

Empowering the Ranupani Village Community in Realizing the Smart Village

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Abstract

In 2021, at the Indonesian Tourism Village Award (ADWI), the Ministry of Tourism and Creative Economy named Ranupani Village, Lumajang Regency, as the best village in the homestay category. Ranupani Village fulfills the requirements to be categorized as a smart village. The term smart village is actually part of the universal service obligation (USO) program which functions as a means to carry out digital transformation in three domains, namely economy, society and government. This study intends to see how the community empowerment process is, what are the results and what challenges are faced in the community empowerment process towards a smart village. This study used a descriptive qualitative approach using interview, observation, and documentation data collection techniques. The results of the study show that the development of smart villages goes through three stages of the process. Starting from the first stage, namely preparation, then planning, and ending with socialization. These three stages of the process then produce smart governance and smart economy which at a practical level takes the form of Simple Village and IKas (Digital Cashier for UMKM). Because a smart village requires massive digital transformation, the life of the people of Ranupani Village, who are not yet fully familiar with information technology, is transformed into a social challenge in realizing a smart village.

Keywords: Community Empowerment, Smart Village and Ranupani Village

Abstrak

Pada ajang Anugerah Desa Wisata Indonesia (ADWI) 2021, Kementerian Pariwisata dan Ekonomi Kreatif menobatkan Desa Ranupani Kabupaten Lumajang sebagai desa terbaik kategori *homestay*. Desa Ranupani merupakan salah satu desa yang masuk kategori desa pintar (*smart village*). Istilah *smart village* merupakan rangkaian dari program *universal service obligation (USO)* yang berfungsi sebagai sarana untuk melakukan transformasi digital pada tiga ranah yakni *economy, society* dan *government*. Penelitian ini bermaksud untuk melihat bagaimana proses pemberdayaan masyarakat, apa hasilnya dan apa saja tantangan yang dihadapi dalam pemberdayaan masyarakat menuju *smart village*. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan menggunakan teknik pengumpulan data wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa pengembangan desa pintar melalui tiga proses tahapan yaitu tahap persiapan, perencanaan, dan sosialisasi. Tiga proses tahapan ini kemudian menghasilkan *smart governance* dan *smart economy* yang pada tataran praktisnya berbentuk

Simpel Desa dan IKas (Kasir Digital UMKM). Karena desa pintar mensyaratkan adanya tranformasi digital secara massif, maka kehidupan masyarakat Desa Ranupani yang belum sepenuhnya akrab dengan teknologi informasi, menjelma sebagai tantangan sosial dalam mewujudkan *smart village*.

Kata Kunci: Pemberdayaan Masyarakat, *Smart Village* dan Desa Ranupani

Introduction

Smart Village or smart village is a term that was first initiated in 2017 by an institution in Europe (European Commission). This institution then published an important document called EU Action for Smart Village, one form of its implementation in the form of a pilot project on smart eco-social villages. This project is then familiar with the term smart village which has the basic aim of expanding opportunities for villages to be independent. The smart village concept then spread to various countries, one of which is Indonesia.¹

This smart design concept is actually part of a series of Universal Service Obligation (USO) programs. The USO program is engaged in the introduction of Information and Communication Technology (ICT) to the wider community with the aim of helping increase economic productivity in certain areas. Smart Village is basically a derivative of the Smart City concept. The difference between these two concepts lies only in the locus of application, namely the city and the village. For urban areas, the concept implemented is a smart city. Meanwhile, for rural areas, the smart village is implemented.²

Until now, at the theoretical level of the smart village concept, there is no unanimous understanding. This is because each village has a distinctive and different character or characteristics that cannot be compared to other villages. However, keep in mind that a smart village requires one basic thing, namely technology. Thus, a village can be categorized as a village that fulfills the elements of an intelligent village if the village consciously innovates by maximizing the development of information technology sophistication to improve people's quality of life, service efficiency and to increase competitiveness in the economic, cultural, social and environmental fields.

