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The Impact of the Smart Village Program on Community Empowerment in Rural Areas in South Lampung Regency, Lampung Province

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ABSTRACT
Village development in South Lampung Regency is still not optimal in empowering its people. As an effort to overcome this problem, the South Lampung Regency Government implemented public policy in the field of technology-based village development with the Smart Village Program. The purpose of the study was to analyze the influence of the Smart Village program on village community empowerment and to identify strategic solutions for the development of the Smart Village program. This study used a mixed method explanatory sequential design approach and SWOT analysis. The results of the study showed that the Smart Village Program had a significant influence on village community empowerment in South Lampung Regency with a significance value of the f test of 0.000, a t test of 0.000, and a coefficient of determination of 0.592 indicating that 59.2% of the variation in village community empowerment can be explained by the Smart Village Program. This is reinforced by the findings of the qualitative approach that the Smart Village Program has a significant contribution in empowering village communities, especially in providing access to information, encouraging active participation, and protecting local values and resources. However, the success of program implementation still varies between villages, depending on the readiness of human resources, coaching facilities, and institutional strengths in each region. The resulting strategic solution recommendations include optimizing digital services, strengthening village capacity and mentoring, reducing inequality through independent initiatives, and ongoing monitoring and evaluation.

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INTRODUCTION

Based on data from the BPS of South Lampung Regency in 2023 in the 2018-2022 national socio-economic survey, the percentage of the population aged 5 years and over who used internet access in 2018 in South Lampung Regency was only 21.65%. Although it increased to 65.64% in 2022, the use of digital technology at the village level has not been fully optimal to support development or community empowerment, especially in opening up access to information and wider business opportunities.

In addition, there are still many villages that have not been able to manage their

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economic potential independently. Data from 2019 shows that only around 40% of Village-Owned Enterprises (BUMDes) in South Lampung Regency have succeeded in contributing to Village Original Income (PADes), while the rest are still inactive and some are not running. This is evidenced by the Kupastuntas.com report, "In 2019, only around 40% of villages or 104 Village-Owned Enterprises (BUMDes) generated Village Original Income (PADes), the rest or around 60% of villages only run without PADes and are stagnant, aka in a state of suspended animation." This condition shows that the capacity of the community to manage economic potential independently is still limited, so that it is not optimal in terms of empowerment, especially in terms of improving skills, economic independence, and strengthening local institutions.

Community participation in village development planning is also still a problem. The results of research by Duadji and Tresiana (2016) stated, "The level of community participation in South Lampung Regency and Pesawaran Regency to participate in Musrenbangdes is still low because the community assumes that Musrenbangdes is still the domain of the government, not yet a public domain.". This shows that community awareness of their rights and roles in the development process has not fully grown.

In response to these various problems, the Lampung Provincial Government through the Village Community Empowerment and Transmigration Service has implemented the term Smart Village Program as one of the strategic efforts to improve the quality of village services, strengthen community capacity, and encourage technology-based village transformation. This program is stated in Lampung Governor Regulation Number 36 of 2020 concerning the Implementation of Smart Village in 2020–2024, and has been implemented in several villages in South Lampung Regency as one of the priority areas.

Furthermore, South Lampung Regency also included the Smart Village Program in the South Lampung Regency Regional Regulation Number 4 of 2021 concerning the 2021-2026 Medium-Term Development Plan which emphasizes improving infrastructure and public services, including down to the village level. This shows that the implementation of the Smart Village Program in this area is related to regional development priorities, especially in expanding access and quality of services based on information technology.

The Smart Village program in South Lampung Regency is realized through the use of web-based applications such as OpenSID and in 2025 it will switch to SIPDeskel which was developed by the Lampung Provincial Government. This application provides various digital village service menus, such as correspondence services, marketing of MSME products, village maps, budget transparency, to online complaints which are a means of village community aspirations. Each feature in the application reflects the dimensions of the Smart Village Concept which is suitable for the development of villages in Indonesia, as Herdiana (2019) explains, "there are 3 (three) main elements of a smart village for villages in Indonesia, namely smart government, smart community and smart environment."

