resources in order to ensure that its internal parties are knowledgeable about information and communication technology. This digital literacy training is prioritized for internal parties as part of the program execution to support the smart village program because internal parties must be able to stay up with the times where information and communication technology is constantly evolving. Details about the target: The community is the primary target of this smart village program, but the Balak Village Government has not implemented it to its full potential because internal parties were given priority with digital literacy programs so that internal parties could inform the public about public service information systems. Due to the lack of socialization of the smart village program addressing the public service information system in Balak Village, the Balak Village Government still struggles to communicate with the general public..*

**Keywords:** *implementation, smart village, regent regulations*

---

### INTRODUCTION

The idea of a "Smart Village" refers to a neighborhood where residents work together to solve problems by being clever, resourceful, or wise. These residents create their own community and maintain a particular way of life that is based on regional traditions and accepted norms. Regarding the Implementation of the Smart City Masterplan Through the Banyuwangi Smart Village, Banyuwangi Regent Regulation Number 60 of 2017 (Regent Regulations), All people want to support community efforts to accomplish a goal, thus organizations were created to make that wish a reality (Ariwibowo, 2020).

Many villagers grumble about how long it takes to create letters or documents. The smart village, which is based on Regent Regulations No. 60 of 2017, strives to improve the public service system by educating the community about it. In actuality, not everyone is aware of the Smart Village program's public service information system. Implementing information for public use can happen fast with a village-owned website.

According to Regent Regulations Number 60 of 2017 about the Implementation of the Smart City Master Plan Through Banyuwangi Smart Village, managing an intelligent environment and achieving sustainable development are two goals of this smart village initiative. A key component of the smart village's ability to operate successfully is its digital infrastructure. The village community must also be educated about the smart village program and information and communication technologies in order to achieve the goals and objectives of the smart village. In reality, the village authority hasn't engaged in any outreach efforts to village communities regarding the smart village program.

Balak Village is one of the nine villages in Songgon District that has implemented the Smart Village concept. Due to its ability to manufacture its own family card (KK) and birth certificate without visiting the central government, Balak Village was chosen to represent Songgon District at the festival in 2018. The Smart Village program falls under the purview of Article 3 Paragraph 2 and is based on Regent Regulations No. 60 of 2017. Balak Village in the service room, however, has not yet supplied details about public service policies. Therefore, it is planned that villages will be better at managing public services connected to public service information as a result of the Smart Village program. The formulation of the problem in this study can be identified based on the author's explanation of the problems, which is "How is the implementation of the Smart Village program regarding public service information systems in Balak Village, Songgon District?"

The purpose of the study is to evaluate the Smart Kampung program's application to public service information systems in Balak Village, Songgon District. Additionally, in order to determine the degree to which the Smart Village program is being implemented in accordance with Regent Regulations No. 60 of 2017.

## METHOD

Researchers intend to investigate issues with the Smart Village program's execution connected to public service information in Balak Village, Songgon District, and Banyuwangi Regency using qualitative research methods. Mr. Kurnia Cahya Samanhudi, the village chief of Balak, served as the study's principal informant. Second, Mr. Humaedollah, the director of the service division, is the primary informant in this study. Third, the snowball sampling technique was utilized to identify more informants, including Mrs. Ana, a member of the staff who works at the Balak Village office. The group that processed the documents was the next additional informant. Researchers get the data they need through observation, interviews, and documentation.

## RESULTS AND DISCUSSION

### *Result*

The vision and mission of Balak Village are outlined in Regent Regulations No. 60 of 2017 governing the implementation of the smart city master plan through Banyuwangi Smart Village, Chapter 3. The village government's vision and mission essentially represent a future that will be realized by the village government between 2019 and 2025; they give the village government a direction for its journey toward achieving community welfare. Vision and mission are more than just ideals or catchphrases; they must be carried out. Their accomplishments can be guided and incorporated with common goals by administering pro-community governance and being supported by the community and all stakeholders. Currently, the Balak Village government is still working to carry out the village's vision and goal. The Balak Village government has a number of existing strategies and policies to implement the smart village program, including: boosting the community's productivity and income; enhancing and building facilities and infrastructure for the community's public interest; independently improving health status; enhancing the standard of education; creating favorable circumstances and conditions; and cultivating an active community program in environmental preservation and development; and creating a SERIOUS environment (clean, healthy, neat, and beautiful).