The basic development of a smart village will lead to an increase in the quality of life and progress of the village, which in turn will lead to sustainable development. Sustainable development in general has three main objectives that are interrelated, namely ecological (environmental) sustainability, economic (financial) sustainability

¹Sri Irmayanti Asyhari, et al., Ideas in Collaboration (Thoughts and Insights of Scholars), (Yogyakarta: Belibis Pustaka, 2021) 154.

²Eno Novita Maharani & Dewi Sekar Kencono, "Implementation of Smart Governance in Smart Villages in Dlingo Village, Bantul Regency," Journal of Social and Political Sciences 5(2), 25-38, (May 2021): 2.

and social sustainability (community social life).

The United Nations (UN) then made three main sustainable development goals which were outlined in the SDGs (Sustainable Development Goals) in the period from 2015 to 2030.³ Thus, the development of smart villages can contribute greatly to sustainable development because there are interrelationships. In addition, smart village development programs refer to the SDGs, and are based on village potential and characteristics.

Based on the policy of the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration of the Republic of Indonesia (PDTT RI) where strategic priority projects in the 2020-2024 RPJM are in the form of implementing digital transformation which leads to accelerating national priority programs, namely Digital Villages (Dedi) and Tourism Villages (Dewi), then in this case the implementation of the Digital Village in question is the development of the smart village concept to increase productivity and economic activity in rural areas. Therefore, the basis for the smart village program actually refers to Law Number 6 of 2014 concerning Villages.⁴

It is very possible to accelerate development in rural areas with the presence of a smart village. The concept of smart village-based community development will be able to improve the quality of intelligence, the quality of welfare and the quality of harmonious relationships with local communities. Village development through smart village has implications for improving community welfare as happened in Ranupani Village which the East Java Government has named as one of the smart villages.⁵

Ranupani is one of the villages in Lumajang Regency. This village belongs to the Bromo Tengger Semeru National Park (TNTBS) area. Geographically, Ranupani Village is located on the slopes of Mount Semeru. Ranupani Village has an altitude of 2,100 meters above sea level (MDPL). This village is quite far from urban areas. However, road access to the village is very affordable and quite good. Because it is located on a mountain slope, Ranupani Village has very cold and foggy weather with temperatures that can reach 20 to minus 4 degrees Celsius.⁶

Ranupani Village is known as a stopover for climbers going to the top of Mount Mahameru. The attractiveness of these climbers is because Ranupani Village has the potential for extraordinary natural beauty such as Lake Ranupani, Lake Ranuregulo

³Sri Irmayanti Asyhari, et al., *Ideas in Collaboration (Thoughts and Insights of Scholars)*, (Yogyakarta: Belibis Pustaka, 2021) 159.

⁴Punggelan Village Facilitator (@Punggelan Village Facilitator), "Smart Village, Ministry of Village Smart Village Program," Youtube, 2021, https://youtu.be/EFQmVN_c2xE.

⁵Gesa, Researcher interview, Lumajang, 12 August 2022.

⁶"Fenti Sukmah," *Ranu Pani Danau Indah in the Last Village on the Semeru Slopes*, April 9, 2021, <https://www.nativeindonesia.com/ranu-pani/>.

and Lake Ranukumbolo. Finally, in 2021, the natural beauty that is managed well, the Ministry of Tourism and Creative Economy (Kemenparekraf) awarded Ranupani Village as 2nd winner in the Best Village in the Homestay Category at the Indonesian Tourism Village Award (ADWI).⁷

Research methods

The type of research that researchers choose and use is descriptive qualitative research. This study describes a research object, phenomenon, or social condition of society with a narrative writing model. Thus, the researcher chose the approach and type of descriptive qualitative research because in addition to revealing the reality conditions that occur in society, it also explains the facts on the ground to obtain the truth of the problems faced.

This research is located in Ranupani Village, Senduro District, Lumajang Regency. This location was chosen taking into account the condition of the area which shows an interesting phenomenon, namely Ranupani Village was inaugurated as "Smart Village Nusantara" by the Ministry of Villages PDTT in 2021.⁸

For data collection, researchers used three main techniques in qualitative research. Namely interviews, observation and documentation. Data obtained from the field, then analyzed with several stages. Data analysis includes the stages of reduction, display and verification. Then to ensure the validity of the data obtained from the field, the researcher used source and method triangulation.

