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## DEVELOPMENT POLICY INNOVATION IN INDONESIA: THE APPLICATION OF SMART RURAL FOR THE DEVELOPMENT OF TOURIST VILLAGES

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**ABSTRACT.** The study of village development is currently popular in political and government discourse in Indonesia. The innovative steps in village development in Indonesia is the application of the smart rural concept. Smart rural is defined as a rural area that is built sustainably with a potential specialization approach, the use of technology, and a bottom-up planning process to improve the regional economy. Therefore, this study will try to look at the development of smart rural areas in Indonesia with focus on developing smart rural-based villages and tourism, precisely in Hanura Village, and Harapan Jaya Village, Pesawaran Regency. The research was conducted by conducting observations, interviews, and documentation. The results of this study are: the Innovation Program for the Prosperous Village Movement (GaDIS) in Jarapan Jaya Village has the aim of creating a strong and independent village in the business unit under the Village Owned Enterprise (BUMDes) that utilizes the local potential of the village (tourism), the use of technology, and the GaDIS Program to encourage community empowerment which leads to increased community welfare. The commitment of BUMDes managers, tourism awareness groups and economic actors is carried out appropriately based on the business plan of the program's final destination. Meanwhile, Hanura Village has utilized information technology into its government (smart government). participating communities (smart community), utilizing the environment (smart environment) Synergy in the implementation of smart rural-based development is good, the pattern of good communication relationships, feedback, trust and creativity since planning process to the implementation of the smart rural program.

**Keywords:** innovation; smart rural; development; village; Indonesia

## INOVASI KEBIJAKAN PEMBANGUNAN DAERAH OTONOM BARU: PENERAPAN SMART RURAL MODEL UNTUK PENGEMBANGAN DESA WISATA DI INDONESIA

**ABSTRAK** Kajian tentang pembangunan desa tengah populer dalam diskursus politik dan pemerintahan di Indonesia. Langkah inovatif dalam pembangunan desa di Indonesia adalah dapat dilakukan dengan penerapan konsep *smart rural*. *Smart rural* diartikan sebagai kawasan perdesaan yang dibangun secara berkelanjutan dengan pendekatan *potential specialization*, pemanfaatan teknologi, dan *bottom-up planning process* untuk meningkatkan perekonomian kawasan. Penelitian ini akan mencoba melihat pengembangan *smart rural* di Indonesia dengan titik fokus pada pengembangan desa dan pariwisata berbasis *smart rural* tepatnya di Desa Hanura Kecamatan Teluk Pandan dan Desa Harapan Jaya Kecamatan Way Ratay Kabupaten Pesawaran. Penelitian dilakukan dengan melakukan observasi, wawancara, dan dokumentasi. Hasil penelitian ini adalah : Program inovasi Gerakan Desa Ikut Sejahtera (GaDIS) di Desa Jarapan Jaya memiliki tujuan untuk menciptakan desa yang tangguh dan mandiri pada unit usaha dibawah BUMDes yang memanfaatkan potensi lokal desa (pariwisata), pemanfaatan teknologi, dan mendorong pemberdayaan masyarakat Komitmen pengelola BUMDes, kelompok sadar wisata dan pelaku ekonomi dijalankan dengan tepat berdasarkan rencana bisnis tujuan akhir program. Sementara itu, Desa Hanura telah memanfaatkan teknologi informasi ke dalam pemerintahannya (*smart government*). masyarakat yang berpartisipasi (*smart community*), memanfaatkan lingkungan (*smart environment*). Sinergitas dalam pelaksanaan pembangunan berbasis *smart rural* sudah cukup baik, pola hubungan baik komunikasi, umpan balik, kepercayaan dan kreatifitas sejak proses perencanaan hingga pelaksanaan program *smart rural*.

