

ABSTRAK

Perkembangan teknologi mendorong pemerintah daerah dalam menerapkan *smart city* dalam meningkatkan kualitas pelayanan publik. Dalam konteks pemerintahan desa, konsep tersebut diturunkan melalui penerapan *smart village* dengan memanfaatkan website sebagai sarana pelayanan publik. Penelitian ini bertujuan menganalisis penerapan *smart village* di Kapanewon Pleret melalui teori difusi inovasi oleh Rogers dengan fokus penelitian pada peran komunikasi antara Pemerintah Kabupaten Bantul dengan pemerintah kalurahan dalam mendorong penerapan *smart village* pada ranah pelayanan publik. Metode yang digunakan adalah kualitatif deskriptif, dengan teknik pengumpulan data berupa wawancara, observasi dan dokumentasi. Hasil penelitian menunjukkan penerapan *smart village* di lima kalurahan memiliki laju yang berbeda. Penerapan *smart village* di wilayah tersebut tidak sepenuhnya hadir sebagai inovasi baru, melainkan adaptif dan disesuaikan dengan kebutuhan. Komunikasi *top-down* dari Pemkab Bantul berperan sebagai pendorong kebijakan, namun belum secara optimal mendorong implementasi *smart village*. Sementara terdapat indikasi komunikasi horizontal dalam mendukung penerapan inovasi. Temuan ini menunjukkan keberhasilan penerapan *smart village* tidak semata ditentukan melalui komunikasi *top-down*, melainkan juga didorong peran lain seperti komunikasi horizontal dalam sistem sosial kalurahan dengan didukung aktor lokal dalam mendorong penerapan inovasi. Berdasarkan temuan tersebut, penelitian ini memberikan kontribusi pada kajian difusi inovasi dengan menjelaskan peran saluran komunikasi antar pihak pemerintahan dalam mendorong penerapan *smart village* di tingkat kalurahan.

Kata Kunci: *Smart Village*, Pelayanan Publik, Difusi Inovasi oleh Rogers, Saluran Komunikasi.

ABSTRACT

Technological developments encourage local governments to implement smart cities to improve the quality of public services. In the context of village governance, this concept is derived through the implementation of smart villages by utilizing websites as a of public service. This study aims to analyze the implementation of smart villages in Kapanewon Pleret through Rogers' theory of innovation diffusion, focusing on the role of communication between the Bantul Regency Government and village governments for the implementation of smart villages in the realm of public services. The method used is descriptive qualitative, with data collection techniques including interviews, observation, and documentation. The results show that the implementation of smart villages in five villages has a different pace. The implementation of smart villages in these areas does not entirely come as a new innovation, but rather is adaptive and tailored to needs. Top-down communication from the Bantul Regency Government acts as a policy driver, but has not optimally encouraged the implementation of smart villages. Meanwhile, there are indications of horizontal communication in supporting the implementation of innovation. These findings indicate that the success of smart village implementation is not solely determined by top-down communication, but is also driven by other roles such as horizontal communication within the village social system, supported by local actors in encouraging the implementation of innovation. Based on this findings, this study contributes to the study of innovation diffusion by explaining the role of communication channels between government agencies in encouraging the implementation of smart villages at the village level.

Keywords: Smart Village, Public services, Diffusion of Innovations by Rogers, Communication Channels.