After 4 (four) years (2020-2024) of the Smart Village Program in South Lampung Regency, the program has shown several achievements, although there are still challenges that need to be overcome. These achievements can be seen from the comparative data of the Village Development Index (IDM) Status between 2020 and 2024, namely as follows:

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Based on comparative data on the status of the Village Development Index (IDM) in 2020 and 2024, there has been an increase. In 2020, no villages had independent status, while in 2024 as many as 20 villages had succeeded in achieving independent village status. In addition, in 2020 there were still 6 underdeveloped villages, but in 2024, the number of underdeveloped villages in South Lampung Regency will no longer exist. However, there is still a significant disparity in status between villages, where in 2024, the number of independent villages was only 20 villages, while there were 112 advanced villages and 124 developing villages. This shows that although there has been progress, the achievement of independent village status in South Lampung Regency has not reached half of the total number of existing villages.

Although the program has been running for several years, there have not been many empirical studies that specifically measure the impact of the implementation of the Smart Village Program on empowering village communities in South Lampung Regency. Existing research generally only discusses the technical aspects of implementation or has not focused on the impact on the community. Given these conditions, a comprehensive evaluation is needed to determine the extent to which the Smart Village Program is able to contribute to the process of empowering village communities. Based on this, the author conducted a study entitled "The Impact of the Smart Village Program on Village Community Empowerment in South Lampung Regency, Lampung Province."

The purpose of the study is to gain a deeper understanding of the influence of the Smart Village program on village community empowerment. The objectives of this study are as follows: To analyze the influence of the Smart Village program on empowering village communities in South Lampung Regency, Lampung Province; and To identify strategic solutions to improve village community empowerment in South Lampung Regency, Lampung Province.

METHOD

In this study, the approach used is a mixed method, which combines quantitative and qualitative approaches to gain a more comprehensive understanding of the object being studied. According to Suprajogo (2017), "Research with mixed methods is a study with the assumption that collecting various types of data that are considered best can provide a comprehensive understanding of the problem being studied." By assuming both quantitative and qualitative approaches, it will provide a more comprehensive view, so that it can be understood from two sides, namely how much influence there is between variables and why or how it happens and draw conclusions about strategic solutions for program development.

The number of samples obtained by the Slovin formula after rounding is 44 people. The sample was taken from the community directly involved in the Smart Village Program, which is spread across 38 villages. To maintain representativeness and avoid bias, the distribution of respondents to each village was done randomly. This means that from a total of 44 respondents, the allocation to 38 villages was not determined evenly, but was divided randomly by considering a reasonable proportion so that all villages remain represented.

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Data collection in the qualitative approach in this study through three main techniques, namely interviews, observation, and documentation. In the qualitative approach, researchers analyze qualitative data using analysis according to Miles and Huberman. According to Miles and Huberman (2014) in Mariyadi (2019) "analysis consists of three streams of activities that occur simultaneously, namely data reduction, data presentation, and drawing conclusions/verification.

In this study, further analysis of the results of the mixed method approach is used to answer the second problem formulation, namely regarding strategic solutions in improving village community empowerment in South Lampung Regency. The method used is SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, which aims to formulate strategies based on actual conditions faced by the village, both in terms of internal potential and external challenges, in the community empowerment process.

RESULTS AND DISCUSSION

Linearity Test

Linearity Test aims to determine whether two variables have a significant linear relationship or not. Independent and dependent variables can be said to have a significant linear relationship if they have a linearity significance value <0.05. The following linearity test results can be seen from the ANOVA table:

Table 4.1, ANOVA Table (Viewing Linearity Test)

			Sum of Squares	df	Mean Square	F	Sig.
Y * X	Between Groups	(Combined)	649,053	12	54,088	6.106	.000
	Within Groups		274,583	31	9.304		
	Total		923,636	43			

Source :Processed by the Author using the SPSS 26.0 Application, 2025

Based on the results of the linearity test using the ANOVA method, the significance value (Sig.) obtained for the linear relationship is 0.000, this means that the significance value is <0.05, so it can be concluded that there is a significant linear relationship between variable X and variable Y.

