

**IMPLEMENTATION OF THE DIGITAL VILLAGE APPLICATION (DIGIDES) IN IMPROVING ADMINISTRATIVE SERVICES IN PIASAN VILLAGE, ANAMBAS ISLANDS REGENCY**

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**Abstract**

**Keywords :**  
*Policy Implementation,  
Digital Village,  
DIGIDES,  
Administrative Services,  
Piasan Village.*

*This study analyzes the implementation of the Village Digital Application (DIGIDES) in improving administrative services in Piasan Village, Anambas Islands Regency using Merilee S. Grindle's policy implementation theory with six indicators: the interests of the target group, the benefits generated, the expected level of change, the position of policy makers, program implementers, and the resources deployed. A descriptive qualitative research method was used with data collection techniques through observation, interviews, and documentation. The results show that the implementation of DIGIDES has been effective with the fulfillment of all six indicators. The interests of the target group are met through alignment between the interests of the village government and the community, which is reflected in the increase in online services from 166 letters in 2024 to 182 letters in 2025. The resulting benefits include accelerated service delivery, cost efficiency, and community economic support through the promotion of MSMEs. The change from manual to digital systems has increased transparency and accountability in village government. The position of policy makers is structured with participatory decisions through village deliberations. Program implementers demonstrate good coordination with ongoing training. The resources deployed are relatively adequate although there are still limitations in community readiness and technology access.*

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## INTRODUCTION

Advances in information and communication technology have transformed the way people interact and access information. The internet has become an accessible medium and offers widespread benefits to people of all ages. This development is not limited to urban areas but has also penetrated rural areas. The use of technology in villages now encompasses various aspects such as development information systems, population administration, public services, and budget management.

The digitalization of public services has become a primary focus of population administration transformation. Law Number 25 of 2009 concerning Public Services mandates the government to provide basic services to the public (Kinanti, 2024). Digital applications are a solution to improve service efficiency. Various village digitalization programs are being implemented by the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration (Kemendes PDRT) and the Ministry of Communication and Informatics (Kemkominfo). These programs aim to realize digital-based village governance and services through applications, websites, or other electronic services (Supriyani & Setyowati, 2023).

One of the applications verified on the Village Technical Capacity Building (P2KTD) platform and officially recognized by the Ministry of Villages is the Digital Village Application (DIGIDES). This program, from PT Digital Desa Indonesia, is designed based on Law Number 3 of 2024 concerning Villages, specifically Article 86 concerning the establishment of a village information system accessible to the community and all stakeholders. Another supporting regulation is Minister of Home Affairs Regulation Number 47 of 2016 concerning Village Administration (Akbar, 2023). DIGIDES is a cloud-based, 4.0-based village information system application accessible via Android, iOS, and the website. This application simplifies the process of processing documents, building digital villages, strengthening a sense of community, and encouraging active participation in village development (Digides, 2024).

This village service application provides more than 100 types of letters and forms in accordance with Home Affairs Ministerial Regulation No. 104 of 2019 concerning Population Administration. Its superior features include automatic archiving of outgoing mail, barcodes for letter validation, and integration with Electronic Signatures (TTE) (Digides, 2025). One of DIGIDES' innovations is the self-service kiosk (ANDI Smart), a device that allows residents to submit letter requests digitally and print them directly at the village office (Agatha & Fikri, 2024). The use of DIGIDES enables villages to be more independent in managing administration and public services while increasing transparency and accountability in village government.

One area implementing digital villages is the Anambas Islands Regency. Of the 52 villages and 2 sub-districts, only 9 have used the digital village application: Putik Village, Rewak Village, Batu Ampar Village, Matak Village, Payamaram Village, Teluk Bayur Village, Candi Village, South Tarempa Village, and Piasan Village. Piasan Village is the only village optimizing a digital application-based service system for its administration and government services. This aligns with Anambas Islands Regency Regent Regulation Number 1 of 2021 concerning Village Funds, which emphasizes that village funds must be prioritized for the development of strategic sectors, including digital villages.

Based on service data at the Piasan Village Office in 2024 (Table 1.1), the number of online service requests (166 letters) outnumbered offline service requests

(120 letters). This indicates that the public is more inclined to utilize digital services than conventional ones. Several factors influencing the high use of online services include ease of access, time efficiency, increased digital literacy, and effective outreach from the village government regarding the benefits of DIGIDES.