**Kata kunci:** inovasi; smart rural; pembangunan; desa; Indonesia

### INTRODUCTION

The Provincial Government of Lampung, Indonesia initiated a regional development innovation called the Sai Bumi Ruwa Jurai Village Development Movement Program (Gerbang Desa Saburai). The program, which started in 2015, is one of the flagship programs in Lampung Province in the context of developing villages with the aim of eradicating

underdeveloped villages. The program is carried out through the provision of Community Direct Fund Assistance which is packaged in provincial fund assistance as a stimulant to rural communities in underdeveloped villages for the construction of facilities and infrastructure that are needed and to benefit the community. (Source: <http://bappeda.lampungprov.go.id/berita-program-gerbang-desa-saburai-terus-entaskan-desa-tertinggal-di-lampung.html>)

According to Kim, local government innovation should not play in the same innovation as other region (Noor, 2017: 112). Local governments need to evolve, especially in terms of improving public services and improving the welfare of people. Moreover, the Government of the Republic of Indonesia has issued Government Regulation No. 6 of 2008 concerning Guidelines for Evaluation of the Implementation of Regional Government. Therefore, a policy innovation strategy is needed for Regional Governments in Indonesia to implement this.

Pesawaran Regency as a new autonomous region in Lampung Province, create an innovation "smart village" aimed at village development in order to increase local independence through increasing Village-Owned Enterprises. In accordance with one of the missions of Pesawaran Regency, namely creating a resilient and independent village, the Pesawaran Regency Government made a policy innovation to improve the village economy so that the village became independent, namely through the Maju Andan Jejama Village Program, the Prosperous Village Movement (GaDIS).

Some of the results of research that have been carried out regarding regional development innovations are the results of research by Kurnia, Berza (2018). The innovation of the Prosperous Village Movement Program (GaDIS) in 2017 in Pesawaran Regency is the latest method initiated by the Regional Government in overcoming poverty problems from the periphery, (village) through community empowerment by providing business capital. The results of the study recommend that an integrated marketing system be established immediately through Village Owned Enterprises (BUMDes) through E-Commerce and open partnerships with tourism managers.

The Pesawaran Regency Government also made policy innovations in the tourism sector in the form of the "One Village One Destination" program, one villages or one tourist destination. The results of Kagungan's research, (2019) concluded that the implementation of the Pesawaran Regency tourism management policy towards an independent tourism industry based on local wisdom through the one village one destination program. This will be successful if it is carried out through a "tourism awareness movement" (involving the participation of the government, village communities and all stakeholders), as well as cross-sectoral collaboration and coordination, including establishing an inter-village cooperation agency (BKAD). Therefore, the participation of all factors involved in the enhancement and development of tourism and the creation of quality tourism products is absolutely necessary. If one of the tourist links disappoints

tourists, it is not impossible to undermine the overall image of the product or service offered.

However, the results of the study (Subandri, 2017) show that the development of rural areas has not been fully implemented due to internal factors originating from the village, namely the lack of initiative and knowledge from the village community and external factors originating from the government in socializing and providing assistance to rural communities.

In relation to rural development, the smart concept for rural areas or known as *smart rural* and *smart village* has begun to be developed in many other countries to address rural problems. In recent years, the smart rural concept is being developed in Europe through a project called *Toward a Smart Rural Europe (TASTE)*. The motivation behind this movement is to produce new information and arrangements applicable to conditions and factors in country advancement, which can be utilized to upgrade provincial improvement at the local/regional, national, and European levels (Taste 2013). Then again, the country that has created many smart villages is India, known as the nation of villages. This country, which has almost the same village problems as Indonesia, has benefited from the development of the smart village concept to fulfill basic services and improve the village economy. The smart concept is not only intended to solve urban problems, but can also be developed for rural areas, both for the scope of a village (smart village) and the scope of rural areas (smart rural).

Smart village which will be *the basis for developing a model for smart rural areas* in this study. Villages be developed towards smart villages. One of the innovative steps in village development can be done by applying the smart rural concept.