Heteroscedasticity Test

The Heteroscedasticity Test in this study was conducted using the Glejser test, by regressing the absolute value of the residual against the independent variable. The goal is to detect whether there is a significant influence of the independent variable on the residual variance indicating the presence of heteroscedasticity symptoms. If the significant probability value is above the 5% or 0.05 confidence level, it is said that there is no heteroscedasticity. The following are the results of the Glejser test whose values can be seen from the coefficient table in SPSS 26.0:

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Table 4.2 Coefficient Table (Heteroscedasticity Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.322	3.364		1.285	.206		
	X	-.040	.063	-.097	-.631	.532	1,000	1,000

a. Dependent Variable: abs_resid

Source :Processed by the Author using the SPSS 26.0 Application, 2025

Based on Table 4.16, the regression output in the coefficient table obtained a significance value (Sig.) of 0.532, which is greater than the significance level of 0.05. This shows that the independent variable does not have a significant effect on the absolute value of the residual. Thus, it can be concluded that there is no heteroscedasticity in the regression model.

Simple Linear Regression Test

Partial Significance Test (t-Test)

Partial Significance Test (t-test) is used to see whether the independent variable (Smart Village Program) has a significant effect on the dependent variable (Village Community Empowerment) partially. The results can be seen from the following coefficient table:

Table 4.3 Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.035	5.152		.738	.438		
	X	.750	.096	.769	7,805	.000	1,000	1,000

a. Dependent Variable: Y

Source :Processed by the Author using the SPSS 26.0 Application, 2025

Based on table 4.18, it is known that the t-value is 8.683 and the significance value (p-value) is 0.000. Because the significance value is less than 0.05, H0 is rejected and H1 is accepted. Thus, it can be concluded that the Smart Village Program has a significant effect on village community empowerment. In addition, the regression coefficient value of 0.765 indicates a positive direction of influence. This means that every one unit increase in the Smart Village Program variable will increase village community empowerment by 0.765 units, assuming other factors are constant.

Coefficient of Determination (R2)

The coefficient of determination (R2) is used to determine how much the independent variable, namely the Smart Village Program, is able to explain the variation in changes in the

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dependent variable, namely Village Community Empowerment. The following is a Model Summary table to see the Determination Coefficient:

Table 4.4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769a	.592	.582	2.996
a. Predictors: (Constant), X				
b. Dependent Variable: Y				

Source :Processed by the Author using the SPSS 26.0 Application, 2025

Based on Table 4.19, the results of the simple linear regression analysis, obtained an R Square value of 0.592. This means that 59.2% of the variations that occur in village community empowerment can be explained by the Smart Village Program variable. While the rest, namely 40.8%, is influenced by other factors outside the model, such as social conditions of the community, institutional support, village policies, and other external factors that are not analyzed in this study.

Interpretation of Regression Equation

Based on Table 4.18 Coefficients, the constant value (a) is 4.035 and the regression coefficient (b) is 0.750 as seen from the Unstandardized Coefficients B value. Therefore, the simple linear regression equation in this study is:

$$\boldsymbol{Y = 4,035 + 0,750X}$$

The constant value of 4.035 indicates that if there is an influence from the Program*Smart Village*(X=0), then the value of village community empowerment (Y) is 4.035 units. And the regression coefficient value of 0.750 indicates that every 1 unit increase in the Smart Village Program will increase village community empowerment by 0.750 units, assuming other factors remain constant. Thus, this regression equation can be used to predict the extent to which the Smart Village Program contributes to the level of village community empowerment.

Discussion

Based on the results of simple linear regression analysis, it is known that the Smart Village Program has a significant effect on village community empowerment in South Lampung Regency. This is indicated by the significance value in the F test of 0.000 and the t test of 0.000, both of which are smaller than the significance level of 0.05. Thus, the alternative hypothesis (H1) is accepted, which states that there is a significant influence between the Smart Village Program and village community empowerment.

The coefficient of determination (R^2) value of 0.592 indicates that 59.2% of the variation in village community empowerment can be explained by the Smart Village Program, while the remaining 40.8% is influenced by other factors outside the model. These results indicate that the contribution of the program is quite large, but not absolute, thus opening up opportunities for exploration of other factors such as village policies, social conditions, local culture, and inter-institutional support at the local level.

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Furthermore, the regression coefficient value of 0.750 indicates that every one unit increase in the Smart Village Program variable will increase village community empowerment by 0.750 units. This indicates a positive and strong relationship between the two variables: the more optimal the implementation of the program, the higher the level of village community empowerment.

