

Smart Village: An Effort to Implement District Digitalization to Support Public Services in Pleret Kapanewon Pleret District Bantul District

Suwarjo

Public Administration, Widya Mataram University
KT III/237, Jalan Dalem Mangkubumen, Kadipaten, Kraton District, Yogyakarta City,
Yogyakarta Special Region 55132, Indonesia.

Email: jojoaufa@gmail.com

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ABSTRACT:

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Since 2020, the Pleret Subdistrict Government has thoughtfully developed the digitalization of subdistricts, one of which is providing online-based public services. This development is intended to meet community demands for easy and efficient public services. Digitalization of public services is also part of efforts to create Smart Villages (Smart Village). Since implementing district digitalization, Pleret Village has achieved several district, provincial, and national achievements. This research uses qualitative data and analysis with informants from district stakeholders and the community as service users. Triangulation techniques are used to test the validity of the data obtained before it is presented. The research results show that the digitalization efforts in Pleret District have been well prepared. Sub-districts' digitization utilizes websites, public service applications, and social media platforms, fully supported by human resources management, budget, and adequate infrastructure. Digitalization in public services provides easy access to services for the community. Citizens can access services from anywhere, so it is efficient in time and energy. Even though online services are available, people still prefer to access services offline for several reasons, such as not understanding the features of online services, not having an Android, a weak internet network, feeling comfortable with offline services, etc.

Introduction

The development of information technology in the context of society occurs in almost all aspects of daily life. There has been a convergence of technology, which has reduced people's traditional habits and replaced them with modern habits based on information technology.

Communication patterns are developing through technological media such as cellular telephones, and buying and selling transaction patterns are developing online (Wahyudi & Sukmasari, 2014; Yusuf, 2016; Zulfah, 2018; Herdiana, 2019). Current advances in information technology provide more expansive space for its use, not just as a means of communicating between people.

The use of information technology in government administration has experienced many developments. Information technology is used in government administration and in providing electronic-based public services to the community (Fahlefi, 2014; Holle, 2011; Nugraha, 2018; Herdiana, 2019). The contribution of its use will have a significant positive impact on the implementation of public services.

As internet-based information technology advances, policies of e-government in government administration began to be implemented through Presidential Instruction Number 3 of 2003 concerning national development policies and strategies of e-government. The development of e-government is supported by increasingly advanced information technology in society (Tjiptadi et al., 2021). This policy is a form of the government's commitment to implementing digital-based government by utilizing developments in information technology.

Implementing E-Government at the village level includes implementing information technology-based villages or what is usually called a model smart village (Smart/Smart Village Model). Model smart village or Smart/Smart Village Model is a concept developed for rural areas that aims to solve problems, especially in the village environment, to improve the community's quality of life. Smart Village It can also be said to be an effort to empower, strengthen institutions, and enhance the welfare of rural communities by utilizing information technology (Herdiana, 2019; Bilyastuti et al., 2023).

Model smart village It is also an approach to solving regional problems by opening broad access to information, thereby increasing people's opportunities to carry out effective and efficient activities (Lumbessy et al., 2020). Model smart villages with the use of information and communication technology can be used to help market agricultural products and other economic activities such as tourism, and to realize a smart village (Smart/Smart Villages) requires government and community support (Rachmawati, 2018; Bilyastuti, 2023).

Application smart village It is hoped that the town will improve its people's welfare and quality of life through technology in various aspects of village development. Additionally, implementing a smart village must not conflict with the local wisdom of the village community.

Implementing a bright town must also be environmentally friendly (Herdiana, 2019; Kurniawan, 2022). Since villages were granted autonomy through Law Number 6 of 2014 concerning Villages, villages have been required to follow and utilize developments in information technology in providing public services. Digital-based public services are expected to provide effective and efficient services.

The digitalization of public services can provide a safer space and an innovative and creative environment and can reduce inequality in the use of information technology. Implementing smart villages can encourage the development of technological infrastructure in villages so that more people will eventually use it.

Online application-based services in Bantul Regency have been pioneered since the issuance of Bantul Regent Regulation Number 48 of 2019 concerning Village Information System Management. This policy is the beginning of integrated village development that combines technology with public services. More significant efforts were made to realize an innovative district (smart regency), and Bantul Regent Regulation Number 189 of 2021 was issued concerning Masterplan Smart City Bantul Regency. Online public service innovation forms include websites, applications, and social media platforms. Everything can provide information and easy access to public services online.