Source : Supangkat, 2016

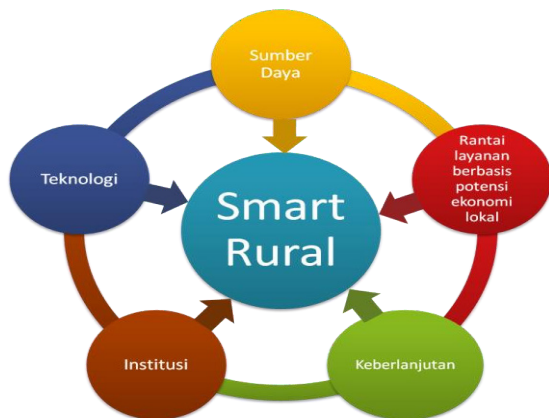
Figure 1. Smart village concept

Rural area development requires district/city local governments to be able to integrate rural and inter-village development within one district/city as an effort to accelerate and improve quality services, economic/financial development and/or empowerment of rural communities in rural areas

through a *participatory approach* by incorporating different approaches, plans, project and activities of the parties in the assigned region.

To achieve this goal, the smart rural model can be an alternative model for developing rural areas to be applied in Indonesia. The smart rural model can be applied to each part of the execution of rural area development, particularly the development of rural areas within the district/city area. The current pandemic condition will also bring smart rural to the surface because it will contribute to creating a more resilient community and village structure accompanied by technology.

The smart rural model for the context of rural area development in Indonesia can be created through an ecosystem approach that coordinates between parts (aspects) in rural areas which include (1) Resources, (2) Institutions, (3) Technology, (4) Local economic potential-based service chains, and (5) Sustainability. The smart rural model framework developed in this study can be seen in figure 2.



Source : Andari & Ella (2019)

Figure 2. Smart Rural Model Framework Developed

In Indonesia, research on smart villages has begun to be widely carried out by academics and government agencies but the discussion about smart rural becomes an interesting study for two reasons. First, this is a new study that will enrich other studies on villages. Especially the study of village innovation. Second, the challenge of implementing the smart rural model in the development of rural areas in Indonesia is the powerless participation network between villages in the development of rural areas, while the utilization of the smart rural model requires collaborative governance from various organizations. The results of the study (Subandri 2017) show that the development of rural areas has not been implemented due to internal factors originating from the village, namely the lack of initiative and knowledge from the village community and external factors originating from the government in socializing and providing assistance to village communities.

Based on studies of various studies that have been carried out, it shows that several villages in Indonesia have succeeded in managing village funds to accelerate their economic growth. For example, by managing village funds through BUMDes-based tourism development, such as Hanura village, Teluk Pandan sub-district, and Harapan Jaya village, Teluk Ratay sub-district, Pesawaran district, or creating a village creative economy by utilizing business networks.

Based on the description of the issues above, in the execution of rural area development, villages in the district/city scope need a rural area development model that is able to foster initiative and is easy to apply, one of which is through the smart rural concept. So, this study will try to look at the development of smart rural areas in Indonesia with focus on developing smart rural-based villages and tourism, precisely in Hanura Village, and Harapan Jaya Village, Pesawaran Regency.

### METHOD

This research is a descriptive research with a qualitative approach. According to (Sugiyono 2009:15) qualitative research is a research method or exploration strategy based on post-positivism philosophy, used to look at the condition of natural objects where the researcher is the key instrument, sampling data sources is done purposively, assortment procedures are triangulation, data analysis are inductive or qualitative, also the results of qualitative research depend on a holistic natural background, position humans as research tools, conduct data analysis inductively, focus on process over outcomes and the results of the research carried out were agreed upon by the researcher and the research subject.

This study will examine the development of smart rural in the development of tourist villages in Indonesia which will take place in the village of Hanura and Harapan Jaya village. Pesawaran District, Hanura Village, Teluk Pandan District and Harapan Jaya Village, Way Ratay District, namely rural areas that are developed sustainably through a potential specialization approach, the use of technology, and a bottom-up planning process to improve the economy of the Harapan Jaya Village area as well as a tourism buffer area (second line tourism) for the surrounding marine tourism villages in the Teluk Pandan sub-district. , Pesawaran District, Harapan Jaya Village is rich in natural tourism potential that has not been developed optimally. Hanura Village is a smart village that has implemented smart government (technology-based public services) and is also a tourist village

