

**COMMUNICATION INNOVATION IN THE FIELD OF PUBLIC
SERVICES:
SMART VILLAGE-BASED VILLAGE DEVELOPMENT
IN LAMPUNG PROVINCE**

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ABSTRACT

Currently village development through innovative village programs initiates the emergence of a concept-based village development models *smart village*. Terms *smart village* began to be used by several villages in Indonesia. Terms *smart village* translated as a “smart” village designation. Term “*smart*” used in order to fight the village stigma that has long been attached to the village, such as: the village is considered uneducated, backward, poor, outdated, and so on. This problem also occurred in Trimulyo village before the implementation of the smart village. Currently, villages are considered capable of carrying out community development intelligently, among others, through communication innovations in the field of public services. In the following years research on *smart village* began to develop with a variety of new concepts such as *e-government*, *digital transformation*, *information technology*, *smart development*, *digitalization*, *public services*, *digital village*, and others. The method used in this study was descriptive with a qualitative approach, data were collected through FGDs and interviews with key informants who were relevant to this research study. The location of this research is in the village of Trimulyo, Gedung Surian District, West Lampung Regency. The results of this study are: Programs *smart village* in Trimulyo Village includes several activities in its implementation, namely the use of the Trimulyo Village Government website, integrated administrative services (Trimulyo Service Center), tourism marketing through social media, and the use of technology in paying taxes *online* by a business entity owned by Trimulyo village, an indicator of program achievements *smart village* has been realized, i.e. *smart government* and *smart community*, and *smart environment*, communication and coordination between the Trimulyo Village Government and program implementers *smart village* in Lampung Province has been running effectively. Suggestions/recommendations: community participation in the smart village program must be further improved

Key words: communication innovation, public service, smart village

A. INTRODUCTION

Smart village is a government program that aims to accelerate equitable distribution of development and public services throughout Indonesia, especially in rural areas. This program is designed to overcome development disparities that occur between cities and villages, as well as to improve the quality of public

services in rural areas which are often less than optimal and cause villages to lag behind.

One concept of program success *smart village* is to pay attention to the performance of resource management so that it is more efficient, sustainable, and involves all elements of society. In Lampung Province, *smart village* is one of the 33 work promises of the Lampung Government for the 2019-2024 period and is expected to help overcome various problems in the village, such as limited community access to capital, business land, production inputs, marketing network of agricultural products, uncertainty of agricultural product price guarantees, provision of infrastructure and limited information facilities with low service standards, as well as fragmented implementation of rural programs.

Existence *Smart Village* in Lampung Province based on Governor Regulation Number 36 of 2020 It is hoped that this will encourage and realize various potentials in Lampung Province to become one of the strengths of the digital creative economy in Indonesia, the focus of this movement is agriculture, health, education, tourism, logistics, maritime and public services, with the realization of several things:

1. Integration of excellent village government administration service systems (integration of villages, districts, districts, provinces)
2. To give birth to digital creativity and the growth of a digital ecosystem in Lampung which plays an active role in solving problems around it and providing solutions by utilizing digital technology.
3. Encouraging and optimizing the local creative economy sector and creating new business actors in the village (UMKM, BUMDes, Cooperatives, Startups) collaborating with digital technology to be a solution to problems in the village.
4. Realizing various potentials in Lampung Province to become one of the strengths of the digital creative economy in Lampung Province and Indonesia.

Based on Governor of Lampung Decree No.G/228/II.02/HK/2020 Regarding Determination of Target Locations *Pilot Project Smart Village* Lampung Province, in 2020 Trimulyo Village, Gedung Surian District, West Lampung Regency is one of the 30 villages declared as *smart village*. According to Dian Herdiana (2019) there are 3 (three) achievement variables in the concept *smart village* as the basis for implementing a smart village that is synergistic between the three variables. The following are the three dimensions of indicators in a smart village that is *smart government, smart community, dan smart environment*

Smart village development must be understood as a condition where people are encouraged to explore their potential and increase their capacity. This initiative was driven by the village government to provide guidance and empowerment in order to improve the welfare and quality of life of the community. Utilization of information technology is used as a tool to achieve this goal, not as the main goal. The approach to developing a smart village is based on community participation starting from the bottom, where the wishes and initiatives of the community are the main foundation. Institutional strengthening is carried out by the village

government to improve the welfare and quality of life of the community through coaching and empowerment, using information technology as a means. The government acts as a facilitator in this process. Thus, the target community being pursued is the middle class, poor, and not yet empowered. The development of information technology can encourage this community group to achieve increased welfare and a better quality of life (Herdiana, Dian, 2019).