**Table 1.** Offline and Online Service Data at the Piasan Village Office 2024

No	Type of Service	Amount
1	<i>Offline</i>	120 Letters
2	<i>On line</i>	166 Letters

Source: Piasan Village Office, 2024

Based on the table above, residents can manage their administration without having to come directly to the village office, making it more practical and time-saving. Digital services also offer greater efficiency and speed compared to manual services. Piasan Village has also demonstrated outstanding achievements at the national level. The village successfully entered the top 5 of the Village and Sub-district Competition organized by the Ministry of Home Affairs (Kemendagri) and the top 6 of the National Digital Village Competition organized by the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration (Kemendes PDTT). These achievements demonstrate that Piasan Village is able to effectively implement digitalization with innovation, service quality, and village management that are nationally recognized. This success makes Piasan Village a model for digitalization of public services at the village level that can serve as an example for other villages in the Anambas Islands Regency.

The use of digital technology is highly relevant to the geographical conditions of the Anambas Islands Regency, which consists of many islands. Public enthusiasm for this innovation has been very positive, as it simplifies the processing of population identification documents and other administrative services. As the first village in the regency to implement digitalization of public services, Piasan Village is now a model for other villages in developing technology-based services. This demonstrates that digital transformation at the village level can improve government effectiveness and provide convenience and satisfaction to the community.

However, there is a significant difference in the number of services in 2023 (manual) and 2024 (digital-based). Based on the data in Table 1.2, in 2023, all services were performed manually, with a total of 618 services. Meanwhile, in 2024, digital-based services reached only 286 services, consisting of 120 offline services and 166 online services. The decrease in the number of services from 618 in 2023 to 286 in 2024 demonstrates the challenges in implementing digital technology.

**Table 2.** Comparative Data of Services Before and After the Application

No	Type of Service	Year	<i>Offline</i>	<i>On line</i>	Amount
1	Manual	2023	618	-	618
2	Digital Based	2024	120	166	286

Source: Researcher's Process, 2025

As seen in the table above, various obstacles often hinder the effectiveness of digital-based public services. Village governments must focus more on addressing the

challenges of implementing digital technology in rural areas. Not all groups can accept and utilize digital technology optimally. This is due to several factors such as the condition of the village environment and limited access to information. Lack of community participation in using digital services impacts the effectiveness of the DIGIDES application in Piasan Village. Weak internet connections in some parts of the village are also a major obstacle to implementing the village digital application. Unstable connections worsen the application's use process, thus affecting the smoothness of services to the community. Based on these problems, this study aims to determine how the implementation of the Digital Village (DIGIDES) application can improve administrative services in Piasan Village, Anambas Islands Regency by 2024.

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### ***Implementation Concept***

Implementation is the execution or application of an activity to achieve a desired goal. Grindle (in Agustino, 2016) states that the success of policy implementation depends on the implementation capability, which includes the policy content and environment. Policy content consists of six indicators: the interests of the influencing target group, the resulting benefits, the desired level of change, the position of the policymaker, who implements the program, and the resources deployed. The interests of the target group must be clearly formulated to facilitate the implementation of the policy. Clarity of objectives in a policy will impact its success rate (Amelia et al., 2021). Policies that provide significant benefits to actors tend to be easier to implement. Every policy issued should be able to bring improvements and contribute to resolving various existing problems.

Van Meter and Van Horn (1975) in (Kasmad, 2018) define policy implementation as actions taken by individuals, officials, government agencies, or private groups to achieve the goals outlined in policy decisions. The Van Meter and Van Horn policy model shows six variables that shape the relationship between policy and performance, namely policy standards and objectives, resources, inter-organizational communication and activities carried out, implementer characteristics, implementer dispositions, and the economic, social, and political environment. The success of policy performance is determined by the clarity of the standards and objectives set. Indicators of success and policy objectives must be clearly formulated so that policy implementers do not have different understandings from policy makers (Yanti & Sukmana, 2024).