Pleret Subdistrict is one of the subdistricts in Kapanewon Pleret, Bantul Regency. Efforts to digitize public services have been initiated since the inauguration of the new Pleret Village Head in 2020, Taufiq Kamal, S.Kom., M.C. The promise of the vision and mission at the time of his candidacy, namely that he wanted to bring the Pleret District into an independent, prosperous, and religious digital district, became the enthusiasm to make it happen.

Digitization of sub-districts was chosen because it could respond to and solve societal problems quickly and accurately. Before digitizing population data, mapping population poverty was very difficult. As stated by the Head of Pleret Village as follows:

I'm in the position of Village Head or Grassroot. The question is, if there is poverty data collection if I project it in the village, I don't know where the people are. So the poor and vulnerable people don't know how I can solve it when I deal directly with my citizens (detik.com, 2023).

A breakthrough was made by implementing a QR Code in every house, and the results were able to overcome the problem of limited data and information about the condition of the

population. The availability of digital-based population data makes it easier to determine the welfare condition of the population. For population administration services, before access to services can be done directly online, services are carried out directly by coming to the Pleret District Office. People who want to access services must provide special time and may have to leave their jobs. Of course, this affects his work productivity. Due to these conditions, the Pleret Village then developed an online service that can be accessed via the website. By digitizing this service, people don't have to wait long for services because registration and fulfillment of requirements can be sent directly online through smartphones. Even now, the Pleret Village has implemented digital signatures. The village head can sign documents remotely.

Implement a smart village in Pleret Village based on websites, digital applications, and social media accounts. The district government uses the website to disseminate information and news. The official Pleret Village website is <https://pleret.id/>, accessed via smartphone or laptop. The Pleret District Government also owns several social media accounts. Social media today is beneficial in disseminating information and news to the public. Young people are a segment of active social media users, and the number of these young people is quite dominant in the Pleret District. The social media platforms provided include Facebook, Instagram, Twitter, YouTube, TikTok, And WhatsApp. Meanwhile, the application provided is an application to maximize service delivery to the community for population administration matters and transparency of service information.

Implementing digitalization of services in Pleret District does not necessarily come without problems. Quite serious obstacles were felt at the beginning of the pilot. We will start by designing and introducing the service application to the public. Changing people's behavior through digital services takes quite a long time. Apart from not all segments of society being digitally literate, some people still prefer accessing services directly by visiting the Village Head office. Even though digital services are designed to make it easier for people to provide online services, they don't have to come to the Pleret District Office.

Not all segments of society are digitally literate, and the public does not sufficiently understand some features of public service applications. Several community members complained about how long it took to load service application features. It is alleged bandwidth. Inadequate servers are the cause of the long process of loading service applications. For people who were previously accustomed to accessing direct services, if this problem occurs, the choice is to go to

the Pleret District Office. Especially for some people who cannot afford to operate or own a smartphone, accessing services directly to the Pleret District Office is the option.

Despite the abovementioned obstacles, this research is interesting because of the Pleret District's various achievements. The implementation of digitalization in the Pleret Village received a lot of appreciation in the form of accomplishments at the district, provincial, and even national levels, including First Place in the Village/District Competition at the Bantul Regency level in 2022, First Place in the Village/District Competition at the Provincial Level, D.I. Yogyakarta in 2022, 3rd Place in the 2022 National Regional II Village/Subdistrict Competition and 3rd Place in the Village Innovation Week Competition (Pindeskel) Director General of Village Government Development, Ministry of Home Affairs in 2022.

Concept of Public Services and Administrative Services

Statutory regulations mandate the provision of quality public services. Law Number 25 of 2009 states that public services are activities or series to fulfill service needs by statutory regulations for every citizen and resident regarding goods and services and/or administrative services provided by public service providers.

According to Mustanir (2022), public services are a series of activities to fulfill service needs by statutory regulations for citizens and residents for goods and services and/or administrative services provided by public service providers or state administration agencies, corporations, independent institutions that has been established by law to carry out activities solely for the provision of public services.

Administrative services are services in the form of providing various forms required by the public, such as making Resident Identity Cards (KTP), land certificates, birth certificates, death certificates, motor vehicle owner's books (BPKB), motor vehicle registration certificates (STNK), building permits. Building (IMB) and Passport (Rahmadana et al., 2020)

Draft Smart Village and Digitalization of Services

Embodiment Smart Village's implementation of public services is an excellent breakthrough for improving the quality, effectiveness, and efficiency of services to the community. However, its implementation is not without obstacles. Readiness from several aspects must be

considered and planned carefully. Whatever obstacles are likely to be faced, implement them in smart villages. It is time for government agencies to adopt digital services.