This result is in line with the theory of community empowerment put forward by Mardikanto (2012), which emphasizes three main processes, namely enabling, empowering, and protecting. The Smart Village program, as a technology-based innovation, plays a role in:

a. Enabling: providing access to information and opening up wider opportunities for the community;
b. Empowering: increasing community capacity through active participation in training, education and skills development;
c. Protection: strengthening community awareness of the rights and ability to defend village resources from internal and external threats.

In line with this, several previous studies also showed consistent results. Herdiana's (2019) research revealed that the implementation of the Smart Village concept had a positive impact on strengthening community capacity through the integration of information and communication technology. Meanwhile, Yunita and Eko (2024) found that the Smart Village Program had a positive and significant impact on village development partially, especially through the use of technology in governance which had a direct impact on public services and information infrastructure.

Other studies conducted by Masitah (2019) and Zavratnik, Kos, & Stojmenova Duh (2018) also underline the importance of active community involvement in every stage of program implementation so that empowerment results can be achieved optimally and sustainably. Thus, these quantitative results indicate that the implementation of the Smart Village Program has contributed significantly to encouraging village community empowerment in South Lampung Regency. However, there is still room for improvement, especially in expanding the scope of digitalization, strengthening socialization, and increasing the capacity of human resources (HR) at the village level.

As a further step, a qualitative approach was used to dig deeper into the community's perceptions and experiences directly regarding the implementation of the Smart Village Program, in order to complement and strengthen the quantitative findings in this study.

Research Results and Discussion of Qualitative Analysis

In this discussion, the researcher presents the results of qualitative research that aims to deepen understanding and strengthen the results of the quantitative approach which states that there is an influence of the Smart Village program on village community empowerment in South Lampung Regency, Lampung Province. Qualitative data were obtained through in-depth interviews with 6 (six) informants from 2 (two) village categories, namely independent villages and developing villages, consisting of community representatives from government, community and economic institutions.

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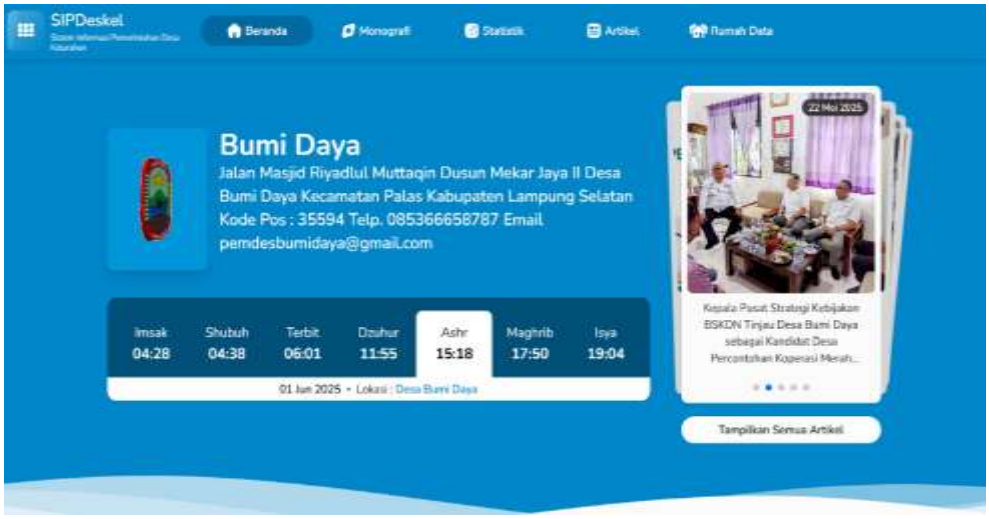
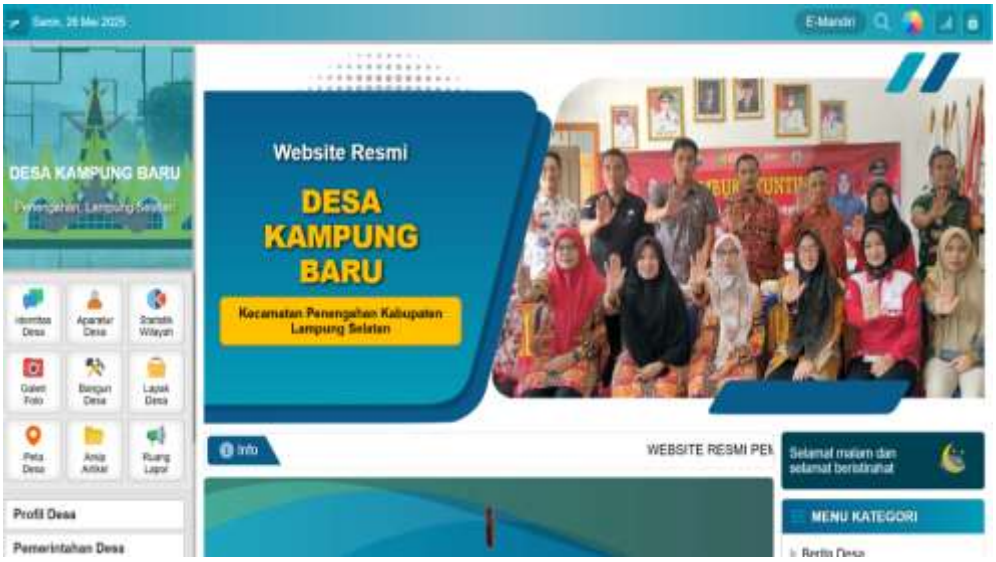
Based on the results of observations and interviews, it is known that the implementation of the Smart Village program in South Lampung Regency, Lampung Province is realized in the form of providing a domain from the village website for villages in South Lampung Regency, initially the domain provided was through Open SID but now it has been upgraded to SIPDeskel (Electronic Village Government Information System), the existence of features in both applications is the same, but the difference is that in SIPDeskel, the existing data has been aggregated to the Sub-district, Regency and Province levels. The following is a description of the SIPDeskel Website dashboard for Bumidaya Village and the Kampung Baru Village Website,