Because Banyuwangi is the biggest district on Java's island, the Banyuwangi Regency Government established and published a policy addressing the smart village program. Due to the great distance, all social strata receive unequal services, which prevents the hamlet from growing. The Balak Village administration was far from

providing the best level of service before the smart village initiative was implemented. Because Balak Village residents have not considered issues connected to the use of information and communication technology, there is no service information available at the Balak Village Hall Office.

**Table 1. The Differences Before and After the Existence of the Smart Village**

Before the existence of the Smart Village	After the existence of the Smart Village
1. Lack of utilization of information and communication technology	1. Maximizing the use of information and communication technology
2. There are no service guidelines	2. Improving the public service information system
3. Document management is manual	3. Online-based services
4. Long time in processing documents	4. There are facilities to accommodate public suggestions and criticisms
5. There is no means of accommodating public suggestions and criticisms	5. Document processing time is faster
6. Less communicative	6. The village government and the public are more communicative

*Source: Maintained by researchers*

According to the table above, there were no service guidelines in Balak Village prior to the implementation of the Smart Kampung program, which made it challenging for service officers to deliver services. This is due to the fact that those from Balak Village who wish to carry out administrative procedures have not brought all the necessary documents, which are a necessity for document processing. Additionally, document management is still done manually, and service personnel add to the difficulty of document management. The Balak Village Government had to wait longer to deliver services as a result.

The Balak Village Government had a hard time incorporating citizen criticism and suggestions before the smart village initiative was established. This is due to the lack of infrastructure for offering feedback or suggestions. Due to the lack of communication between the Balak Village Government and the community, it is impossible for the village to flourish on its own. While processing paperwork, the Balak Village Government received ideas and criticism from the locals regarding the service system based on direct public complaints. The issue is that there is not enough information about services, which leaves people confused when processing documents. The system is still difficult, and processing documents takes a long time. The issue here is that because the village head must be consulted when processing paperwork, the community must wait to obtain his or her signatures when the village head is not present. People become lax in their document handling as a result.

The Balak Village Government modified its public service information system following the implementation of the smart village program in order to provide excellent service to village communities in accordance with Regent Regulations number 60 of 2017 regarding the implementation of a smart city master plan through Banyuwangi smart village. The creation of a website featuring profiles of Balak Village was the first modification made by the Balak Village Government. The website for Balak Village provides a profile of the community, including information on its location.

The village government is intended to be able to manage their own village with a variety of innovations from the village government itself under Regent Regulations number 60 of 2017 about the implementation of a smart city master plan through Banyuwangi smart village. The modifications made after the website was created are an information system for the general public. According to Regent Regulations Number 60 of 2017, the village government is required to be able to inform the community of any changes to services in a straightforward manner. The Balak Village Government is attempting to stay up with contemporary technology advancements. The Balak Village Government uses Facebook and WhatsApp in addition to its website and other social media platforms. The Balak Village Government has not, however, made the most of

LITERATUS is a journal published by Neolectura, issued two times in one year. Literatus is a scientific publication media in the form of conceptual paper and field research related to social impact and cultural studies. It is hoped that LITERATUS can become a media for academics and researchers to publish their scientific work and become a reference source for the development of science and knowledge.

**Our focus:**  
Social and Culture

**Our Scope:**  
Humanities, Education, Management, History, Economics, Linguistics, Literature, Religion, Politics, Sociology, Anthropology, and others.



social media to convey information about public services in Balak Village for platforms like Instagram and YouTube.