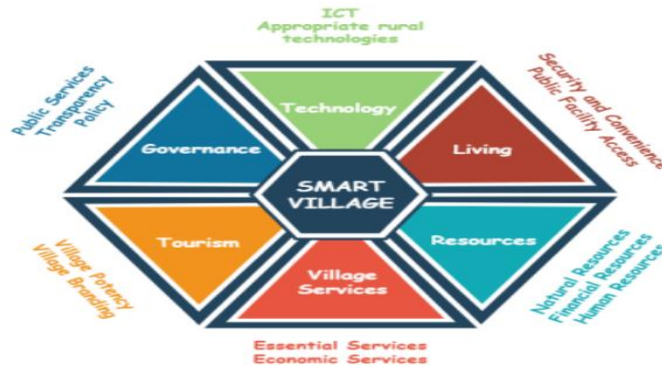


Figure 1. Models Smart Village
 Source: Susanto and Aziza (2020)

B. METHOD

In order to study communication innovation in the field of public services through the implementation of smart villages in Trimulyo village, the research method used is descriptive method with a qualitative approach, data is collected through interviews and FGD with key informants relevant to this research study. The location of this research is Trimulyo Village, Gedung Surian District, West Lampung Regency. The focus of this research is: communication innovation in the field of public shipping in Trimulyo Village through the application of the smart village concept which is described in 3 dimensions namely smart government, smart environment and smart community. Data analysis techniques used, namely data reduction, data presentation, drawing conclusions and verification. For the data validity technique which is the standard validity of the data obtained using the degree of confidence data validity technique (*credibility*) by means of technical triangulation and reference adequacy.

C. RESULTS AND DISCUSSION

The era of the industrial revolution 5.0 demands village development through innovative village programs, including village-based developments *smart village*. Terms *smart village* began to be used by several villages in Indonesia. Terms *smart*

village translated as a “smart” village designation. Term “*smart*” used in order to fight the village stigma that has long been attached to the village, such as: the village is considered uneducated, backward, poor, outdated, and so on. This problem also occurred in Trimulyo village before the implementation of the smart village. Currently, villages are considered capable of carrying out community development intelligently, among others, through communication innovations in the field of public services. In the following years research on *smart village* began to develop with a variety of new concepts such as *e-government, digital transformation, information technology, smart development, digitalization, public services, digital village*, and others

Trimulyo Village is the village chosen to implement the smart village program in West Lampung Regency based on the Decree of the Governor of Lampung Number 36 of 2020. According to Herdiana (2019), there are several indicators of achievements *smart village*, that is *smart government, smart community, and smart environment*. The following are indicators of program achievement and realizations *smart village* in the village of Trimulyo.

Applications *smart government* in *smart village* in Trimulyo village has fulfilled aspects on *smart governance* according to the Ministry of Communication and Information of the Republic of Indonesia (2019), namely *public service*. Public services are basically an important part of governance, so that the government has an obligation to meet the various needs of society through excellent public services. The Trimulyo village government is also trying to provide better public services to the community as an effort to improve service performance.

The SID system includes a letter printing feature which functions to speed up the administrative service process in Trimulyo Village. The way Village devices run the letter printing feature is:

- 1) The operator first logs into the SID system.
- 2) The operator enters the resident's Resident Identification Number (NIK) in the search menu.
- 3) The SID operator chooses from 34 letter formats that have been prepared in the SID system according to the needs of the citizens.
- 4) The format of the letter can be changed by the SID operator through the settings function in the Mail Master Menu.
- 5) After that the letter can be printed and automatically archived in the SID system.

The letter printing services provided in the SID system include processing cover letters for KK, certificates for moving residents, certificates for sale and purchase, submission of death certificates and birth certificates, applications for resident entry, marriage requirements, and certificates of incapacity (SKTM). The impact of the letter printing feature is that administrative services in Riris Jaya Village have now been replaced with a faster system, so that the Trimulyo Village government can now provide administrative services to the community quickly. So that the community as service recipients are also more satisfied with the administrative services provided by the Trimulyo Village Government.