Results and Discussion

Community empowerment

Some say that what is meant by community empowerment is an effort, effort or a long process to increase public awareness, the will of each individual, and the capacity of the community to be able to recognize potential, deal with problems, maintain, protect and also to improve their own economic welfare. From this definition it can be seen that community empowerment focuses on fulfilling economic welfare.

However, it should also be understood that community empowerment is actually a non-constructive effort with the aim of facilitating the increase of community knowledge and capacity. This knowledge capacity building aims to identify, plan and solve problems based on the local potential that exists in the area.

In its development, community empowerment has experienced very dynamic

⁷"Kusnadi," Ranupani Tourism Village, Lumajang Regency, Successfully Won 2nd Place in the Homestay category in ADWI 2021, December 11, 2021, <https://infopublic.id/kapal/nusantara/588822/desa-wisata-ranupani-kabupaten-lumajang>.

⁸Gesa, Researcher interview, Lumajang, 12 August 2022.

changes along with the times. This dynamic development in the context of community empowerment is mutually sustainable by relying on three important aspects. Namely input, then process and ends with output.⁹

First, the input aspect. This aspect consists of four types, namely human resources (individuals), family resources, group resources (community), and institutional resources (institutions). Second, namely the process aspect. In the process aspect, there are four sustainable community empowerment activities. These four things are a change in attitude, increased knowledge, strengthened skills, and management of related resources. While the third is the output. This means that the process of sustainable community empowerment must lead to empowered individuals, families, groups and social institutions.

At the process stage, according to Soekanto, community empowerment has six basic stages or steps.¹⁰ First, the preparatory stage. This stage takes the form of preparing empowerment officers in the field. Second, "assessment" is a study to identify problems. Third, planning alternative programs or activities in the form of community involvement to jointly develop programs. Fourth, the formalization stage of the action plan, which in this case takes the form of program determination. Determination of the program aims to select and sort out what activities will be carried out to overcome the problems or problems that have existed so far. Fifth, the implementation of programs or activities in the field. Sixth, evaluation of activities.

Besides the stages described above, community empowerment also goes through several substantial processes. This substantial process begins with the stages of activities that focus on the process of giving, directing or diverting what is in society. In this case what is meant is some strength, power or ability so that individuals can be more empowered. Then proceed with the empowerment process with the focus point and pressure point on the process of stimulating or encouraging each individual so that they have the ability to be empowered so that they are able to make every choice with careful consideration.¹¹

As for the empowerment approach, the ABCD approach or what is familiar with the term Asset Based Community Development is quite popular. This approach is a process of building a community or community with a starting point from the ability to find and map the potential, skills, assets or capacities of citizens whose existence has never been maximized. The ABCD approach starts with a focus on com-

⁹Ibid, 4.

¹⁰Dedeh Maryani & Ruth Roselin E. Nainggolan, *Community Empowerment* (Yogyakarta: CV.Budi Utama, 2019), 13-14.

¹¹Endang Sutisba Sulaeman, *Community Empowerment in the Health Sector: Theory and Implementation* (Yogyakarta: Gadjah Mada university Press, 2021) 275-287.

munity assets or strengths. Then identify community assets, skills and interests. Followed by mobilization and fostering a spirit of change within the community.¹²

Smart Village

So far, the village has been widely known as a place to live that is synonymous with backwardness in all respects. Starting from education, economics, technology and so on. This stigma continues to be maintained even though there are many villages that are very different from most villages. So, the emergence of the smart village idea was used and implemented in an effort to fight and to eliminate the negative stigma that had long been attached to the village.