The Village Website image is used by the village government in South Lampung Regency to convey information, provide online public services, and support community participation through available digital features. The features in the application can be classified into three dimensions of Smart Village as stated by Herdiana (2019), namely:

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a. Smart Government, which includes administrative services, public complaints, budget transparency and public information;
b. Smart Community, which supports community strengthening through MSME promotion, documentation of community activities, and management of village institutions; and
c. Smart Environment, which provides village spatial information and location and data-based development documentation.

The focus of the analysis is directed at how the implementation of aspects of the Smart Village Program, namely Smart Government, Smart Community and Smart Environment, relates to the community empowerment process which includes the dimensions of Enabling, Empowering and Protecting. The analysis was conducted using the Miles and Huberman interactive model which includes 3 (stages) namely data reduction, data presentation, and verification/drawing conclusions.

Data Reduction

Data reduction is the initial stage in qualitative data analysis which is carried out by selecting, focusing, simplifying, and abstracting interview data that is considered relevant to the focus of the research. At this stage, the researcher identified important information related to the implementation of the Smart Village program from the aspects of Smart Government, Smart Community and Smart Environment which were implemented in two villages, namely Bumidaya Village, Palas District as an Independent Village and Kampung Baru Village, Penengahan District as a Developing Village.

Smart Government

1. Technology Based Public Services

In Bumidaya Village, the implementation of technology-based public services has been running well. This village has implemented the SIPDeskel application as a replacement for OpenSID, which is integrated down to the district and provincial levels. One of the mainstay features in technology-based public services is in the Self-Service menu, which allows people to take care of correspondence online by simply entering their NIK and PIN.

2. Village Development Planning Based on Digital Data Utilization

In Bumidaya Village, the use of digital data in development planning and implementation has been carried out through the Development menu in the Bumidaya Village SIPDeskel application. This menu contains complete documentation of village development programs, including types of activities, budget locations and photos of activity progress. This data can be accessed by the community online through the village website, which makes the development process more transparent and can be monitored together. The following is a display of the Development menu in the Bumidaya Village SIPDeskel, it can be seen that Bumidaya Village has utilized digital data in development planning in a more structured and open manner, while Kampung Baru Village is still in the early stages of awareness of technology integration in the village development planning process.