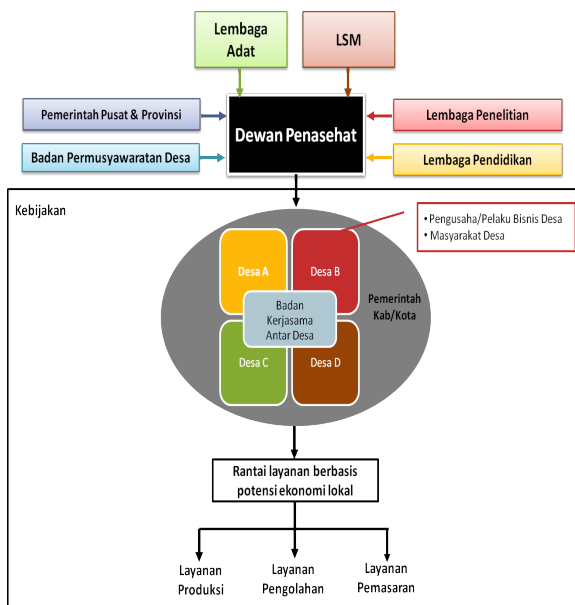
This research was conducted using 2 main methods of data collection. First, the data were

collected through interviews with key informants relevant to this research study. Researchers conducted interviews with the main informants, namely the village head and village-owned enterprise managers and other stakeholders directly. *Second*, literature study. At this stage the researcher conducts a literature review of various literatures and documents related to the substance of this research.

## RESULT AND DISCUSSION

### A. Governance Model for Smart Rural Development in Indonesia

The implementation of smart rural development in Indonesia is exceptionally reliant upon an governance model that can carry out to implement the strategies that have been formulated. The gradual and progressive transformation of rural governance will accelerate the planned goals. Based on the results of the theory and policy analysis, the governance and administration model that can be used is the collaborative model (Figure 3). Because collaborative governance model in smart rural is smart rural governance that is completed with many implementers such as village governments, rural entrepreneurs, villagers, local governments, village institutions, central government, NGOs, research institutes, educational institutions, etc. The parties involved in the development of smart rural are not limited to the parties previously mentioned. However, it can be adapted to the needs of each rural area.



(Source: Hasil Analisis, 2018)

Figure 3. Collaborative Governance Model for Smart Rural Development in Indonesia

Based on Figure 3, it can be identified that the main actors in smart rural development are the village (village government, village entrepreneurs,

and village communities) together with BKAD. 96 of 2017), BKAD is an agency formed on the basis of an inter-village agreement to assist village heads in implementing inter-village cooperation. The BKAD consists of the village government, BPD members, village institutions, and community leaders. In each village, the active role of village entrepreneurs is needed to assist BKAD in identifying the village's economic potential that has a selling value because they have experience in the field of entrepreneurship. active in the development of smart rural. Meanwhile, the district/city government acts as a Rural Area Development Coordination Team (TKPKP) which has functions in terms of proposing, determining and planning, implementing, as well as reporting and evaluating rural area development. The Rural Area Development Coordination Team (TKPKP) in the context of smart rural development includes the Regional Rural Area Development Coordination (TKPKP) and regency/city Rural Area Development Coordination Team (TKPKP) consisting of district/city, sub-district, village, and community government elements.

The role of district/city governments as facilitators also needs to be improved because the obstacles and challenges of implementing the smart rural model in rural area development in Indonesia are the weak cooperation network between villages in rural area development while the implementation of this smart rural model requires collaborative governance from various sectors. District/city government institutions as facilitators should be able to build a network of collaboration (collaboration) between villages so that the development of rural areas in the district/city is aligned and integrated with the direction and policies of regional development in the district/city. Furthermore, to guarantee that the development and implementation of smart rural areas is in accordance with lawful standards, it is necessary to have an umbrella policy.