This effort is felt stronger because it is supported by formal regulations where according to Law Number 6 of 2014 concerning Villages, the village government has the authority to carry out development at the village level where this authority has so far been under the auspices of the local government. Therefore, in the context of rural development, the existence of a smart village is a concrete effort or an innovative real step to accelerate village development so that in a relatively short time the village will progress with the existence of a smart village.¹³

There are several definitions of a smart village according to experts. Ranade and Londhe interpret smart villages in the sense that villages are more oriented or focused on service. A village can be called a smart village if a village government can provide long-term services for its people. The main orientation of this long-term service is towards the realization of social welfare, the security of the community's economy, and the health of the environment in which it is occupied.

There are also those who define a smart village more on the technological aspect. According to the European Commission, a smart village is formed by the community by maximizing the availability and use of digital communication technology, technological innovation and better use of practical knowledge. All of these efforts are to realize an increase in community strength, local assets, and to find new opportunities or opportunities for the realization of community interests. This definition is based on how to optimize the use of technological sophistication in order to achieve the welfare of rural communities.¹⁴

Smart village is an empowerment concept that adopts the dimensions or indicators of the application of the smart city concept. However, it is adapted to a smaller scale and size with the aim of better community service in the administration of village government. In this context, the smart village emphasis lies on the principles of

¹²Compilation Team, ABCD KKN Handbook: Asset Based Community Development (LP2M UIN KHAS JEMBER: Jember, 2021), 31.

¹³Gandang Hardjanata, Kibar Tamanmartani (Yogyakarta: Pandiva Buku, 2021), 171.

¹⁴Rosita Novi Andari and Susi Ella, Smart Village Models for Developing Indonesia (Aceh: Syiah Kuala University Press, 2021), 12.

long term (sustainable development), independence (because it prioritizes community participation in activities), efficiency and effectiveness.

Conceptually, there is a linear line between the concept of a smart city and a smart village. However, between the two there is a clear line of distinction so that between smart villages and smart cities there is a clear difference. The following are the main differences between a smart city and a smart village.

Table 1. Conceptual Differences between Smart City and Smart Village

Aspect	Smart City	Smart Village
Approach	<i>Top-Dwon</i>	<i>Bottom-Up</i>
Government	Regulators	Facilitator
Position		
Community Position	<i>End-User</i>	<i>costumer</i>
Development Process	Collectivity and integration of the basic elements of a smart city	Strengthening, awareness and participation of smart village elements
Target Priority		
Prerequisites for Success	People with high mobility The technology approach is the main basis where each party is encouraged to use information technology as the basis for the success of smart cities	Middle society, poor and not yet empowered The main framework in this success is the socio-cultural perspective. The cornerstone of the success of a smart village is a valid identification of values, personality, norms and issues that exist in society.
Objective	Realizing information technology that can spur economic growth, facilitate access to essential information and services, and improve the quality of urban life.	Realizing the use of information technology to empower communities, build institutions, and improve the welfare of rural communities.

According to Dian Herdiana, the development of a smart village or smart village must be seen as a situation that displays encouragement or desire from below, especially from the community which aims to identify or explore potential and simultaneously develop their abilities. This is different from the development of smart

cities.¹⁵The village government then supports this desire as a means of empowerment and guidance to achieve socio-economic welfare and a decent standard of living for the surrounding community.

One of the distinguishing features of a smart village lies in the active involvement of the community. Community participation is the most significant thing in this program because the smart village requires a bottom-up approach model. This approach is not only focused on optimizing the use of technological sophistication alone. But it will also focus on strengthening human investment and strengthening community social capital.

It is true that a smart village is a type of development approach that encourages or maximizes villages to transform the use of technology. This approach emphasizes village development based on four main pillars. Namely smart society (smart people), smart government (smart governance), smart economy (smart economy) and environment (smart environment).¹⁶

Apart from the characteristics of the villagers who are thick with the habits of mutual cooperation, kinship and face-to-face meetings, the central government considers it necessary to integrate communication technology innovations into the pillars of the village. It must be understood that building a village based on the smart village concept basically does not only focus on the application of information technology in all activities. But how to give birth to the desire to be able to take advantage of technology for all purposes. Therefore, smart village-based village development cannot only rely on village officials but also requires the active involvement of the community.