Making the most of already available social media is anticipated to make it simpler for the community to learn about public services and to offer complaints and suggestions without having to go straight to the village hall office. The existence of this actually aids the village government in assessing its effectiveness and understanding community issues with document management. The village government can perform its duties in accordance with Regent Regulations No. 60 of 2017, Chapter 4, which has as its target Article 4 Paragraph 1, which reads to realize effective and efficient local government governance and management documents, because of the existence of this information and communication technology. The village government can now more easily perform its duties and functions thanks to the existence of this information and communication technology, enabling it to do so in accordance with Regent Regulations No. 60 of 2017 Chapter 4, which has as its target to realize effective and efficient local government governance and management, be more communicative, and continue to improve bureaucratic performance.

The Balak Village government is currently working to improve the public service information system that is currently present on the Balak Village website so that the website is compliant with Regent Regulations number 60 of 2017 concerning the implementation of a smart city master plan through Banyuwangi smart village. The public service information system is likewise governed by the scope of the smart village initiative. The scope of this public service information system includes public services, economic empowerment, human resource capacity building, arts and culture education, legal information, health, and poverty, in addition to providing information about current document management services. As a result, the public service information system in Balak Village must be listed in accordance with the smart village program's definition in Chapter 2 of Article 3 of Regent Regulations No. 60 of 2017. The public service information system for Balak Village contains the following details on public services.

**Table 2. Information on Balak Village Services**

No	Service	Information
1	Community education platform	Not available
2	Information on data and population services	Not available
3	Warning system or panic button	Not available
4	GIS-based tourist information	Not available
5	Activities and events based on culture and art	Not available
6	Regional financial reporting	Not available
7	Community education level	Available
8	E-health	Not available
9	Database information related to educational facilities and access according to national education standards	Available
10	Schedule of check-ups for pregnant women and child immunizations	Not available
11	Digital-based local library	Not available
12	Information on regulations and policies in the village	Not available
13	Promotional information for MSME products and creative industries in the village	Not available
14	Spatial arrangement	Not available
15	Geographic information	Available
16	Cashless application for interns and the public	Not available
17	Integrated service information on the empowerment of women and children	Not available
18	UKP premarital education services	Not available
19	Payment and registration of the KIR test	Not available
20	Early detection and monitoring of air pollution	Not available

*Source: Managed by Researchers*

According to this chart, Balak Village's public service information system is less than ideal for disseminating public service information. through accordance with Regent

Regulation No. 60 of 2017, certain information must be accessible through a public service information system. According to the table above, only three (three) public service information items—the level of community education, database details about educational facilities and accessibility in accordance with national education standards, and geographic data for Balak Village—are provided by Balak Village out of a total of twenty (twenty) public service information items. The Balak Village administration has not provided data or population services information, which is the most crucial information. Balak Village has not given public service information in line with Regent Regulations No. 60 of 2017 with regard to the execution of distributing information on the public service information system.

### **Discussion**

In this study, the implementor, program, and target variables are all three (three) parts of Tachjan's theory of policy implementation. All three of these elements are interrelated. The description of each component is provided below.

#### **1. Implementers**

The Balak Village Head, as the program's implementer, carries out governance in accordance with Regent Regulations No. 60 of 2017, Chapter 4 Target of Article 4 Paragraph 1, which states that local government governance and administration should be effective, efficient, and communicative while also being continually improved through integrated innovation and the use of technology. As the Head of Balak Village, Mr. Kurnia Cahya is aware that maintaining a system begins with the currently functioning bureaucratic institutions. Other systems will function properly if the internal system is considered to be good. One of them works in informational public service. Prior to implementers taking the necessary steps to support this smart village program, internal digital competence must also be developed; the program seeks to be able to keep up with the extremely quick technology advancements in this era of modernization.

