

# Analisis Penciptaan Nilai Publik dalam Digitalisasi Desa: Studi Pada Program Smart Village Nusantara di Desa Kemuning = An Analysis of Public Value Creation in Village Digitalization: A Study on Smart Village Nusantara Program in Kemuning Village

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## Abstrak

Penelitian ini bertujuan untuk menganalisis penciptaan nilai publik dan upaya pengembangan kapasitas operasional pemerintah desa pada program Smart Village Nusantara di Desa Kemuning. Pendekatan penelitian yang digunakan adalah post positivist dengan teknik pengumpulan data Mixed Method. Pengumpulan data kualitatif dilakukan melalui wawancara dan analisis dokumen, sedangkan pengumpulan data kuantitatif dilakukan pada dimensi substantive outcome melalui survei. Hasil dari penelitian ini menunjukkan bahwa penciptaan nilai publik pada program Smart Village Nusantara di Desa Kemuning masih belum optimal, dikarenakan proses pengambilan keputusan belum dilakukan secara inklusif, pengelolaan komunikasi dan otorisasi yang belum optimal, pelaksanaan program belum efektif dan efisien, serta kepuasan masyarakat cenderung rendah dikarenakan kinerja program yang semakin menurun. Pengembangan kapasitas operasional Desa Kemuning dalam menciptakan nilai publik melalui program Smart Village Nusantara dinilai masih belum memadai, karena pengembangan kapasitas pengelolaan sistem kerja, sumber daya manusia, pengelolaan data untuk rencana pengembangan dan pengelolaan stakeholder belum dilakukan dengan optimal dan profesional untuk keberlanjutan program. Rekomendasi untuk penelitian di masa mendatang yaitu melakukan studi komparatif penciptaan nilai publik pada program Smart Village Nusantara antara desa piloting dan desa reguler, serta mengeksplorasi faktor-faktor penciptaan nilai publik di kawasan pedesaan.

.....The purpose of this research is to analyze the public value creation and operational capacity of the village government in the Smart Village Nusantara program in Kemuning Village. The research uses post-positivist approach with mixed-method data collection techniques. Qualitative data collection was conducted through interviews and document analysis, while quantitative data collection was conducted through survey method that use to analyze substantive outcome dimensions. The result of this study indicated that public value creation in the Smart Village Nusantara in Kemuning Village is still not optimal, because the decision-making process is not inclusive, communication and authorization management has not been optimal, program implementation has not been effective and efficient, and community satisfaction tends to be low due to declining program performance. The operational capacity development of Kemuning Village in creating public value through Smart Village Nusantara Program is still inadequate, because the development capacity of work systems, governance, human resources, data management for development, and stakeholder management has not been carried out optimally and professionally for program sustainability. Recommendations for future research are conducting a comparative study of public value creation in the Smart Village Nusantara program between pilot villages and regular villages, as well as exploring the factors of public value creation in rural areas.