The involvement of the village community has a very wide space in line with the presence of the internet in rural areas. The existence of an internet program that has penetrated to remote corners of the village, actually at the same time has opened information access channels and community communication channels. Because of this, rapid technological advances make every human activity easier, including the process of digitizing village services.

What is meant by village digitization is a strategy or effort to facilitate the creation of a smart village (smart village). According to Suyatna, a village can be said to be a digital village if everything in the village is connected to internet facilities and administrative services also use the internet. The existence of this facility will change the village in general and the village community in particular to continue working and achieve optimal levels of productivity in all aspects of life.¹⁷Village digitization

¹⁵Dian Herdiana, "Development of the Smart Village Concept for Villages in Indonesia." IPTEK-KOM, Vol.21 No. 1, (June 2019): 1-16.5.

¹⁶Samodra Wibawa and Adhiesta Aldo Prayuda, *From PRUKADES to BUMDES: Rural Area Economic Development 2015-2017* (Jakarta: Kemendes PDTT, 2019), 65.

¹⁷Gatot Ciptadi, et al. "Modern Environmental Philosophy." (Malang: MNC Publish), 2022, 42.

at a practical level must still pay attention to the uniqueness and potential of each village. Do not let the digitization of the village make the village measured and assessed with one measuring tool for progress. The awareness that each village has different characteristics and potential must continue to be the main concept in rural development.

Figure 1. Rural Digitalization Model



This image shows the rural digitization model. First, there are elements consisting of natural resources, then productive business actors, human resources, as well as workforce together with financial and banking institutions must be able to be empowered using digital technology. Digital technology must really maximize its existence as a medium or tool of difference.

Second, technology-based empowerment must lead to the creation of collaboration between agents of change, practitioners, local governments, and academics. This is necessary to socialize the use of digital technology so that it can be used properly. The accuracy of use will have an impact on increasing the ability to utilize all of these elements. Third, the use of the right technology will definitely have an impact on increasing marketing capabilities, increasing business productivity, and being able to access capital sources optimally.

Fourth, opportunities for business expansion and output volume are made possible by the strong performance of village productive business actors. Fifth, the village economy will be driven by a cooperative economic environment. This environment will create a synergistic circle between commercial players and the public who were previously connected by digital technology.

The application of village digitalization in an effort to realize e-governance will certainly face many challenges. Huseini and Muluk stated that there are at least three types of challenges that will be faced by the government in implementing e-Government applications, namely everything that is tangible, intangible, and very intangible.¹⁸ These various challenges that arise must be a source of triggering the birth of

¹⁸ Ambar Teguh Sulistiyani, & Hadriyanus S, Nursam. e-Government-Based Population Services in Triharjo Village, Sleman Regency, Yogyakarta Special Region (Yogyakarta: Copyright) 2019, 88.

sustainable innovation because only with innovation will the capacity of village administrations in the service sector increase.

Other forms of challenges can be in the form of limited physical infrastructure, namely in the form of weak internet networks and uneven distribution of electricity. This type of challenge is often referred to as a tangible challenge. Apart from that, there are also intangible challenges. This type of challenge is an example of financial limitations and limited human resources who are skilled or experts in the field of technology.

The last type of challenge is a very intangible challenge. This challenge is an attitude of courage for regional government officials and officials who aim to implement e-governance in their government area. The last challenge is a common problem in the face of our bureaucracy. It is said to be common because it occurs in most governments where the central point is the absence of a structured and systematic system of delivery and evaluation of public services.¹⁹

Another cause of the emergence of very intangible challenges is due to the absence of standardization of the quality of public services. This lack of general standards ultimately has an impact on each institution as if it were working for itself. Then it will also be difficult to standardize the quality of public services provided by the government to the public.

Broadly speaking, there are five supporting and inhibiting factors in the application of technological sophistication-based public services.²⁰First, human resources. This source plays a very significant role in efforts to achieve success. In this context, public services at the village government level will not be able to run optimally if they are not fully supported by the village community, which incidentally is the main factor and at the same time the driving force for village services. For obstacles, it can be seen from the minimum number of human resources in the implementation of public service delivery. This kind of reality is often found in village offices in Indonesia where the number of public servants is not proportional to the number of villagers.