### ***Public Service Concept***

Public service is a series of activities aimed at meeting the needs of the community in accordance with applicable legal provisions. According to Law Number 25 of 2009, public service consists of a series of activities carried out to meet service needs in accordance with applicable law. This is intended for every individual, both citizens and residents, related to goods, services, and administrative services provided by public service providers. The state has an obligation to fulfill the basic rights and needs of citizens and the community through public services to build public trust (Central Government, 2009).

The provision of public services must be based on transparency and accountability, and must address public demands and expectations. Clear legal norms are crucial for regulating the rights and obligations of citizens, as well as the responsibilities of government and corporations in providing public services. Effective

legal development aims to improve the quality of public services, in accordance with the principles of good governance, and protect the public from abuse of power. Effective public services require standards that can reduce or even eliminate the functional imbalance between central institutions and agencies operating in the field (Taufiqurokhman & Satispi, 2018).

### ***Digitalization Concept***

Digitalization is the process of transition from analog to digital technology (Marwiyah, 2023). The development of digitalization is inseparable from the existence of supporting devices and technologies, such as computers and the internet. Computers and the internet provide innovations that enable humans to create various conveniences through digitalization. Administrative digitalization is the application of information and communication technology in the management and processing of administrative documents and data. The main goal of digitalization is to accelerate, simplify, and increase efficiency in administrative processes (Ramadhani et al., 2024).

Village digitalization is part of a more targeted village development strategy aimed at improving the quality and effectiveness of village governance. The use of digital technology is a key factor in accelerating the village development process, particularly in improving public access to public services. Digitization also plays a role in ensuring that village administrative documentation is properly preserved so it can be passed down and utilized by future generations (Tazam & Safitri, 2024).

### ***Digital Village Application***

DIGIDES is an integrated information technology service aimed at improving public services and accelerating economic development at the village level (Maatang & Paselle, 2022). This service focuses on three main aspects: work efficiency, data and service quality, and broader information dissemination to the public. The DIGIDES application represents a step towards shifting from manual village office administration and management methods to digital management. This application- and website-based platform aims to design an information system to manage various village government affairs, from administration to village services, accessible through the website and Android and iOS applications.

The Digides application is equipped with various features designed to support village digitalization, such as village profiles, digital correspondence services, budget utilization, public complaints, information related to social assistance, and village news and information. Users can easily store, access, and share documents through this application. Security within the DIGIDES application is also strictly maintained so users can feel safe and comfortable storing and accessing important information (Alfira & Adni, 2024).

## **RESEARCH METHODS**

This study uses a qualitative approach with a descriptive qualitative research type. Qualitative research is a procedure that aims to investigate a problem by formulating the issue and then exploring it in depth through observation, recording, interviews, and involvement in the research process to find explanations in the form of patterns, descriptions, and the creation of indicators (Muhajirin et al., 2024). The focus of this study is the implementation of the digital village application (DIGIDES) in improving administrative services in Piasan Village, which is analyzed using Grindle's policy implementation theory, which includes six indicators: the interests of the

influencing target groups, the resulting benefits, the desired level of change, the position of policy makers, who implements the program, and the resources deployed.

The research location was the Piasan Village Office, North Siantan District. This location was chosen based on the consideration that Piasan Village is one of the areas that actively implements the digitalization policy of administrative services through the Digital Village Application. Data collection techniques were carried out through observation, interviews, and documentation. Data analysis used the interactive model of Miles and Huberman (1984) which includes data reduction, data display, and conclusion drawing. The research informants consisted of the Village Head (Super Admin), Village Secretary (Admin), Head of Welfare (Admin), Head of General Affairs (Admin), 5 village residents, and 1 person from the District.

**Table 3.** List of Research Informants

No	Informant	Amount
1	Village Head (Super Admin)	1 Person
2	Village Secretary (Admin)	1 Person
3	Head of Welfare (Admin)	1 Person
4	General Affairs (Admin)	1 Person
5	Village Community	5 People
6	Sub-district Office	1 Person

Source: Researcher's Process, 2025

Based on the table above, informants were purposively selected, considering their involvement and knowledge of DIGIDES implementation in Piasan Village. The Village Head and Village Secretary served as key informants due to their roles as decision-makers and policy initiators. Village officials were selected because they directly implement digital services. Village residents served as informants to understand the response and perceived benefits of DIGIDES implementation. The Sub-district was selected to understand the support and coordination provided in implementing the village digitalization policy.