According to Herdiana (2019), a Smart village is for villages that are starting to implement the concept of an information technology-based village. A smart village is a concept capable of implementing information technology and developing the village's potential, improving the economy, and creating a quality of life for the community based on information technology.

According to Huda (2020), a smart village is a brilliant village concept that aims to realize better government management and services to the community. The basic idea of a smart village is to gather community efforts from various aspects and combine them with information technology to benefit village communities.

Digitalization can be interpreted as storing all the properties and information of text, sound, images, or multimedia in a string format, using the electronics of zeros and one bit (Wuryanta, 2004). With digitalization, it is possible to change everything into a form that can be stored in various digital media, such as compact discs, hard discs, and flash discs. It can be transferred to multiple places worldwide quickly via the Internet (Arifin et al., 2020). Use of information systems to help village government performance improve and make it more efficient and manageable. Supported by advances in information technology, which enables the development of increasingly reliable information systems. (Pardani Damayanthi, 2017; Paryanta et al., 2017).

Internet-based public or online services are designed to simplify and speed up service. Services are not provided face-to-face. Online services using applications are a development of e-government, which is expected to improve the work management system of government agencies by optimizing the use of information and communication technology. Public services online were created to minimize maladministration practices in previous public services carried out face-to-face.

Implementation Concept

Etymologically, implementation can be defined as an activity related to completing work by using means to obtain results or achieve desired goals. Implementation is an interaction process between setting goals and taking action to achieve those goals. So, the fundamental essence of implementation is "building relationships" and chains so that policies can influence policies (Nawawi, 2016).

Four elements should be considered in implementing or implementing techniques in an activity that contains aspects including (1) several activities determined previously, (2) the existence of a process, (3) desired results, and (4) concerns the future at a particular time (Ikhwan, 2016).

Several factors that determine the success of policy implementation include (Syahida, 2014): (1) the quality of the policy itself; (2) adequacy of policy input (especially budget); (3) the accuracy of the instruments used to achieve policy objectives (services, subsidies, grants, etc.); (4) implementor capacity (organizational structure, HR support, coordination, supervision and so on); (5) characteristics and support of the target group (whether the target group is an individual or a group, men or women, educated or not); (6) geographical, social, economic and political environmental conditions where the implementation is carried out.

To run a program, standard operating procedures are needed so that activities to achieve goals have clear guidelines. According to Tambunan (2008), standard operating procedures are guidelines that contain standard operational procedures within an organization which are used to ensure that all decisions and actions, as well as the use of process facilities carried out by people in the organization, run effectively (and efficient), consistent, standard, and systematic. SOP aims to provide work parameters and operate safely, effectively, efficiently, and consistently.

Method

Research reveals the implementation of a smart village to improve public services in Pleret Kapanewon Pleret District, Bantul Regency, using a qualitative descriptive approach. Qualitative descriptive analysis includes analyzing, describing, and summarizing various conditions and situations from multiple data collected in the form of interviews or observations regarding the problems being studied that occur in the field (Winartha, 2006). Research informants from service providers are the Pleret District Government and the user community. This research incorporates a data analysis methodology that involves describing and examining data, which is then synthesized into a coherent statement. After data collection, the next stage requires processing and utilizing information to simplify the data into a format that is more accessible for reading and interpretation (Sugiyono, 2019; Moleong, 2018). To test the validity of the data obtained, the triangulation method was used to compare data obtained from several data collection techniques, including the results of interviews, observations, and documentation.

Result and Discussion

Prepare A Public Service-Based Operational Procedure System (SOP) Online

The subdistrict digitalization program in realizing a smart village in Pleret District is an effort to reform bureaucracy in the government sector to improve the quality and transparency of public services, especially in administrative services for the community as users of public services. Digitalizing public services through collaboration with information technology makes services easier and more efficient.

Work guidelines or standard operating procedures (SOP) are needed to implement smart villages, especially in online public services. The existence of SOPs can be a guideline for service managers. Regarding the SOP for population administration services in Pleret Subdistrict, Pleret Subdistrict Head Decree Number 06 of 2022 has been issued concerning Standard Operational Procedures for Government Services within the Government of Pleret Kapanewon Pleret Subdistrict, Bantul Regency. The following are the types of services and administration requirements of the Pleret Subdistrict government which are regulated in this regulation:

Table 1. Types of Services and Administrative Requirements for the Pleret District Government

