

ABSTRAK

Nurul Armela : “Evaluasi Program Desa Digital di Kantor Desa Bantarsari Kecamatan Cijambe Kabupaten Subang Tahun 2020”

Program Desa Digital merupakan program pembangunan desa dengan cara pemanfaatan teknologi digital. Desa Bantarsari menjadi salah satu desa di Kabupaten Subang yang melaksanakan program Desa Digital. dalam pelaksanaannya masih terdapat berbagai masalah, kekurangan, dan hambatan. Dengan demikian program ini perlu di evaluasi demi tercapainya hasil yang baik.

Tujuan dari penelitian ini untuk mengetahui Evaluasi Program Desa Digital di Desa Bantarsari serta faktor penghambat dan pendukung dalam pelaksanaan program Desa Digital.

Teori yang digunakan dalam penelitian ini adalah Teori William N Dunn dengan menganalisis efektivitas, kecukupan, pemerataan, responsivitas, dan ketepatan. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Analisis data berdasarkan Teori Creswell, J.W. (2016: 264-268) dengan cara mengolah data dari transkrip wawancara dan observasi, membaca ulang keseluruhan data, mengkategorikan data, data deskripsikan ke dalam bentuk laporan, dan memaknai data. Teknik pengumpulan data dalam penelitian ini adalah observasi dan wawancara. Penelitian ini dilaksanakan di lingkungan Desa Bantarsari Kecamatan Cijambe Kabupaten Subang.

Hasil penelitian mengenai evaluasi program Desa Digital di Kantor Desa Bantarsari Subang sudah terlaksana namun kurang efektif. Pelaksanaan program Desa Digital belum cukup mampu memecahkan permasalahan yang ada dan tujuan-tujuan dari program Desa Digital belum terdistribusikan secara merata kepada masyarakat di lingkungan Desa Bantarsari. Beberapa hambatan dalam pelaksanaan program Desa Digital seperti situasi *pandemic covid-19*, kurangnya anggaran dari pemerintah, kurangnya sosialisasi dari pemerintah, minimnya pengetahuan masyarakat akan teknologi digital, lokasi daerah yang sulit dijangkau, dan minimnya masyarakat desa yang memiliki *handphone, smartphone, mobilephone, computer* dan laptop.

Kata kunci : Evaluasi, Desa Digital

ABSTRACT

The Digital Village Program is a village development program by utilizing digital technology. Bantarsari Village is one of the villages in Subang Regency that implements the Digital Village program. The implementation there are still various problems, shortcomings, and obstacles. this program needs to be evaluated in order to achieve good results.

The purpose of the research was to determine the Evaluation of the Digital Village Program in Bantarsari Village as well as the inhibiting and supporting factors in the implementation of the Digital Village program.

The theory used in this research is William N Dunn's Theory by analyzing effectiveness, adequacy, equity, responsiveness, and accuracy. The research uses a qualitative method with a case study approach. Data analysis based on Creswell Theory, J.W. (2016: 264-268) by processing data from interview transcripts and observations, rereading the entire data, categorizing the data, describing the data in the form of reports, and interpreting the data. Data collection techniques in this study were observation and interviews. This research was conducted in the Bantarsari Village, Cijambe District, Subang Regency.

The results of research regarding the evaluation of the Digital Village program at the Bantarsari Subang Village Office have been carried out but are less effective. The implementation of the Digital Village program has not been able to solve existing problems and the objectives of the Digital Village program have not been evenly distributed to the community in the Bantarsari Village environment. Several obstacles in implementing the Digital Village program such as the COVID-19 pandemic situation, lack of budget from the government, lack of socialization from the government, lack of public knowledge of digital technology, hard-to-reach regional locations, and the lack of village people who have cellphones, smartphones, mobile phones, computers, and laptops.

Keywords: *Evaluation, Digital Village*