## RESULTS AND DISCUSSION

### *Interests of Target Groups that Influence*

The implementation of the Digital Village application (DIGIDES) in Piasan Village aims to address the needs of the village government and the community as the target group. The village government has an interest in improving the effectiveness of public services, accelerating administrative processes, and creating transparency in village governance. The Piasan Village Head emphasized that the implementation of DIGIDES aims not only to modernize services but also to create an accountable and transparent administrative system. The rationale for implementing DIGIDES is to increase transparency in village services and finances and facilitate community administrative processes without having to go to the district office.

The community, as the target beneficiary group, is interested in easy access to administrative services without limitations of distance, time, or cost. The geographic location of Piasan Village and its relatively high population mobility make digital

administrative services a relevant need. The Piasan Village Secretary explained that the village government is adapting its implementation strategy to the community's needs through gradual outreach and mentoring. The positive response from the community reinforces these findings.

The alignment of target group interests is reflected in the number of village administrative services. Based on service data in 2024, online administrative services recorded 166 letters, while offline services remained quite high at 120 letters. In 2025, online services increased to 182 letters and offline services significantly decreased to only 25 letters. This change demonstrates the community's growing acceptance and reliance on digital administrative services. Piasan Village's administrative services cover various types of letters, such as Certificates of Domicile, Certificates of Poverty, Airplane Passenger Applications, Business Certificates, and other population and social documents.

### ***Benefits Generated from the Digital Village Application Program***

The primary benefit felt by the community is the ease of accessing village administrative services without being hampered by distance, time, and transportation costs to the district. Prior to DIGIDES, the process of processing administrative documents was done manually and took a relatively long time. After implementing the digital system, residents can manage administrative needs through the village app or website, even from outside Piasan Village, with a much shorter turnaround time. The Piasan Village Head stated that the implementation of DIGIDES has provided time efficiency and ease of service for the community.

In addition to providing direct benefits in administrative services, the implementation of DIGIDES also benefits village officials as policy implementers. Digitizing population data makes it easier for village officials to search for data, create documents, and archive administration. Work processes that were previously done manually are now more efficient, reducing the potential for recording errors, and increasing data accuracy and order. The benefits of DIGIDES implementation are not only limited to administrative services but also have an impact on increasing community economic income. Through the Digital Desa Piasan application and website, various community MSME products such as fish crackers, atom crackers, dodol, key chains, and other local products can be promoted and marketed digitally.

### ***Expected Rate of Change***

The expected change is a shift from a manual system to a digital system that is faster, more efficient, transparent, and accountable. Prior to the implementation of DIGIDES, village administrative services such as issuing certificates, recording population data, and archiving documents were still performed manually. This often resulted in delays in service delivery, dependence on the presence of specific officials, and uncertainty about document completion times. The Head of Piasan Village explained that digitalization is an urgent need to improve the service system and increase transparency in village governance.

The expected changes not only affect the technical aspects of service but also encompass changes in the work culture of village officials. Village officials are required to be more disciplined, responsive, and professional because the entire service process can be monitored digitally. The community also experiences certainty of time, ease of access, and a reduction in procedures previously considered complicated. These changes are also supported by village government policy, namely Piasan Village Head

Regulation Number 10 of 2023 concerning Village-Based Programs through Digital Villages, which serves as the legal basis for implementing the digitalization of village administration.

### ***Position of Policy Maker***

The initial policy emerged from the initiative of the Village Secretary, which was then discussed through a Village Deliberation (Musdes) forum involving the Village Head, village officials, the RT (Neighborhood Association), RW (Community Association), and the BPD (Regional Consultative Body) as community representatives. The Village Head explained that the decision was not unilateral but was mutually agreed upon after assessing its benefits through deliberations involving the RT (Neighborhood Association), RW (Community Association), BPD (Regional Consultative Body), and village officials. The Village Secretary added that this policy was an autonomous village decision based on local needs, while the sub-district only provided administrative support. The decision remained with the village because the community and village officials best understood local needs.