JENIS PELAYANAN DAN PERSYARATAN ADMINISTRASI PEMERINTAHAN KALURAHAN PLERET

No	Jenis Pelayanan	Mutu Baku			Keterangan
		Persyaratan	Waktu	Output	
1.	Surat Pengantar	<ul style="list-style-type: none"> • Surat Pengantar RT • Fotocopy KTP • Fotocopy KK 	5 menit	Surat Pengantar	Surat Pengantar
2.	Surat Keterangan Penduduk	<ul style="list-style-type: none"> • Surat Pengantar RT • Fotocopy KTP • Fotocopy KK 	5 menit	Surat Keterangan Penduduk	Surat Keterangan Penduduk
3.	Surat Keterangan Catatan Kepolisian	<ul style="list-style-type: none"> • Surat Pengantar RT • Fotocopy KTP • Fotocopy KK 	5 menit	Surat Keterangan Catatan Kepolisian	Surat Keterangan Catatan Kepolisian
4.	Surat Keterangan KTP dalam Proses	<ul style="list-style-type: none"> • Surat Pengantar RT • Fotocopy KTP • Fotocopy KK 	5 menit	Surat Keterangan Catatan Kepolisian	Surat Keterangan KTP dalam Proses

5.	Surat Keterangan Beda Identitas	<ul style="list-style-type: none"> • Surat Pengantar RT • Fotocopy KTP • Fotocopy KK 	5 menit	Surat Keterangan Beda Identitas	Surat Keterangan Beda Identitas
6.	Surat Keterangan Tidak Mampu	<ul style="list-style-type: none"> • Surat Pengantar RT • Fotocopy KTP • Fotocopy KK 	5 menit	Surat Keterangan Tidak Mampu	Surat Keterangan Tidak Mampu
7.	Pengantar Laporan Kehilangan	<ul style="list-style-type: none"> • Surat Pengantar RT • Fotocopy KTP • Fotocopy KK 	5 menit	Pengantar Laporan Kehilangan	Pengantar Laporan Kehilangan
8.	Surat Keterangan Usaha	<ul style="list-style-type: none"> • Surat Pengantar RT • Fotocopy KTP • Fotocopy KK 	5 menit	Surat Keterangan Usaha	Surat Keterangan Usaha
9.	Surat Keterangan Miskin	<ul style="list-style-type: none"> • Surat Pengantar RT • Fotocopy KTP • Fotocopy KK 	5 menit	Surat Keterangan Miskin	Surat Keterangan Miskin
10.	Surat Keterangan Domisili Usaha	<ul style="list-style-type: none"> • Surat Pengantar RT • Fotocopy KTP • Fotocopy KK 	5 menit	Surat Keterangan Domisili Usaha	Surat Keterangan Domisili Usaha
11.	Surat Keterangan Kelahiran	<ul style="list-style-type: none"> • Surat Pengantar RT • Fotocopy KTP • Fotocopy KK 	5 menit	Surat Keterangan Kelahiran	Surat Keterangan Kelahiran
12.	Surat Keterangan Kematian	<ul style="list-style-type: none"> • Surat Pengantar RT • Fotocopy KTP • Fotocopy KK 	5 menit	Surat Keterangan Kematian	Surat Keterangan Kematian

13.	Surat Keterangan Untuk Nikah N1 s/d N7	<ul style="list-style-type: none"> • Surat Pengantar RT • Fotocopy KTP • Fotocopy KK 	8 menit	Surat Keterangan Untuk Nikah N1 s/d N7	Surat Keterangan Untuk Nikah N1 s/d N7
14.	Surat Keterangan Wali Hakim	<ul style="list-style-type: none"> • Surat Pengantar RT • Fotocopy KTP • Fotocopy KK 	7 menit	Surat Keterangan Wali Hakim	Surat Keterangan Wali Hakim
15.	Surat Pengantar Permohonan Cerai	<ul style="list-style-type: none"> • Surat Pengantar RT • Fotocopy KTP • Fotocopy KK • Buku Nikah 	10 menit	Surat Pengantar Permohonan Cerai	Surat Pengantar Permohonan Cerai
16.	Surat Pengantar Permohonan Duplikat Surat Nikah	<ul style="list-style-type: none"> • Surat Pengantar RT • Fotocopy KTP • Fotocopy KK 	7 menit	Surat Pengantar Permohonan Duplikat Surat Nikah	Surat Pengantar Permohonan Duplikat Surat Nikah
17.	Legalisasi Surat	<ul style="list-style-type: none"> • Dokumen Asli 	3 menit	Legalisasi Surat	