3. Transparency and Accountability

Transparency and accountability are important indicators in the Smart Government dimension, as stated by Herdiana (2019). This indicator refers to the openness of village

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information to the community, especially regarding financial management, regulations, and implementation of development programs. In the context of the smart village program, this indicator can be traced through the use of digital features that allow the community to access information directly and openly.

Transparency and Accountability is also reinforced by the explanation of Mr. Chosiyano Karang Taruna Desa Kampung Baru, "Because we can see information about activities and budgets on the website, we know what is going on and can participate in voicing opinions for development proposals." Thus, the indicators of transparency and accountability have begun to be implemented in both villages. Both Bumidaya Village and Kampung Baru Village are moving towards a more open and integrated system.

4. Digital Community Development and Empowerment

Kampung Baru Village Digital Community Development and Empowerment seems to be minimal and has not been the main focus in the implementation of the Smart Village Program. The community has not received special training related to the use of the village website, or the use of available digital features. Based on the results of interviews and field observations, until now there has been no special program or activity that is systematically aimed at improving the digital literacy of the village community. Even from the internal side of the village government, there is only one village operator who also serves as the Head of Service who is considered to have adequate capabilities in managing technology-based administrative services, as stated by the Secretary of Kampung Baru Village, Mr. Dodi,

Thus, Bumidaya Village has demonstrated initiative and success in proactively fostering a digital society, both in terms of village services and financial literacy. Kampung Baru Village still needs further support, both in the form of technical training and ongoing assistance, so that the community is not left behind in the process of village digitalization.

Smart Community

1. Increasing Public Awareness in Village Development

Bumidaya Village indicators of increasing community awareness in village development have been felt as conveyed by Bumidaya Village Official Mr. Doni who said, "our community is now also increasingly active andawaretowards village activities, including during the village deliberation, the community is also involved, as well as in data collection because we have a village data collection volunteer working group, they are actively involved." This is also proven by the Decree of the Head of Bumidaya Village Number 140/013/SK-BD/VII.07.13/2021 concerning the Establishment of the 2021 Village Data Collection Volunteer Working Group, where researchers see that its membership is not only elements of the village government but also elements of Village Companions, Babinsa, Bhabinkamtimas, Hamlet Heads, Karang Taruna elements and students.

2. Increasing Community Digital Capacity

Kampung Baru Village, increasing the digital capacity of the community is still limited. There has been no special training given to residents to access the village information system or other digital services. Most residents are not yet familiar with the use of village applications independently, and still rely on the assistance of village officials in managing administration. As expressed by Chosiyano Village, Karang Taruna, Kampung Baru Village,

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"There has been no training on digital in our village, residents are also still used to selling directly, they have not made much use of online platforms."

Overall, Bumidaya Village has shown significant progress in increasing the digital capacity of its community through training and active mentoring, while Kampung Baru Village still faces challenges in building its citizens' digital literacy and skills. Both of these conditions reflect a gap that needs to be bridged through an inclusive digital capacity building policy.

3. Digital Based Village Institutions

In Bumidaya Village, institutional digitalization has begun to be implemented through the Institution and Group feature in the SIPDeskel application. This menu displays information on the structure and members of village institutions such as BUMDes, LPM, Karang Taruna and PKK. This information can be accessed openly by the public through the village website, so that residents can identify who is involved in the institutional structure and their respective activities. As explained by the Bumidaya Village apparatus, Mr. Doni, "On the village website there is already an institution and group menu containing the identities of the institutional administrators in Bumidaya Village, so that residents also know who the administrators are and can actively participate."

Thus, Bumidaya Village has begun to digitize institutional information in a more structured and open manner, although the management of activities is still manual. Meanwhile, new kampung villages have not fully utilized digital systems to support village institutional functions, and still rely on conventional communication methods.

Utilization of Information Technology in the Social and Village Government Context, In Kampung Baru Village, the utilization of information technology in the social context and village government in general is not yet optimal, the utilization of technology is still at the village government level, for the community level that actively utilizes technology, researchers have not yet explicitly found it when conducting interviews, observations or documentation.