There are 3 (three) indicators on the aspect *public service* namely: Provision of Information and Communication Technology Infrastructure (ICT) One of the indicators of *smart governance* namely the availability of ICT infrastructure to support various operations of Information and Communication Technology (ICT) Based Public Service Provision of the Trimulyo Village Government, especially in providing excellent public services to the community and making it easy for the community to obtain various information about the village and other general information that can be accessed Through the internet. This is in line with Herdiana (2019), In context *smart village*, the use of information technology can provide improved services to the community, the village government will be able to carry out government functions effectively and transparently to the community. In addition, the use of information technology in general can improve the performance and productivity of village governments.

But at the start of implementation *smart government* in Trimulyo Village has problems with limitations, namely a special place for applying technology-based *smart village* as well as Human Resources (HR) assistant implementation *Smart Village*.

Table 1. Program Achievement Indicators *Smart Village* Realized

| No. | Achievement Indicator | Realization |
|-----|--------------------------|--|
| 1. | <i>Smart Government</i> | <ol style="list-style-type: none"> 1. Availability of the Trimulyo Village Government website 2. Integrated administrative services, namely Trimulyo Service Center (TSC) |
| 2. | <i>Smart Community</i> | <ol style="list-style-type: none"> 1. Utilization of social media in tourism marketing in Trimulyo Village 2. BumDes Trimulyo which has provided online vehicle tax payments via e-Sandes. |
| 3. | <i>Smart Environment</i> | <ol style="list-style-type: none"> 1. Utilizing the natural environment into a natural tourist attraction. 2. Organize kubro pilgrimage activities. 3. Holding social service and mutual cooperation activities on world environment day and national waste care day as a form of public concern for environment. |

Source: Processed by Researchers, 2023.

It can be seen from the table above regarding the achievement indicators that have been realized in Trimulyo Village, where the program implementation process is *smart village* in Trimulyo Village this has been realized. This can be seen from the achievement of indicator *smart village* the first, that is *smart government*. The Trimulyo Village Government has utilized information and communication technology through the use of websites and the availability of public services that utilize information and communication technology, namely *Trimulyo Service Center (TSC)* as a form of implementation of the program *smart village*. In addition, population data collection that has been synchronized on the Trimulyo Village website also makes it easier for village officials and the community in the process of services provided, further indicator *smart village* the second, is *smart community*. Through tourism awareness groups, Trimulyo Village has been able to take advantage of the development of information and communication technology in tourism marketing through social media so that it can optimize Temiangan's "Country Above the Clouds" tourism marketing. *Hill* as well as the availability of online tax payments at Trimulyo Village Owned Enterprises. For indicator *smart village* the third, that is *smart environment*, the people of Trimulyo Village have taken advantage of the natural environment in the form of hills in Trimulyo Village to become a natural tourist object and hold pilgrimage pilgrimages which are held every year before the month of Ramadan. In addition, the people of Trimulyo Village are also quite good at protecting the surrounding environment, where at the commemoration of world environment day and national waste care day the Trimulyo Village Government together with the Trimulyo Village community held social service and mutual cooperation activities as a form of protecting and preserving the surrounding environment and concern community towards the environment and waste problems that occur every year.

The role of human resources (HR) in this organization is very important because it drives and manages the system so that it can run well (Arifin, 2013). When viewed from the indicators of Van Meter and Van Horn's policy sources, it can be said that regarding human resources in program implementation *smart village* in Trimulyo Village, Gedung Surian District, West Lampung Regency, it has not been maximized. In the implementation of the program *smart village* in Trimulyo Village, the village government has an important role in the successful implementation of the program *smart village* in the village of Trimulyo. However, in practice there are still many village officials who do not understand well how the program is implemented *smart village* so that only some are active and others only participate passively in program implementation *smart village* in the village of Trimulyo.