Source: Pleret Village Head Decree No. 06 of 2022

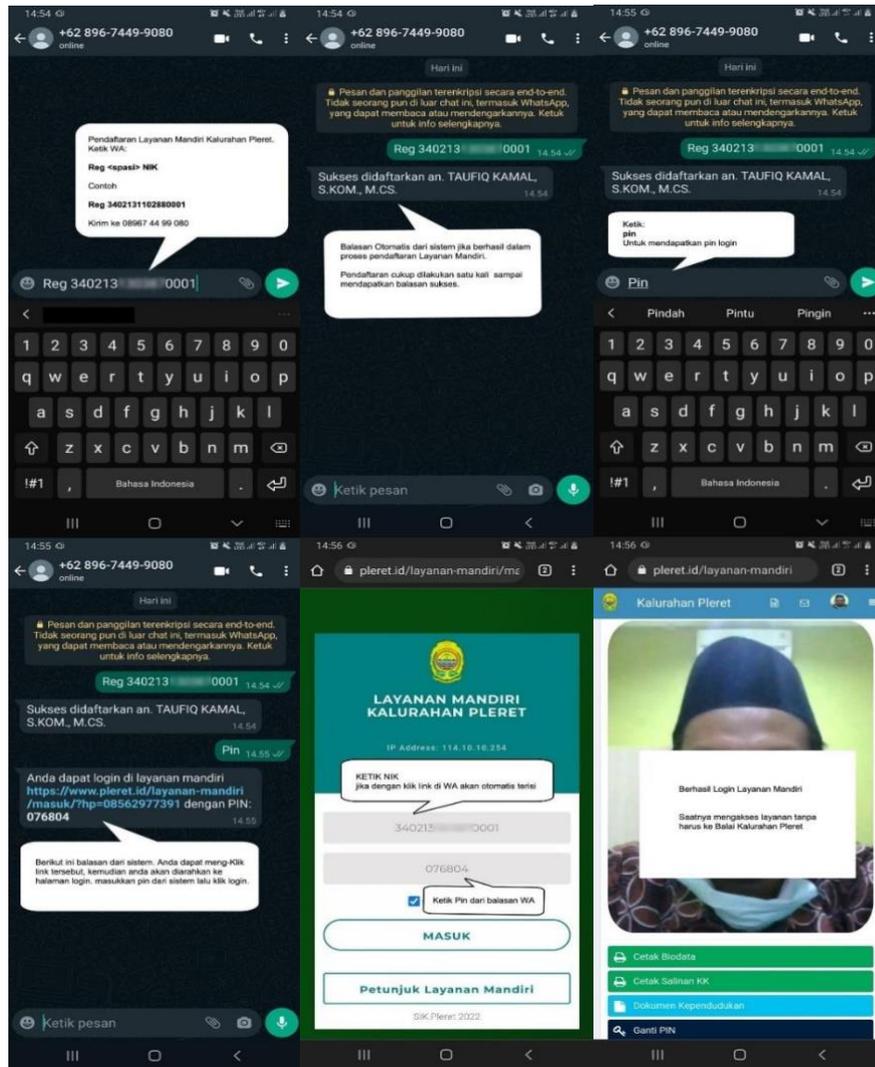
The existence of quality standards stipulated in the Pleret Village Head's Decree above confirms the commitment to providing quality services. These service quality standards are then applied to digital services. The following are the results of an interview with the Head of Pleret Village, Mr. Taufiq Kamal:

"Program smart village implemented with the subdistrict digitalization system in Pleret Subdistrict aims to simplify services, save time, speed up the service process, and can be accessed from home via the website, Pleret Subdistrict application, and social media. Through the platform, "The public can access services, see activities in Pleret Village and so on, everything is on the website, Pleret Village application and Pleret Village's social media" (Interview January 2024).

To support the implementation of population administration services in the Pleret District, SOPs have been provided that can be used as guidelines. Even though the existing SOP is intended for direct service at the Pleret District Office, with the digitization of services, the service SOP has been adapted to the menu and service stages available in the service application.

The administrative or correspondence service mechanism in Pleret District can be done through independent service. This self-service can be done via the available website and applications. For more details, see the image below:

Figure 1. Self-Service Flow through Digital Applications



Source : : <https://pleret.id/artikel/2022/1/1/masuk-layanan-mandiri>,

To use the service application, people need to register first. The following steps for self-service registration: First, register your WhatsApp number in the Pleret District system by sending a message. Register your NIK, then send it to the Pleret Village WhatsApp number. Second, after your NIK has been successfully registered in the Pleret Village system, your number will receive a message reply from the Pleret Village system. Third, after receiving a reply, as explained in the second stage, please send a message back in the "pin" format for the third stage. Fourth, after sending this format, the system will send you a message in the form of the link and pin that you requested, and then you can click on the link or manually enter via the pin that has been provided.

