

Implementation of Simpeldesa as an Effort to Realize a Digital Village in Tambak Kalisogo Village

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ABSTRACT

Objective: This study aims to analyze the implementation of the Simpeldesa application as a strategic step in realizing a digital village in Tambak Kalisogo Village, Sidoarjo Regency. The focus of this study is to evaluate the extent to which the implementation of village digitization policies through Simpeldesa can improve public services, village management efficiency, and community participation. **Method:** This study uses a qualitative approach with a case study method. Data collection techniques include in-depth interviews with village officials, direct observation of application use, and documentation related to policies. Data analysis was conducted using George C. Edwards III's implementation theory, which covers aspects of communication, resources, disposition, and bureaucratic structure. **Results:** The results of the study show that the implementation of Simpeldesa is still in the early adaptive stage. Thus, several obstacles were found in the aspects of resources and digital infrastructure readiness. The disposition of the implementing actors who support an adaptive bureaucratic structure is a major factor in the success of the program. **Novelty:** The novelty of this study lies in its focus on exploring implementation through the three pillars of smart villages to determine the focus of the Simpeldesa application in Tambak Kalisogo Village. This approach not only aims to understand the implementation of applications in supporting social networking and digital economic activities, but also to measure their impact on the lives of the people of Tambak Kalisogo Village.

INTRODUCTION

In the era of digital transformation, the concept of smart villages has become an important strategy in the realization of sustainable village development as outlined in the Sustainable Development Goals (SDGs) [1]. Tambak Kalisogo Village is one of the villages that has responsively embraced technological developments through the Simpeldesa (Village Management and Service Information System) application as a concrete step towards becoming a smart village and realizing a smart city. This innovation not only aims to improve the efficiency of public services at the village level, but also to strengthen transparency, community participation, and integrated village data management. The implementation of digital villages is in line with Presidential Regulation No. 95 of 2018 concerning Electronic-Based Government Systems (SPBE) and is supported by Permendesa PDTT No. 13 of 2020 concerning Priorities for the Use of Village Funds, which emphasizes the importance of digitization in supporting accountable and participatory village governance. Through Simpeldesa, the government is encouraged to utilize technology in supporting development planning and administrative services, which are in line with the achievement of SDG goals such as poverty eradication, quality education, equal access to information, and institutional innovation.

The commitment to digitalization at the district level is in line with the policy direction of the Sidoarjo District Government. This is confirmed in Sidoarjo Regent

Regulation Number 46 of 2018 concerning Information and Communication Technology Governance Towards a Smart City, which focuses on strengthening infrastructure, utilizing technology, and integrating data to support effective and efficient public services. This policy was then reinforced through Sidoarjo Regent Regulation No. 25 of 2024 concerning the Electronic-Based Government System (SPBE) in Regional Government Administration, which serves as an important foundation for expanding the application of digitalization to the village level. With these two regulations, the implementation of the Simpeldesa application is positioned as a strategic regional instrument in strengthening technology-based, accountable, and competitive governance.

In line with this policy direction, the implementation of digital villages has a broad scope because it concerns the interests of the entire community. Therefore, implementation must be carried out in an integrated and targeted manner through collaboration between the government, the private sector, business entities, and the community. In this case, the community plays an important role in supporting the implementation of digital villages for the realization of equitable prosperity, especially with the support of communication infrastructure and digital-based public services. Cross-sector cooperation is needed, covering funding, assistance, improvement of digital literacy, and village funding, which is now directed towards supporting digital technology development.

One concrete example of collaboration in supporting village digitalization is the partnership between the Sidoarjo Regency Communication and Information Agency (Diskominfo) and PT Telkom Indonesia. In this collaboration, PT Telkom Indonesia acts as the main provider in the development and operation of the Simpeldesa application. Through its program called Smart Village Nusantara (SVN), PT Telkom Indonesia is committed to connecting villages throughout Indonesia through a single integrated digital platform. The platform is not only focused on simplifying administrative services and village data management, but also provides online trading features as a means of strengthening the local economy. With the integration of these various services, Simpeldesa is a concrete manifestation of the smart village concept based on three main pillars, namely smart governance, smart society, and smart economy.

Theoretically, village digitization can be understood as an integrative effort to adopt information technology in various aspects of village life [2]. The presence of the Simpeldesa application in Tambak Kalisogo Village essentially opens up great opportunities to improve the quality of public services while strengthening village governance. The presence of this technology facilitates administrative processes, speeds up access to information, and supports transparency in village data management [3]. In addition, Simpeldesa also serves as a means of community participation in village development, in line with the spirit of realizing an inclusive and sustainable digital village. However, in practice, the use of this application has not been fully optimized due to challenges in terms of infrastructure and human resource readiness.