The community also understands the decision-making structure and directly benefits from this policy. The policy-making body in Piasan Village is relatively strong and structured. The Village Head holds a strategic position as decision-maker, the Village Secretary acts as both initiator and technical drafter, the Village Consultative Body (BPD) carries out oversight functions, and the community participates through deliberation mechanisms and involvement in socialization and inauguration. This structure supports a participatory decision-making process, has social and structural legitimacy, and contributes to the effective implementation of DIGIDES.

### ***Digital Application Program Implementer***

The program implementers include the Village Head, Village Secretary, village officials, and PT Digital Indonesia as the application provider. The Village Head explained that the program's implementation is structured with a clear division of roles. The parties directly involved are PT Digital Indonesia as the application provider, the Village Head, Village Secretary, and all village officials. All village officials must be proficient in administrative tasks through the application. Training is provided from the start of the contract, and monthly coaching is provided via Zoom to keep village officials abreast of application developments.

Program implementation at the operational level is also carried out by village officials in accordance with their main duties and functions. The Head of General Affairs explained that in managing the application, they create letters according to their respective duties. The most common types of letters are certificates of poverty, business letters, and other general letters. The Piasan Village Government also collaborates with application providers, as evidenced by documentation of a collaborative meeting between the Piasan Village Head and PT Digital Indonesia. The Village Head's presence at this activity emphasized his role as a key actor in policy implementation.

### ***Resources Deployed***

The resources required for DIGIDES implementation are reflected in the village government's readiness to provide a budget, technological infrastructure, and collaboration with supporting parties. The Piasan Village Head explained that the required resources include funding, hardware, and software. Piasan Village has budgeted approximately 200 million rupiah for the application's implementation to meet all technical requirements. Furthermore, supporting facilities are provided through a

collaboration with PT Digital Desa Indonesia, the application provider and technology partner.

A village official in the Government Affairs Section explained that the village's technological infrastructure is adequate, including laptops and a good Wi-Fi network. However, the Digital Village application cannot be fully implemented across the community because some residents still cannot use smartphones. Although the village government's internal resources are adequately available, community readiness as service users remains a challenge. The village government continues to adjust policies to ensure inclusive public services. Manual services are still maintained as a form of adaptation to the social conditions of a community that is not yet fully digitally ready.

## CONCLUSION

The implementation of the Digital Village Application (DIGIDES) in Piasan Village has been quite effective and has made a real contribution to improving the quality of public services and village governance. The success of the implementation is reflected in the fulfillment of the six policy implementation indicators according to Merilee S. Grindle. The interests of the target group show alignment between the interests of the village government and the community, reflected in the increased use of digital services and the decrease in manual services. The resulting benefits include accelerated service times, ease of administration, cost efficiency, organized archive management, and support for community economic development through the promotion of MSME products. The expected level of change has been achieved through the shift from a manual service system to a digital system that increases service speed, certainty of administrative completion time, transparency of processes, and changes in the work patterns of village officials to be more responsive and professional. The position of policy makers shows that the village government has a central role and a clear authority structure with a participatory decision-making process through village deliberations. Program implementers demonstrate a clear division of roles, ongoing training, and good internal and external coordination. The resources deployed demonstrate that the Piasan Village government has provided relatively adequate resources, including funding, technological infrastructure, and human resources, despite limitations in community readiness and technological access. This program not only improves the quality of village administrative services but also encourages the modernization of village governance, making it more transparent, accountable, and responsive to community needs.

The Piasan Village Government is advised to hold regular outreach forums on the use of the DIGIDES application for the community, increase training for all village officials, including advanced training on application operation and data security, strengthen village administrative transparency through regular publication of service reports and application development progress, and develop further digital service innovations such as system integration with sub-district or district services, document reminder features, and strengthening digital archives. The Piasan Village community is advised to actively participate in the use of the DIGIDES application, provide input or feedback on the application's implementation as evaluation material, and help educate other residents who are still experiencing difficulties. Other villages wishing to implement a digital village system are advised to use Piasan Village's experience as a reference by adjusting human resource capabilities, infrastructure availability, and local

community needs. Future researchers are advised to develop research related to the digitalization of village services by adding other research variables such as community satisfaction levels, human resource readiness, data security, and the sustainability of the village digital system. Comparative studies between villages that have implemented a digital village system can be conducted to identify success factors and obstacles to the implementation of village digital policies more broadly.

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