Fifth, after you click the link or log in manually, you can log in with the provided NIK and pin. Sixth, after filling in the NIK and PIN format, you can enter your profile and use independent services via the website or application provided.

In the transition period for using online administration service applications, not all people have used them. This has been proven by people who access administrative services directly at the Pleret District Office. This condition shows that using digital applications in public services has not fully become the public's choice. Not all members of society are digitally literate, which is one of the reasons.

Supporting capacity in online-based services

Carrying capacity of human resources

The intensive digitalization program in Pleret Village began in 2020. Before 2020, Pleret Village already had a managed village information website, SID (Village Information System). This SID contains news about activities in the Pleret District. Information is provided via SID by an appointed staff member.

Since the inauguration of the Pleret Village Head in 2020, digitalization of the sub-district has become a priority for development. Consideration of developments in information technology and openness of information, as well as efforts to provide simpler and faster services, are the reasons. To carry out the sub-district digitalization program, the Pleret Village Head appointed a staff member deemed capable of developing and managing it. A management staff member named Rifqi Fatoni, A.Md, competent in information technology was appointed.

The scope of duties of the Pleret Village smart village manager carried out through the digitalization of the district, is extensive, from providing information to managing it, including responding to community service requests and complaints. This enormous scope of tasks burdens competent village managers because apart from managing the smart village, the staff concerned also have other duties.

In 2021, to reduce the burden on brilliant village management staff in the Pleret subdistrict, all officials (*among*) in the Pleret subdistrict will provide village information and services. Meanwhile, appointed staff input data and information into the innovative village application. This division of roles and tasks has reduced the burden on brilliant village management staff.

Apart from managing the website, which has been Open SID for the last 2 (two) years, Pleret Village also manages several social media. Managing several social media also requires attention and quick response if there are questions or complaints from the public. Until now, the management of sub-district digitalization, managing village information websites and services and several social media platforms, is only handled by 1 (one) staff member, so it isn't easy to carry out. Based on the needs analysis, at least 3 (three) sub-district digitalization managers are needed with the division of tasks: *First*, they are tasked with managing the digitalization of the sub-district itself, and second, they are tasked with disseminating information about sub-district activities and services and *third*, tasked with managing district social media.

Budget carrying capacity

The intensive digitalization program for the Pleret sub-district will be implemented in 2021. Even though it was launched in 2020, it requires budget support to be realized. The funding source comes from the Pleret Subdistrict Revenue and Expenditure Budget (APBKal) for the 2021 fiscal year. This is as stated by the Pleret Subdistrict as follows:

"At the beginning of the idea of digitalizing sub-districts, we took it from APBKal for the 2021 fiscal year. So, all forms of support for implementing this program have become part of the budget for 2021. Initially, this program required a budget of IDR 30 million, but it still needed a budget after the program was running. "In the following year, namely 2022, a budget of 12 million will be issued to renew cooperation with several parties that provide applications with various menus" (Interview January 2024)

Implementing the wise village policy through the digitalization of sub-districts requires an adequate budget. In 2021, the digitalization program in Pleret District is budgeted at IDR 30 million. This budget covers the costs of joining OpenSID for digital services. The OpenSID application provides a menu of information and services needed so that it is ready to use and easy to run. Of course, there is a specified rental fee each year because it is a rental. Therefore, the following financing is the cost of extending cooperation with OpenSID for IDR 12 million annually.

Budget support for digitalizing subdistricts in Pleret Subdistrict is likely productive if the benefits are significant for the community. For example, the digitalization of services that has been running since 2021 has helped people access services from anywhere to become efficient in terms of costs and energy expended by people. The subdistrict digitalization program is not oriented

towards material profit in the form of money for the Pleret Subdistrict, so calculating earnings in the form of benefits received by the community is relatively tricky.

Carrying capacity of infrastructure facilities

Realizing a smart village through the sub-district digitalization program requires the supporting capacity of facilities and infrastructure. A critical infrastructure for implementing sub-district digitalization is a set of computers and an adequate internet connection. This was conveyed by Rifqi Fatoni, A.Md as the manager of the Pleret Village smart village as follows:

"The facilities and infrastructure required are a computer or laptop and an internet network. Meanwhile, other supporting facilities include service rooms, information boards, CCTV, and others. "The development implementation sector provides the digitalization program for the Pleret sub-district" (Interview January 2024).