Apart from human resources, of course there are other sources that need to be considered in the process of implementing a program. These other sources are

financial resources. Regarding these financial resources, in the process of implementing the program *smart village* in Trimulyo Village, Gedung Surian District, West Lampung Regency, received a budget provided by the Lampung Provincial Government of 30 million rupiah to support the implementation of the program *smart village* in the village of Trimulyo. However, the funds provided by the Provincial Government of Lampung are still insufficient to meet the facilities and infrastructure related to program implementation *smart village* because in its implementation it takes more tools that can support the implementation of the program *smart village* so that it runs well. Research on public services in a smart village-based tourism village is studied through several indicators as follows:

1. Communication between related organizations and implementation activities

Communication is needed for the implementation of the program *smart village* can run well. This is all done to avoid miscommunication in program implementation *smart village* so that the duties and functions of each implementing organization must be understood. The communication model used by the Trimulyo Village Government and program implementers *smart village* Lampung Province is a convergent communication model. Convergent communication can be defined as a convergent (converging) process with information that is mutually agreed upon by the communicating parties in order to achieve understanding (Mukarom, 2020). According to the convergent communication model, communication is said to be effective if mutual understanding is achieved between the participant and the recipient of the message or information.

Based on this understanding of the communication model, the communication carried out by the Trimulyo Village Government and the program implementers *smart village* Lampung Province has been running effectively. This is because of the program *smart village*. This is a program issued directly by the Provincial Government of Lampung so that communication is carried out in a convergent (centralized) manner where the Trimulyo Village Government as the recipient of the information can understand quite well the information provided by the program implementer *smart village* Lampung province.

In addition, based on the results of research that has been done, communication regarding program implementation *smart village* in Trimulyo Village, Gedung Surian District, West Lampung Regency, it has been carried out quite well because the person in charge of program implementation *smart village* at the village level with the person in charge of program implementation *smart village* at the provincial level already has a group in the application *WhatsApp* so that communication and coordination can be done through the application. Apart from that, the Regional Government of West Lampung Regency also conducted monitoring to Trimulyo Village to see and monitor how the program was implemented *smart village* in the village of Trimulyo.

2. Implementing agency characteristics

The implementing agency is of course one of the important things in the implementation process. The characteristics of the implementing agency will greatly influence the implementation process of a program. According to Van Meter and Van Horn (Situmorang, 2016) the characteristics of the implementing

agency are related to the characteristics of the organization that accepts or rejects a program to be implemented. At the beginning of determining the target location of the program *smart village* Lampung Province, technical guidance and socialization regarding the program were carried out to representatives from each village. This is done so that village representatives are responsible for program implementation *smart village* can be open-minded and accept and apply the knowledge conveyed during technical guidance and outreach so that later the apparatus and the people in the village can accept the program to be implemented well.

Based on the results of the research that has been done, it is known that Trimulyo Village is a village that is quite active in developing its village potential. This can be seen from Trimulyo Village which is included in the category of independent village in West Lampung Regency. Then, in 2020 Trimulyo Village will be included in the top 5 category in a village competition at the Lampung Province level. In addition, the Head of Trimulyo Village who was included in the implementing agency in the implementation process also received an appreciation from the West Lampung District Government as Head of an Innovative Village in West Lampung District. The characteristics of implementing agents who are quite active and oriented towards village progress can foster community awareness so that they can contribute and cooperate in developing Trimulyo Village through program implementation *smart village* held in Trimulyo Village.

3. The tendency of the implementer (implementor)

According to Van Meter and Van Horn (Situmorang, 2016) the success of a policy implementation will be determined by the attitude of the implementer of the policy whether the policy receives acceptance or rejection from the implementer of the policy (implementor). Program *smart village* this is a program that is *top-down*, where there is a possibility that the program is not in accordance with the needs, desires, or problems felt by the community. Attitude of acceptance in the implementation of the program *smart village* this is indicated by the running of the program *smart village* This is in Trimulyo Village. Although program *smart village* This is a program issued by the Provincial Government of Lampung, but the apparatus and the community in Trimulyo Village have quite accepted the program.

However, the tendency of implementers in Trimulyo Village can be seen that the village government and the community have received the program well. *smart village* This. However, for community participation in program implementation *smart village* in Trimulyo Village this tends to be passive. The community only accepts the existence of the program well by following various directions given by the village, but does not actively contribute to its implementation.

4. Economic, social, and political conditions

Economic, social and political conditions certainly also influence the success of a policy implementation. This is in accordance with the opinion of Van Meter Van Horn where un conducive economic, social and political conditions can be the cause of failure of policy implementation. Therefore, in implementing a policies need to pay attention to whether economic, social, and political

conditions are conducive or not.