### 1. Implementation of Village Development Through Smart Rural Concepts in Hanura Village, Teluk Pandan District and Harapan Jaya Village, Teluk Ratay District, Pesawaran Regency

Hanura Village, Teluk Pandan District, Pesawaran Regency is the first information technology-based village in Pesawaran Regency. Hanura Village initiated the implementation of the smart rural program with the aim of building a technology-savvy community. Not only for the sake of improving the quality of human resources (HR), but with the existence of smart rural, it is hoped that it will increase the effectiveness and efficiency of IT-based village government services. This program also supports the smart city program

launched by Pesawaran Regency. Apart from being the only village that applies the smart rural concept in Pesawaran Regency, this program has also been able to mobilize the local potential of the village such as using information technology into its government (smart government), participating communities (smart community), utilizing the environment (smart environment) Synergy in the implementation of smart rural-based development is quite good, the pattern of good communication relationships, feedback on trust and creativity from the planning process to the implementation of the smart rural program

Better service programs; In improving the quality of public services, Hanura Village must be smart in the sense of being able to utilize digitalization technology in the field of public services, not only related to public services, even better services. Hanura Village applies 3 actions, namely:

- a) Comment center tool
- b) Hanura Village website
- c) E-KTP scan tool
  - 1. Free wifi corner internet service program; is a form of service provided by the Hanura Village government so that people get free internet.
  - 2. Village economic improvement program; by carrying out the concept of creativity that utilizes existing technology and facilities for all village communities to be able to create new innovations aimed at improving the village economy, the village government applies its actions in the form of:
    - a) Take away hanura delievery which functions like gojek or grab and a place to sell food and drinks in hanura village.
    - b) Enjoy food Hanura is a program term that aims to make Hanura Village a center for food and beverages.
    - c) Smart village gardens; namely a park or a place to gather for people in Hanura Village.

In the implementation of the smart rural program in Hanura Village, there are parties who support the running of this program. In addition to the Village Government and the community there are other parties that intervene in the implementation of this program, namely as follows:

- 1. Lampung Provincial Government,
- 2. Regional Government of Pesawaran Regency;
- 3. Department of Community Empowerment for underdeveloped regions of Pesawaran Regency;
- 4. Darmajaya University;
- 5. Telkom
- 6. Hanura Village Youth

The purpose of this program is so that all elements in the village become smart both from

the government, the community to the village environment according to the opinion (Herdiana, 2019) as follows:

- 1. Smart government, is a form of embodiment of the village government that is able to utilize technology in the implementation of government tasks such as:
  - a. Improved public service administration.
  - b. Creating deeper openness between the government and public;
  - c. Creating a more effective, efficient and effective governance trustworthy is
- 2. Smart community; is a form of embodiment of the contribution and participation of the community in the administration of government and village development such as:
  - a. Increase public participation in all forms of government administration
  - b. Improving the quality of the Hanura village community.
- 3. Smart environment; is the use of all facilities and conditions in the village

**2. Implementation of the Smart Rural Pandan Program in Pesawaran Regency in Hanura Village, Teluk District**

**A. Smart Environment**

The Hanura Village Government has transformed an open environment into a smart village park for the public. Collaborating with the Lampung Provincial Government, Pesawaran Regency Government, Department of Community Empowerment for Underdeveloped Areas of Pesawaran Regency; Higher Education (Universitas Darmajaya), Telkom and the Youth of Hanura Village. The village government will also develop other natural and social environments in Hanura Village so that their potential is utilized and developed. It aims to utilize the natural environment into something that can be useful for the public. With a program that utilizes the environment, it is a means to increase village empowerment through the natural and social environment and can lift the economy of Hanura Village. In making this smart garden, the Hanura Village Government has equipped it with facilities such as chairs, tables and umbrellas so that it doesn't get too hot and around this park there is a wifi corner and food vendors that increase interest so that people want to stop by this park. The enthusiasm of the community is also quite good because this park has been used and utilized properly by local residents as a place to gather and chat and relax.