Pleret Village also provides a free internet network. 24-hour free Wi-Fi is provided at the Pleret District office and surrounding area. The internet available at the Pleret District Office has a speed of up to 30 Mbps, and the surrounding area has a speed of up to 5 Mbps. Providing Wi-Fi has several functions. WiFiThe office's Wi-Fi is used for office service activities. Several applications support various needs, including website software, WhatsApp Gateway, Simpeg application for employee attendance, and village financial applications (Siskeudes). Meanwhile, everyone within the Wi-Fi signal coverage radius can access open-access Wi-Fi in the Pleret District Office.

Achieving Goals for Implementing Online-Based Services

Socialization of online-based services

Socialization is an essential stage in implementing any program. The presence or absence of program socialization often determines whether or not the implementation of a program achieves the desired goals. Even for programs that require broad community involvement, socialization determines the program's success to be implemented.

Changes to public service platforms that were previously carried out offline or face-to-face were then developed using an online model, requiring an understanding of the public as service users regarding the reasons, objectives, benefits, and technicalities of their use. Even though online-based services will benefit the community, if public understanding has not been developed, it will be an obstacle to implementation.

The provision of online-based services in the Pleret Subdistrict was initially socialized to subdistrict officials and all existing staff. This limited socialization aims to ensure that online-based service providers in sub-districts understand. As stated by the Head of Pleret Village, Mr. Taufiq as follows:

"Before implementing online-based services to the community, we provide information on the rules and regulations that can be the basis of this program to sub-district officials and staff. This socialization is carried out at the beginning when this program will be implemented and while this program is being implemented. The aim is for the implementers themselves to understand the program that will be implemented so that the implementers must know what to do regarding the implementation of the program smart village through the digitalization of this sub-district." (Interview January 2024).

A good understanding of the implementers of the sub-district digitalization program will be invaluable later when carrying out further outreach to the community. The implementation of socialization is carried out in stages, either through direct delivery (face to face) or indirectly (through written announcements, leaflets, and the like). Direct socialization was done through meetings with sub-district digitalization implementers, hamlet heads, Dasa Wisma mobilizers, and youth groups.

The development of social media is also used to reach the public regarding providing online-based population administration services. Some social media used include Facebook, Twitter, Instagram, TikTok, WhatsApp, and YouTube. Various social media help convey the message of the subdistrict digitalization program carried out by the Pleret Subdistrict Government. The impact of implementing the socialization of the sub-district digitalization program, especially regarding the provision of online-based services, is that some people have shifted their access to services from manual services to online services.

Access Services

Embodiment *smart village* In Pleret District, public services are implemented through a service digitalization program. Ease of access to services is essential for services to run well. Submissions for public services can be made from anywhere by accessing the website and application. This is where people are given convenience by utilizing information technology that is currently developing.

Internet-based public services with website access and service applications are the choice of Pleret Village to make services more efficient. Pleret District previously used the SID application and then switched to the OpenSID application, which has been proven to provide faster access services. The use of online-based service applications was chosen to minimize the impression that public services are complicated. The existence of online-based services makes it easier to access services. The following are the results of an interview with one of the people who accessed services using online services:

"Applying for services can be done online using a cellphone. After filling in the online form, bring the application attachment signed by the RT and the Hamlet Head to the Village Head Office. The service is processed immediately and doesn't take long to complete" (Interview January 2024).

Even though online public services have been provided, quite a few residents of Pleret Village prefer to access services directly at the Pleret Village Office. Apart from the fact that some people do not understand online service applications, the fast service provided by the Pleret District Office that they have experienced so far is also the reason. As stated by one member of the community as follows:

"We prefer to take care of letters directly to the sub-district office. "Just bring a cover letter from the RT and the Hamlet Head which has been signed, then you can immediately process it to the sub-district office without a long time and just have to wait a moment" (Interview with Mrs. Sunarti, January 2024).

The facts above show that providing online-based services does not automatically attract service users, namely the public. It is proven that some people prefer to access services directly from the Pleret District Office. Of course, this needs to be looked at further regarding the easy online services provided.

The online service for population administration matters will be accessed; the public can fill in the service application form containing personal identity and upload scans or photos of the attached files required for the service application requirements to be processed. The community's lack of mastery of various online service menus means that some residents send an attachment to the service requirements in the form of a cover letter from the RT and Hamlet Head to the sub-district office, even though the service application has been filled in online. Some other people prefer to come directly to the sub-district office because they don't understand online applications and feel more comfortable accessing direct services.

Service Coverage

Online-based service coverage is intended to reach more service users in a broader range. Internet-based public services via websites and applications can be accessed from anywhere, even outside the provided area. The breakthrough in online-based services makes it easier for service users because it does not require coming to the Place where the service is provided.