Thus, Bumidaya Village has utilized information technology to strengthen social interaction and village governance in a more open and participatory manner, while Kampung Baru Village is still limited in the use of technology for social contexts, and needs strengthening both in terms of human resources and the digital culture of the community.

Smart Environment

1. Utilization of Technology for Socio-Cultural Environmental Conservation

In Bumidaya Village, socio-cultural preservation has begun to be supported by the use of technology through the Village Gallery menu and Articles on the Village website. This menu is open for public access through the village website, so that residents can see the traces of the village's social and cultural activities. The Bumidaya village website is also a promotional media to introduce existing innovations and cultural activities. One concrete form of cultural preservation is the commemoration of the 49th Anniversary of Bumidaya Village which was celebrated with a puppet show and jaipong dance, and was also attended by the Regent of South Lampung. As conveyed by the Bumidaya village apparatus, Mr. Doni, he said,

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2. Sustainable Natural Resource Management

Meanwhile, in Kampung Baru Village, the use of technology for managing Natural Resources has not been running optimally. Although the village website provides a Geodeskel menu, the regional map data is still basic. As explained by the Secretary of Kampung Baru Village, Mr. Dodi, "for the management of natural resources that utilize technology, it seems we are not in that direction yet. We only have bugisa behind, the village nutrition barn, which is a program in the context of food security, but it is still conventional, not yet in the direction of utilizing technology."

Thus, Bumidaya Village has begun to implement the principles of sustainable Natural Resource management based on data and technology, while Kampung Baru Village is still managing natural potential conventionally and has not utilized the village information system as a supporting tool for planning and marketing local resource products.

Data Presentation

After the data reduction process is carried out through sorting and grouping information based on aspects of the Smart Village program and its relationship to the dimensions of community empowerment, the next stage is data presentation. Data presentation aims to visualize the findings so that the relationships between categories and emerging patterns can be more easily understood. In this study, data presentation is carried out in the form of a table that links each aspect of Smart Village, namely Smart Government, Smart Community and Smart Environment with the dimensions of community empowerment according to Mardikanto, namely Enabling, Empowering and Protecting. This presentation is complemented by examples of relevant field findings to strengthen data interpretation.

Drawing Conclusions and Verification

These findings indicate a gap in empowerment between villages, even though they are within the same program framework. Villages that already have infrastructure, human resource capacity, and strong policy support, such as Bumidaya, are able to integrate technology into village governance and the socio-economic life of the community. On the other hand, villages with limited capacity require additional intervention so that digital programs are not just administrative symbols, but actually provide an even empowerment impact.

From all the verified findings, it can be concluded that:

1. The enabling dimension is achieved in almost all indicators, both in the aspects of Smart Government, Smart Community, and Smart Environment. Access to information, services, and digital documentation has been available even with variations in use.
2. The empowering dimension is starting to form, especially in villages that have carried out training and active participation in utilizing digital features, such as Bumidaya. However, it is not yet strong in developing villages.
3. The protecting dimension appears to a limited extent, especially in the indicators of budget transparency, utilization of Geodeskel, and local regulations that support citizens' rights in decision-making.

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Therefore, increasing the empowerment of rural communities in the future is not enough just by providing technology. A holistic approach is needed that touches on human resource capacity, strengthening village institutions, sustainable digital development, and a participatory culture that grows from the community itself. Only then can technology become a transformation tool that truly empowers villages comprehensively, fairly, and sustainably.

Village Community Empowerment Enhancement Strategy through SWOT Analysis

In the strategy of increasing the empowerment of rural communities through SWOT analysis, it aims to answer the researcher's problem formulation, namely formulating a strategy to increase the empowerment of rural communities in South Lampung Regency, Lampung Province. SWOT analysis is used to identify the strengths (Strengths), weaknesses (Weaknesses), opportunities (Opportunities), and threats (Threats) of the implementation of the Smart Village program based on research results, both quantitatively and qualitatively.