**B. Smart Government**

In cooperation with the Provincial Government of Lampung, Pesawaran Regency Government,

Community Empowerment Service for under-developed regions of Pesawaran Regency; Universities (Darmajaya University), Telkom and Hanura Village Youth. The Hanura Village Government has carried out smart government by creating activity programs by utilizing information technology to solve basic problems in Hanura Village such as the village website as an electronic service, e-KTP scan tool as an offline service without having to carry files, a comment center as a comment center and free internet services. Utilization of technology in this government is to increase effectiveness and efficiency in services, open information to the public, for transparency of village government work performance and funds, and minimize abuse of authority/use of funds in Hanura Village.

### C. Smart Community

Hanura Village has made an intelligent contribution that is very much needed in the implementation of the smart rural activity program, namely in the form of support and participation in the implementation of the smart rural program in collaboration with the Lampung Provincial Government, Pesawaran Regency Government, Pesawaran Regency Community Empowerment Service; Higher Education (Universitas Darmajaya), Telkom and Hanura Village Youth. This activity too is supported by the participation of the community and it is hoped that it can foster synergy between the community and the government in terms of village development. With the use of information technology into the Hanura Village government, it is expected to be more transparent, open, responsive and able to motivate and direct the community to increase the level of community participation and concern for the development and development of Hanura Village.

Furthermore, the implementation of smart rural in Harapan Jaya village is carried out through the implementation of the Prosperous Village Movement (GaDIS) program. The GaDIS program is a program aimed at villages by stimulating the local potential of the village. This local potential will then be used as a business unit to boost the village economy. The GaDIS program has been held since 2017.

#### 1. Effectiveness

Effectiveness is related to the achievement of the expected result (effect) or the goal of the action. This is directly related to technical rationality, which is always measured in units of a product or service or its monetary value (Dunn 2003). Basically the development process brings an increase in the quality of life of the community in relation to the development process. Roup (Surya, 2020) defines development

as a change from meaningless to meaningful. To achieve the goals involved in development, the existing resources in the community must be optimally mobilized through existing legalization mechanisms. Development process regions in Indonesia are conceptually oriented to a bottom-up planning system.

Harapan Jaya Village received the Prosperous Village Movement Program (GaDIS) in 2019, from the developments obtained after receiving the GaDIS program and in collaboration with the Lampung Provincial Government, Pesawaran Regency Government, Pesawaran Village Community Empowerment Service; Universities (Universitas Lampung), PLN (state electricity company) as well as figures/youth of Hanura Village, it appears that the economic movement is quite good, as well as the good potential and resources in Harapan Jaya Village in the end being able to boost the BUMDes Harapan Jaya business unit through GaDIS fund capital. Based on the results of the study, the target of funding for the Village Movement for Prosperity (GaDIS) in Harapan Jaya Village was very appropriate in its business unit. The policy of the Prosperous Village Movement (GaDIS) program can be said to achieve the goal of managing all the potential wealth of the village.

#### 2. Efficient

Efficiency occurs when resources are used optimally to achieve goals. William N. Dunn argues that efficiency is the effort required to achieve a certain level of efficiency. Economic rationality and efficiency, synonymous with efficiency, is the relationship between effectiveness and effort, the latter usually being measured in terms of monetary costs. In general, efficiency is the effort that requires completion work quickly and on time.

The Prosperous Village Movement Program (GaDIS) which was implemented in Harapan Jaya Village, Way Ratai District, has been fully utilized in terms of efficiency. From the implementation it is quite right. The use of effort in achieving the policy objectives of the Prosperous Village Movement Program (GaDIS) from village resources has been maximally empowered through business units. For example, a coffee business unit that is used as a village potential to improve the village economy and the creation of a new business unit, namely Studio Poto, the creation of a Photo Studio business unit because they see the potential to be used for photo service needs from Bukit Cendana tourism.

#### 3. Adequacy

Adequacy is the degree of viability in addressing the requirements, values or changes to tackle an

issue. William N. Dunn contends that amplexness alludes to how successfully address the issues, values, or open doors that make issues. (Dunn 2003). The adequacy felt by the village is very good based on the effectiveness of the GaDIS program which has achieved the objectives of this program by utilizing the local potential of the village. The improvement in the existing economy also triggers a decrease in poverty and unemployment in the village.