The Smart Village program initiated in 2018 in Pleret Village is still limited in providing information about activities in Pleret Village. Only in 2021 did the idea of digitizing services emerge after the Head of Pleret Village changed. Program Smart Village The previously existing website-based website was then developed with several menus to provide population administration services. The strong push for people to easily and quickly access services is why. Online services can be accessed from anywhere and at any time. As stated by the operator staff smart village, The following Pleret sub-districts:

"Program Smart Village This idea was started in 2018. However, it was only to disseminate information related to the Pleret Village program at that time. However, since 2021, the Smart Village program, through digitalization, has been strengthening sub-districts because they can help provide public services and administrative services for correspondence to the community. Currently, the residents of Pleret Village are gradually becoming aware of the benefits provided by the Program smart Village through the sub-district digitalization program so that it can reach the entire community" (Interview January 2024).

Program smart village through the digitalization of services in Pleret District, the community has felt it. Many people have applied to this program to access population administration services. The following are the results of an interview with a resident of Pleret Village who uses an online service application to access services:

"The existence of online services makes it easy for people because they don't have to visit the sub-district office. There is a menu of services provided according to what documents are needed. Fill in the identity of the person submitting the service request, accompanied by uploading the requested file attachments. Attached is a cover letter from the RT and Hamlet Head. "Later, the finished letter can be downloaded and printed yourself" (Interview January 2024).

Program goals Smart Village This speed service saves service time and can be accessed from anywhere. Program smart Village This has helped provide public services and resulted in the broader coverage of public services in Pleret District, both offline and online.

Suitability of the Smart Village Program to community needs

The digitalization of sub-districts in Pleret District, one of which provides online services, aims to ensure that services can be provided quickly and precisely. Fast means the time to complete the service, while accurate implies the completion of the service does not exceed the specified time standards, and minimal errors occur.

As people become increasingly busy, life is becoming easier with the development of internet-based information technology, and providing various public services online is increasingly needed. Online public services for service users will offer benefits in the form of time efficiency, which can impact work productivity because there is no need to leave work. For service providers, it will provide benefits in the form of more straightforward, more effective, and efficient implementation of service tasks while also increasing the public's upbeat assessment of service performance.

As listed in Table 1 above, various public services can be accessed online by the public. The following is the menu display for online services:

Figure 2: Self-service user menu display



Source: Pleret District Website, 2024

Providing online-based services is a choice for the community in choosing how to access services. Since online access to services has become available, quite a few people have given positive appreciation and are satisfied with the provision of these services. The digitalization of sub-districts in Pleret District, initiated and pioneered in 2021, is felt by both service organizers and users to have had an impact in the form of convenience and practicality. As stated by Mr Doni, one of the community members:

"Everything can be done online to use public services, so I can save time and money in taking care of the administration I do" (Interview January 2024). Providing online services in the current era of advances in information technology is a necessity that has been proven feasible and provides benefits. Of course, dynamic innovation that adapts to society's needs needs to continue. The digitalization of sub-districts in Pleret District does not only offer online-based services. The website also provides a menu of other options the community can use to develop the community's economy through the digital market. The digital market is offered to promote the products of small and medium businesses in Pleret Village. The existence of stalls in this digital market makes it easier for business actors to promote their products, so it is hoped that sales will increase.

Conclusion

Efforts to make it happen a smart village in Pleret Subdistrict in the subdistrict digitalization program by utilizing websites, subdistrict applications, and social media platforms. To realize digitalization, sub-districts must be fully supported by human resources, budget, and adequate infrastructure. Having staff appointed as sub-district digitalization operators endorse the success of the unique application-based online population administration service platform that was created.

One of the objectives of the Pleret Village digitalization program is easy access to population administration services through services that can be accessed online. Preparing the online service application is the initial stage in implementing this sub-district digitalization program. When the online service application is ready, the implementation steps begin with preparing exceptional operator staff and socializing the application and its use to all sub-district devices and service staff. This step ensures that sub-district officials and all staff understand and can operate the online service application.

Providing online population administration services is a form of easy access to services offered by the Pleret District Government. Access to services can be done from anywhere using the online service application provided. Since there was an online service application, community members who previously accessed services directly at the Pleret Subdistrict Office can access services from wherever they are. The change in service platform received a positive response from most community members. Although some people still choose to access services directly at sub-district offices for several reasons, such as being unfamiliar with online applications, weak internet

networks, and not having an Android, they feel more comfortable accessing offline services because they can interact directly with service officers.

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