Table 4.5 SWOT Strategy Analysis

	Strength (Strength)	Weakness (Weakness)
Opportunities(Opportunity)	Expanding the implementation of OpenSID/SIPDeskel with support from village budgets and local governments Fostering collaboration with the private sector (examples: internet providers, local startups) for the development of Desamart Building an integrated service platform (example: village e-government) to meet the community's need for fast and transparent services.	Conducting free online digital literacy training with government/institutional support Forming a village assistance team (collaboration with academics/private sector) to increase understanding of Smart Village Utilizing open data from central/regional governments for more evidence-based village planning. Create clear Smart Village Program Implementation Guidelines for all aspects
Threats(Threat)	Utilizing village budgets for equal distribution of infrastructure and human resource training to reduce disparities between villages. Optimizing independent village initiatives (e.g. village websites) to reduce	Create a gradual digital village roadmap according to human resource and infrastructure capacity. Prioritize villages with low readiness to receive intensive assistance before large-scale programs.

	dependence on external parties Creating sustainable village policies related to digitalization by involving active community participation	Building a monitoring and evaluation system to ensure the program runs sustainably without external dependency.

Source: Processed by the Author, 2025

By combining SO, ST, WO, and WT strategies, increasing Village Community Empowerment can be done in a measurable, inclusive and sustainable manner. The main key is:

a. Optimizing the SIPDeskel (Desamart, self-service, transparency) features to expand village community empowerment based on local potential;
b. Improving digital literacy in developing village communities through training in collaboration with external parties;
c. Using the power of village digitalization to address threats such as budget constraints and operator dependency; and
d. Developing a digital village promotion and management system collaboratively between villages.

Integration of Research Results

In general, from the integration it can be concluded that the Smart Village Program has a significant contribution in empowering village communities, especially in providing access to information, encouraging active participation, and protecting local values and resources. However, the success of the program implementation still varies between villages, depending on the readiness of human resources, coaching facilities, and institutional strengths in each region. This finding emphasizes the importance of efforts to strengthen capacity, equalize training, and institutional support so that village community empowerment through the Smart Village program can be achieved comprehensively and sustainably.

Meanwhile, the results of the SWOT analysis show that the Smart Village program has a number of main strengths such as the availability of village website application support, self-service and transparency features, and the Desamart menu for community product promotion. However, this program also faces challenges in the form of digital gaps between villages, minimal training, and lack of active promotion. Opportunities from digitalization trends and government support can be utilized to strengthen the impact of community empowerment. The strategies are:

a. Optimizing the SIPDeskel (Desamart, self-service, transparency) features to expand village community empowerment based on local potential;
b. Improving digital literacy in developing village communities through training in collaboration with external parties;
c. Using the power of village digitalization to address threats such as budget constraints and operator dependency; and

d. Developing a digital village promotion and management system collaboratively between villages.

CONCLUSION

Based on the results of the study on the influence of the Smart Village program on village community empowerment in South Lampung Regency, Lampung Province using mixed method sequential explanatory analysis, it can be concluded that: The Smart Village Program has a significant effect on village community empowerment in South Lampung Regency with a significance value of the f test and t test of 0.000. The regression results show that the Smart Village Program contributes 59.2% to the variation in village community empowerment, with a positive and significant relationship. Descriptively statistically, most respondents chose the categories "Agree" and "Strongly Agree", with a dominant score of 4 and 5 on almost all indicators. This finding is supported by qualitative data, the Smart Village Program has a significant contribution in empowering village communities, especially in providing access to information, encouraging active participation, and protecting local values and resources. However, the success of program implementation still varies between villages, depending on the readiness of human resources, coaching facilities, and institutional strengths in each region. Strategic Solutions for Improving Village Community Empowerment need to be directed at strategic solutions based on local strengths and potentials. The results of the SWOT analysis show that strengthening strategies can be carried out through: Optimizing the SIPDeskel feature (Desamart, self-service, transparency) to expand village community empowerment based on local potential; Improving digital literacy of developing village communities through training in collaboration with external parties; Using the power of village digitalization to face threats such as budget constraints and operator dependence; and Developing a collaborative village digital promotion and management system between villages. As a follow-up to the conclusions that have been obtained, the researcher provides several suggestions for policy makers and village development partners, it is recommended to adopt an inclusive local potential-based development strategy, by involving the community in the program planning and evaluation process. Cross-sector collaboration, both from the government, private sector, universities, and local communities, needs to be strengthened to ensure that the Program in order to improve community empowerment does not only run administratively, but also has a direct impact on increasing the capacity and independence of village communities in a sustainable manner.

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