**A. The Role of Actors Involved in The Smart Rural Program**

In carrying out an innovative village development program, especially village development with the smart rural concept, the village government cannot work alone. Cooperation and collaboration are carried out so that the innovations that are carried out can run optimally, in collaboration with the Lampung Provincial Government, Pesawaran Regency Government, Pesawaran Regency Village Community Empowerment Service, Universities (University of Lampung), PLN (state electricity company) and figures/youth of Hanura Village. The village head still has an important role in the smart rural program, while the implementing actors who play the dominant role are the village government and village-owned enterprises (BUMDes), collaborating with the Lampung Provincial Government, Pesawaran Regency Government, Pesawaran Village Community Empowerment Service; Higher Education (University of Lampung). PLN (state electricity company) as well as figures/youth of Hanura Village, this is related to community empowerment activities through training training carried out with these actors. However, the combined role of farmer groups and village communities is also influential because their involvement will affect the success of village development through smart rural

**B. Synergy between actors in Smart Rural Hanura Village, Teluk Pandan District and Harapan Jaya Village, Way Ratay District, Pesawaran Regency, Lampung Province**

The collaborative governance model in smart rural Hanura Village and Harapan Jaya village is smart rural governance that is implemented together with many implementers such as village governments, rural entrepreneurs, villagers, local governments, village institutions, central government, NGOs, and research institutions. The parties involved in the development of smart rural are not limited to the parties previously mentioned. However, it can be adapted to the needs of each rural area. In accordance with the goal where in building a village through the smart rural concept, it does not only focus on technological sophistication. The main thing is the manner by which to apply this

idea to have the option to change individuals of Hanura Village and Harapan Jaya Village to improve things and prosperous, raise public attention to continuously enhance in growing independent companies that can possibly make business venture, and work on the nature of administrations in the village to give solace and local area fulfilment.

In accordance with Village Law No. 6 of 2014, in detail explains that the purpose of village development is to improve the welfare of rural communities and the quality of human existence as well as poverty alleviation through meeting basic needs, building village facilities and infrastructure, developing local potential, and utilizing natural resources, nature and the environment in a sustainable manner. In line with Adisasmita’s opinion, the general goals of village development can be grouped into:

**1) Existence of physical and social infrastructure facilities (road network, education and health facilities spread throughout the region)**

This infrastructure is considered as a form of fulfilling the pillars of smart rural. In accordance with the “Desa Build” paradigm, the principle is that the village has the authority, one of which is the real authority to manage public goods such as village roads, health, education, clean water and so on. The priority of the village government in building village infrastructure, namely village roads, is welcomed by the people of Hanura and Harapan Jaya villages. This is because it can facilitate all village community activities so that economic activities or social activities can run more effectively and efficiently. In addition to road infrastructure, the accessibility of wellbeing facilities, education and the accessibility of clean water are likewise one of the needs in the utilization of village assets during the delayed dry season, making a number of areas in Pesawaran not only in Hanura Village and Jarapan Jaya Village experiencing drought and clean water crisis.

Furthermore, one of the supports for the success of smart rural is the application of communication technology in it. Aware of the importance of technological progress, the Hanura Village government has built internet facilities for village government administrative activities and has provided a tourist village website. In accordance with the mission of the Hanura Village government, namely improving the quality of society and transparency based on Technology, Information (Digital Village). Furthermore, as an effort to fulfill the digital village principle, the Harapan Jaya Village government also has a village website and a tourist village website. Today the village website is indeed important because it can be used as a public service medium as village information management, as well



as a form of transparency in the implementation of village government. Village websites and online-based tourist village websites can make it easier for the public to access various services. The village information includes various nature-based tourism potentials in Harapan Jaya village.