The Head of Balak Village is primarily concerned with building up HR capability when implementing the smart village program, which is governed by Regent Regulations No. 60 of 2017, as stated in Chapter 2 of the scope of Article 3 Paragraph 2C. The Head of Balak Village's program for teaching digital proficiency intends to develop bureaucrat-like abilities in internal parties who will implement the smart village program. The head of Balak Village thinks that with the caliber of internal parties, they will be able to adapt to the current, rapid development of information technology. The Regent Regulations No. 60 of 2017's scope should be realized, according to the Head of Balak Village. The Village Head prefers to concentrate on boosting HR capability because doing so will result in improved public services for disseminating information via web-based public services.

The Head of Balak Village develops strategies to be able to manage their own village because the smart village program demands the village government to manage their own village by creating creativity and must be more inventive. The Balak Village Office's bureaucratic units can be improved by following the Head of Balak Village's plan, which includes:

1. Increasing the productivity of bureaucratic units
2. Establishing favorable circumstances and conditions
3. Improving the quality of education
4. Promoting active participation

#### **2. Program**

The leader of Balak Village developed a digital literacy program for internal parties in support of the smart village program. The government of Balak Village eagerly embraced the digital skills training provided to its bureaucratic entities since it improved people's capacities. The offered training program is also put to use to support the smart village initiative, particularly in the area of public service

LITERATUS is a journal published by Neolectura, issued two times in one year. Literatus is a scientific publication media in the form of conceptual paper and field research related to social impact and cultural studies. It is hoped that LITERATUS can become a media for academics and researchers to publish their scientific work and become a reference source for the development of science and knowledge.

**Our focus:**  
Social and Culture

**Our Scope:**  
Humanities, Education, Management, History, Economics, Linguistics, Literature, Religion, Politics, Sociology, Anthropology, and others.



information systems. The Balak Village Government continuously works to create a public service information system that meets the community's demands. The training provided by the Head of Balak Village is in accordance with the demands of internal parties, and with this training, internal parties can adapt to current information and communication technologies, in line with the scope of the smart village program connected to human resource capacity building.

As a result, the Balak Village governance is constantly working to enhance the public service information system in Balak Village in order to prioritize technology and ensure the smooth operation of the public services covered by Regent Regulations No. 60 of 2017. The Balak Village Council has created a website with details on public services as one way to help the smart village idea. The advantages range from improving skills to altering public sector information systems to just storing files so that existing databases can be claimed to be secure. In addition to its website, the Balak Village administration made the most of social media platforms like Facebook and WhatsApp to better the public service information system by taking recommendations and critiques from the general public into account. This is in accordance with Regent Regulations No. 60 of 2017, Chapter 4, Target of Article 4, Paragraph 5, which states that in order to create a society that is productive, communicative, and interactive and has a high level of digital literacy, a humane and dynamic social-technical ecosystem must be created, both physically and virtually.

### **3.Target**

The community is the major focus of the Balak Village smart village program; however, the Balak Village Head is still primarily concerned with internal parties. The Balak Village Government served as the program's implementation pilot. The digital literacy program was initially executed by the Head of Balak Village for internal parties because internal parties were required to explain and provide examples of the program's primary goals by developing a public service information system. Age and education level had an impact on the success of the program hosted by the Balak Village Government, according to the wise village operator and village chief because a person's understanding may be measured by their age and educational level. Balak Village residents' social economy has an impact on the creation of the smart village program, particularly with regard to the public service information system.

The government of Balak Village has had to work harder to develop a public service information system and to provide an understanding regarding its use because the majority of Balak Village residents are farm laborers and farmers. As a result, many Balak Village residents only have exposure to agricultural technology, not information and communication technology. The primary goal of this smart village program cannot be deemed to have been achieved because the Balak Village government has not informed the public about public service information systems.