Second, management information System. This system is closely related to the village population database. The implementation of population administration services at the village office can be carried out with an IT-based management information system innovation to increase community service capacity and public service performance. The application used in this service is SIAK (Population Administration Information System). The use of the application is very important because it can make services more effective. Even though SIAK can be put to good use, there are also some obstacles or obstacles in the form of limitations, for example technical

¹⁹Ibid, 89.

²⁰Ibid, 90.

problems with a relatively long internet connection so that incoming connections on the server experience trouble. In addition, the obstacles that arise are the ability to operate that is not smooth enough,

1. Unpreparedness of the community in understanding ICT (Information Communication Technology). This is due to the limited knowledge of society regarding technological developments which are progressing very rapidly in today's modern era. So that in the service process there is a need for assistance from office employees.
2. Political will, what is meant is the need to maintain good relations or continuity between the village level government and the regional level government. Given the change of leaders is done every period. So it needs to be emphasized that things that include the interests of serving the people can create and maintain a high harmonious efficiency.

Discussion

Geographically, Ranupani Village is located in the Senduro District, Lumajang Regency. This village is part of the Bromo Tengger Semeru National Park (TNBTS). This village is located at an altitude of 2,100 meters above sea level and is the highest village on the island of Java. Ranupani is mostly inhabited by the indigenous people of the Tengger Tribe, namely people of the descendants of the Majapahit Kingdom.²¹

Before the division in 2001 from Argosari Village, Ranupani Village was a hamlet that was part of the Senduro District, Argosari Village, Lumajang Regency. Ranupani Village was formed by two hamlets namely Gedokasu (Sidodadi) and Magnitude.

The Ranupani Village area is a place that has an extraordinary tourist attraction with a variety of stunning lake attractions. Call it for example Lake Ranu Pani, Lake Ranu Regulo, and Lake Ranu Kumbolo. These lakes are dominated by lush green trees, a quiet rural atmosphere, cool air, and clear water flows. So it's no wonder that Ranupani Village has made it into the top 50 competition categories for the 2021 Indonesian Tourism Village Award because it is well known in many social circles, especially among mountain climbers who are always looking forward to the charm of every corner of its extraordinary nature. As such, it is very likely that many travelers are talking about this village on the news and social media.

The process of community empowerment stages based on a smart village in Ranupani Village has been initiated since 2020. Then it was only inaugurated in 2021.

²¹Dian Afrillia, "Ranupani is the highest village in Java and the uniqueness of the Tengger tribe", 21 September 2021, Good News From Indonesia, 11.00, <https://www.goodnewsfromindonesia.id/2021/09/21/ranu-pani-desa-tertinggi-in-island-java>.

Smart Village Nusantara (SVN) was initiated by five selected villages. Ranupani Village, Lumajang Regency, is the only village that represents East Java.²²

Smart Village Nusantara(SVN) is a government program in collaboration with Telkom. Initially, the preparatory stage was manifested in the form of infrastructure preparation including internet network connectivity, village digitization space, preparation of human resources and program optimization assistance.



Figure 2: Smart Village Model According to the Ministry of Villages-PDPT

Village operators as the spearhead of the archipelago's smart village receive special assistance and full support from Telkom. Telkom made a contract for one year. Then after that, the village must run independently in accordance with the directions that have been given.²³ The main need towards SVN lies in the use of digital aspects in everyday life such as in economic systems or smart economy, social governance or smart society and village government governance or smart government.

The Ranupani Village Government, through the smart village operator, always conducts outreach and education to the community, especially the younger generation as the successor to the existence of a smart village.²⁴ Apart from that, technical preparations were also carried out, such as repairing the internet network, repairing supporting facilities such as the SVN office and providing assistance to the community.²⁵ In order for socialization to run effectively, it is not uncommon for smart village operators to socialize or introduce house-to-house programs in stages.