**2) The application of smart rural can be implementation of economic development that includes the availability of sources of income high agricultural productivity, and a high level of efficiency in the use of natural resources (service chain based on local economy)**

Since the enactment of Law No. 6 of 2014 concerning Villages, placing the village as the subject of development actors. Therefore, villagers have full authority in carrying out village development. The "Developing Village" paradigm is different from the "Developing a Village" paradigm. With this principle of independence, it allows villagers to determine priorities and a development vision formulated through village meetings. This aims to advance and developing villages through programs that can improve the economy. So that to encourage village economic activity it is necessary to have community participation. Improve the village economy, by town authorities as well as the entire local area is obliged to contribute advancement of computerized administrations with a methodology that considers science and necessities nearby networks in far off regions specifically, digitization is significant because of segment changes and financial development patterns.

Research in the field found that there are 4 sectors that support the economy of the people of Hanura Village and Harapan Jaya Village, namely the availability of access to technology, the agricultural sector, the livestock sector, and the creative industry sector. Hanura Village is an IT-based tourism village, while Guming Rejo village is a resource-based tourism village natural power.

The one village one product program initiated by the Ministry of Villages PDTT has the aim of encouraging the economic growth of rural communities. There is training provided to farmer groups and livestock. Training for farmer groups is carried out from seeding, planting, to post-harvest activities. As an embodiment of the smart rural concept, Hanura Village and Harapan Jaya Village apply an integrated system in processing livestock and agricultural products. Integrated also means managing independently. This is marked by the establishment of umt businesses that can support the economy of rural communities, including business units managed by Village Owned Enterprises (BumDes), namely:

- 1) Tourism management unit
- 2) Management Unit for livestock and plantation products

The smart rural program in the two villages certainly produces benefits for farmer and slag groups, but not all KWT and KTT have succeeded in developing products, only a few groups are able to innovate so it doesn't necessarily mean that this program is able to prosper all villagers.

Village development through the smart rural concept, the village government does not only seek to explore the potential of the village to create improvements economy but also seeks to organize a green environment in the village. Smart rural as a forum that provides long-term social, economic and environmental welfare activities that enable empowerment and increased participation in local community life. According to the results of research in the field, the village government has made efforts to realize environmental conservation programs in accordance with the smart rural concept, one of which is the use of biogas. As previously explained, biogas is the result of processing in the livestock and integrated agriculture sectors. Where cow dung from the farmers is converted into bio energy to meet the daily needs of the community. As for the processing of household waste, so far the problem is that waste processing is still carried out independently so that it does not meet the standard provisions of regulations.

In carrying out an innovative village development program, especially village development with the smart rural concept, the village government cannot work alone. This collaboration and collaboration is carried out so that the innovations carried out can run optimally. The main priority for smart rural development needs to continue to be implemented in order to have a positive impact on urban areas with the help of smarter solutions. The village head has an important role in the smart rural program, where he created the idea of village development through this concept. While the implementing actors who play a dominant role are the village government together with BUMDes, and BKAD this is because all community empowerment activities through training are carried out by these two actors. Even so, the role of Gapoktan and village communities is also influential because their involvement will affect the success of village development through smart rural.

## CONCLUSION

The implementation of the smart rural program in Harapan Jaya village advancement has reach whether to the institution, actors and society. Smart rural program in Hanura Village has utilized

information technology into its government (smart government), invited the community to participate (smart community), utilized the natural and social environment (smart environment) in implementing smart rural activities in Hanura Village. The synergy of implementing the smart village program is going quite well, the Hanura Village Government, the community and stakeholders have carried out an effective communication (socialization, coordination and communication), quick feedback (involvement and response of the community and stakeholders), trust (showing seriousness in making activity programs) and creativity (providing freedom to be creative). This showed can be concluded as follows.

1. The commitment of Village-Owned Enterprises (BUMDes) managers and economic actors in the management of grants for the Prosperous Village Movement (GaDIS) program must be carried out appropriately based on the business plan of the program's ultimate goal
2. Relevance of the Prosperous Village Movement (GaDIS) program as an incentive to stimulate the spirit of the village community, making BUMDes a driving force for the village economy.
3. The existence of the GaDIS program encourages the improvement of community income and welfare. In economic aspect has been maximally empowered through business units. For example, a coffee business unit that is used as a village potential to improve the village economy and the creation of a new business unit.

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