## **CONCLUSION**

According to the researcher's analysis of Banyuwangi Regent Regulation Number 60 of 2017 Concerning the Implementation of the Smart City Masterplan Through Banyuwangi Smart Village, the findings from the research on the Smart Village Program's implementation in Balak Village, Songgon District, are as follows:

1. Implementer. It is believed that the Balak Village Government, which is responsible for implementing the smart village initiative in Balak Village, has made an effort to put Regent Regulation No. 60 of 2017 into practice by enhancing skills through training in digital literacy. The Balak Village Government, which is in responsible for implementing the Smart Village Program, is only concerned with its human resource development component.
2. Programs. The Head of Balak Village offers internal parties training in digital proficiency through both programs, which are held for the government of Balak

Village in support of the smart village program connected to strengthening public service information systems. When the information in the public service information system is out of compliance with Regent Regulations No. 60 of 2017, this digital literacy program's goal is to make it better.

3. Targets. The community is the main target of this smart village program. Currently, the Balak Village Head is putting internal parties first. Implementation of the smart village program also lacks outreach from the Balak Village Government regarding the public service information system. Therefore, it cannot be argued that the primary objective of this smart village initiative complies with Regent Regulations No. 60 of 2017.

The suggestions that are made by the researcher are based on the research done and include:

1. The implementer. The Balak Village Government, which is in charge of implementing the smart village initiative, must be able to advance its IT capabilities.
2. Program. In addition to providing digital proficiency training, the Balak Village Government must be able to develop programs that can enhance human resources, particularly for internal parties. To enable the Balak Village Government to understand the extent of the smart village program as set forth in Regent Regulations No. 60 of 2017.
3. Target. The Balak Village Government shall be able to concentrate on providing the community with a public service information system that complies with Regent Regulations No. 60 of 2017.

## BIBLIOGRAPHY

- Ariwibowo, P. (2020). The Role of Youth Against Village Development through Karang Taruna Program in Karangpoh Village, Jatinom-Klaten. *LITERATUS*, 2(1), 59–65. <https://doi.org/10.37010/lit.v2i1.35>
- Keputusan Menteri Pendayagunaan Aparatur Negara Nomor: 63/KEP/M.PAN/7/2003 *Tentang Pedoman Umum Penyelenggaraan Pelayanan Publik.*
- Peraturan Bupati Banyuwangi Nomor 60 Tahun 2017 *Tentang Penerapan Masterplan Smart City Melalui Banyuwangi Smart Kampung.*
- Rizaldi, R. (2019). Pelatihan Pengolahan Data Administrasi Perkantoran Menggunakan Aplikasi Microsoft Excel Pada Balai Desa Pinanggripan Kecamatan Air Batu Kabupaten Asahan. *Jurdimas (Jurnal Pengabdian Kepada Masyarakat) Royal*, 2(2), 107-114.
- Syahida, Agung, Bayu. (2014). *Implementasi Perda Nomor 14 Tahun 2009 Tentang Pengelolaan Sampah Di Kota Tanjungpinang (Study Kasus Di Kelurahan Tanjung Unggat)*. Kepulauan Riau : Universitas Maritim Raja Ali Haji. Url : [http://jurnal.umrah.ac.id/wp-content/uploads/gravity\\_forms/1-ec61c9cb232a03a96d0947c6478e525e/2014/08/Naskah-Publikasi-Bayu.pdf](http://jurnal.umrah.ac.id/wp-content/uploads/gravity_forms/1-ec61c9cb232a03a96d0947c6478e525e/2014/08/Naskah-Publikasi-Bayu.pdf)
- Tachjan. (2006). *Implementasi Kebijakan Publik*. Bandung. AIPI

LITERATUS is a journal published by Neolectura, issued two times in one year. Literatus is a scientific publication media in the form of conceptual paper and field research related to social impact and cultural studies. It is hoped that LITERATUS can become a media for academics and researchers to publish their scientific work and become a reference source for the development of science and knowledge.

**Our focus:**  
Social and Culture

**Our Scope:**  
Humanities, Education, Management, History, Economics, Linguistics, Literature, Religion, Politics, Sociology, Anthropology, and others.