The socialization stage was carried out in stages because the community did not understand information and communication technology so that the socialization was carried out in stages. The socialization which was carried out in stages also produced positive results in addition to avoiding misunderstanding of information as well as adapting to the conditions of the community as well. With this process, people also don't feel reluctant when using the application and increase their sense of participation.

²²Gesa, Researcher interview, Lumajang, 13 July 2022.

²³Dewi, Researcher interview, Lumajang, 29 August 2022.

²⁴Gesa, Researcher interview, Lumajang, 12 July 2022.

²⁵Dewi, interview with researcher, Lumajang, 29 August 2022.

For the evaluation stage, the village government and village operators involve the local community with the aim of building better communication between officers and the community and fostering a sense of openness in any case. This evaluation is scheduled and tentative in nature. Scheduled to be held once a month. As for the tentative implemented in accordance with the needs.²⁶

Based on the results of research in the field, the process of empowering village communities based on smart villages in Ranupani Village has produced significant results, although it cannot be said to be optimal. The results of this empowerment in its implementation are a form of effort to develop self-sufficiency, the welfare of both the village government and the community. Therefore, the results of the smart village-based community empowerment aim to measure the success of the process stages. The results of Smart Village development so far are in the form of:

1. Smart Governance (smart village government)

Smart governance is a service to support and guarantee easy access to public services effectively. In this case, the form of implementation that is accessed by the community is in the form of an application that is downloaded on the Playstore application which then appears the Smart Village Nusantara application. In this application there are several details of services that can be accessed by the surrounding community only by reason of the application entry requirements using NIK and date of birth.²⁷

2. Smart Economy (smart economy)

Governance of economic welfare that is based entirely on adaptation to technological innovation, efficiency, resources, sustainability and prosperity is often referred to as a smart economy. Based on the results of research in the field, the implementation of smart economy leads to the development of BUMDesa. In this case the role of BUMDesa greatly influences smart economy services, services accessed by the community are almost the same as Sempel Desa. The difference between the two lies only in their activities.

The service in question is IKas (digital cashier for UMKM) where people are free to choose to use it or not. If the community chooses to use the application, the community will directly contact BUMDesa because almost all BUMDesa manage IKas. This is related to the BUMDesa business, which according to the results of research in the field, the types of businesses managed by BUMDesa are temporary stalls and workshops.²⁸

Based on the reality on the ground regarding the challenges of smart vil-

²⁶Hermanto, Researcher interview, Lumajang, 03 September 2022.

²⁷Gesa, Researcher interview, Lumajang, 12 August 2022.

²⁸Hermanto, Researcher interview, Lumajang, 03 September 2022.

lage-based community empowerment, it can be seen that one of the main challenges of digitalization in the smart village program in Ranupani Village lies in the internet network.

The internet network is a bridge to access several services that will be carried out. So, the internet network must always be stable so that internet access when used runs optimally. For now, the internet network in Ranupani Village is one of the inhibiting factors. This is because the location of the village is in a remote area so that access to the internet network into the village is not optimal.²⁹

In addition to natural factors, there is also the quality of human resources as another inhibiting factor. The majority of the population of Ranupani Village work as farmers with an education level at the elementary school level, so the availability of educated human resources is one of the obstacles that must be overcome immediately.

Conclusion

This research has shown that the development of a smart village (smart village) as part of an effort to empower rural communities requires many things and goes through three stages of the process. Starting from the first stage, namely preparation, then planning, and ending with socialization. These three stages of the process then produce smart governance and smart economy which at a practical level take the form of Simple Village and IKas (Digital Cashier for UMKM).

There is an interesting finding that because a smart village requires massive digital transformation, the life of the people of Ranupani Village, who are not yet fully familiar with the sophistication of information technology, is transformed into a social challenge in realizing a smart village. This challenge is increasingly felt when infrastructure related to information technology does not fully support such as electricity and a stable internet network.

However, it should be realized that Ranupani Village as an example of smart village development has taught that the two main sources of development, namely natural resources and human resources, must work together so that the main objectives of the smart village program can be realized properly.

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²⁹Gesa, Researcher interview, Lumajang, 12 August 2022.

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