Judging from the economic conditions, in the implementation of the program *smart village* in Trimulyo Village, Gedung Surian District, West Lampung Regency, in general, it was conducive. Trimulyo Village has the potential of natural resources that have been developed. Trimulyo Village can take advantage of the village's potential to develop the community's economy through the management of the Temiangan natural tourism object *Hill* which provides business opportunities for the community in Trimulyo Village. Apart from having economic potential in the field of tourism, Trimulyo Village also has a quite active BumDes. BumDes Trimulyo carries out various business activities, one of which is *e-Samdes*. *e-Samdes* This is an online tax payment method. With *efforte-Samdes* this makes it easier for the public to pay vehicle tax because people only need to come to Trimulyo Village BumDes with their STNK, BPKB, and KTP after which vehicle tax payments can be made online.

Social conditions also affect the implementation of a policy. If social conditions support the implementation of the policy, then it is likely that the implementation of the policy can be successfully implemented. In Trimulyo Village itself, the social conditions of the community are quite open to changes in implementing the program *smart village* in Trimulyo Village, Gedung Surian District, West Lampung Regency, it went well. The social condition of the community in Trimulyo Village is very conducive in supporting program implementations *smart village* in the village of Trimulyo.

This political condition relates to how the relationship between leadership and program implementations *smart village* in the village of Trimulyo. In terms of leadership, the Head of Trimulyo Village can be said to have led quite well in program implementations *smart village* in the village of Trimulyo. Where the aim of the Head of Trimulyo Village is through the program *smart village* This can have a change impact on the people in Trimulyo Village for the better. In addition, the majority of community groups are also quite supportive of program implementations *smart village* in Trimulyo Village.

According to Sunggono in (Aviandani, 2022) there are several factors that can hinder the implementation of a program, namely as follows.

1. This program

Implementation of a program may fail to be implemented due to unclear contents and objectives of the implemented program, lack of time, costs/funds, and human resources in implementing the program. Based on this, the implementation of the program *smart village* in Trimulyo Village there are obstacles in terms of a lack of quality human resources, where there are still many village officials who do not understand the mechanism of program implementations *smart village* so that only a few village officials understand even though they are in the program *smart village* village officials as program implementers *smart village* must actively participate in its implementation. Apart from human resources, the obstacles experienced also came from financial resources, which were in the implementation of the program *smart village* still need more tools that can support the implementation of the program *smart village* in the village of Trimulyo.

2. Information

Information is an important factor in the implementation of a program so that programs implemented by program implementers can run according to their duties and functions. In terms of information in the implementation of the program *smart village* in Trimulyo Village is not an obstacle. Submission of information from the Provincial Government of Lampung as the program maker is quite clear.

3. Support

In implementing a program, of course, support from various parties greatly influences the course of a program. If you look at the implementation of the program *smart village* in Trimulyo Village, it was sufficient to get support from the village apparatus and the majority of the community because they considered this program to be a program that had a good impact on village progress. However, this community support has not been accompanied by active participation from the apparatus and the community.

4. Potential sharing

This division of potential is related to the difference between the duties and authorities of the implementing organization. If the division of tasks and authority is not in accordance with the potential possessed by program implementers, it will become an inhibiting factor in program implementation. In terms of the distribution of potential in the implementation of the program *smart village* in Trimulyo Village it is quite suitable, where is the person in charge of the program *smart village* in Trimulyo Village are people who understand the implementation of the program *smart village*.

D. CONCLUSIONS and Recommendations

Based on the results and discussion above it can be concluded that the implementation of the program *smart village* in Trimulyo Village, Gedung Surian District, West Lampung Regency, it is quite good. This is because of the results of the analysis of researchers related to program implementations *smart village* in Trimulyo Village using the implementation approach according to Van Meter and van Horn, it shows that from the six variables of implementation success according to Van Meter and van Horn, the size variables and policy objectives are clear and indicators of achievements *smart village* has been realized. Variable communication between related organizations and implementation activities have been running effectively. Variable characteristics of implementing agents who are open and quite well accepting of the program *smart village*. Variable economic, social, and political conditions that are quite conducive to implementing the program *smart village*. Meanwhile, the variable sources of policy have not been maximized because there are still limited quality human resources and budget constraints in fulfilling program supporting facilities and infrastructure *smart village*. Then, from the variable the tendency of implementers who tend to accept but have not actively participated in program implementations *smart village* in the village of Trimulyo. An important recommendation from the results of this study is the need to

increase knowledge and community participation regarding the use of information and communication technology through socialization or training in the use of information and communication technology in the Trimulyo Village community

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