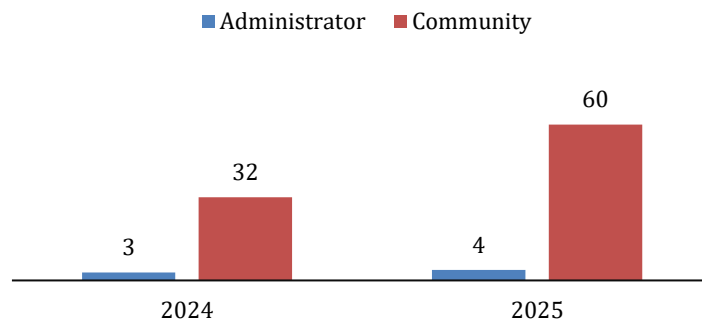


Figure 1. Users of the Simpeldesa Application in Tambak Kalisogo Village
Source: Recap of Villages Using the Simpeldesa Application

Based on the graph above, the utilization rate of the Simpeldesa Application in Tambak Kalisogo Village is still relatively low, indicating that the community does not yet fully understand it. This is certainly due to several factors, including limited internet access and the digital literacy gap, especially among the elderly. This situation has an impact on the delay in information delivery, the obstruction of administrative processes, and low community participation in utilizing digital services. In accelerating digital transformation, internet network access is a key requirement in the realization of a digital village [4]. This shows that the success of digital village implementation is not only determined by the existence of innovative applications, but also by the readiness of infrastructure.

However, village digitization is not only about internet access. Behind it lies a major effort to improve the digital literacy of rural communities. The low number of people accessing the Simpeldesa application shows that the knowledge and digital literacy of rural communities is still relatively limited, meaning that services cannot yet be utilized optimally. Amidst the rapid development of information technology, internet access has become a vital tool in supporting public services, both in terms of management and administrative oversight, as well as community economic development [5]. In [6] It was also stated that digital access is the backbone of economic development. The digital access gap can lead to low participation of rural communities in digital economic activities.

Previous research conducted [7] shows that the implementation of the Simpeldesa application has had a significant positive impact on village administration. Not only does it simplify administrative processes, Simpeldesa also opens up opportunities for the community to engage in online trading activities through its trading feature. This participation encourages economic growth at the village level, which indirectly contributes to increasing community income and strengthening the local economy [8].

In the study [9], It is mentioned that the Simpeldesa application has various features that facilitate public services and have the potential to increase the efficiency and transparency of village services. However, there are still challenges, such as the community not yet understanding how to operate the application, as well as limited internet access in some areas. These challenges are in line with the results of the study [10], which states that limited resources, particularly inadequate communication networks, can hinder the successful implementation of smart villages.

It was further explained that some people believe that digital applications are not yet a primary need, because administrative matters can still be completed manually without the help of technology. However, this view contradicts the statement that [11], which emphasizes that effective communication is characterized by mutual understanding, the ability to generate enjoyment, influence attitudes, strengthen social relationships, and ultimately encourage concrete action. In this case, the village government plays a leading role in communication, ensuring that the community not only understands but also accepts and supports technological developments in village governance.

The research was conducted using the Implementation Theory proposed by George C. Edward III, which includes four main indicators, namely communication, resources, disposition, and bureaucratic structure, to assess the extent to which the smart village program has been implemented. Unlike previous studies that focused on administrative aspects, this study specifically explored implementation through the three pillars of smart villages, namely smart governance, smart society, and smart economy, in order to determine the focus of the Simpeldesa Application in Tambak Kalisogo Village. This study reviewed the extent of the commitment of the Sidoarjo Regency Government and the Tambak Kalisogo Village Government in realizing the vision of village development based on digital villages.

With the aspiration of providing a concrete picture for the development of a digital village model that can be used as a benchmark both in Sidoarjo Regency and in various villages in Indonesia, this study is expected to be able to answer the challenges of public, social, and economic services at the village level, as well as serve as a reference in policy making, public service application development, and replication of good practices. The objectives of this study are to determine the implementation of the Simpeldesa Application in supporting social networking and digital economic activities, measure its impact on the lives of the people of Tambak Kalisogo Village, and assess the role of local government commitment in promoting sustainable digital transformation.

RESEARCH METHOD

This study uses a qualitative approach with a case study analysis method, which aims to explore informants' views on the implementation of the Simpeldesa Application in Tambak Kalisogo Village, Jabon District, Sidoarjo Regency. The selection of this approach allows researchers to gain an understanding of the social, economic, and village governance dynamics in the process of realizing a digital village, with reference to direct experiences and parties involved in the field [12]. The research data sources include primary data obtained through interviews and direct observation, as well as secondary data derived from literature studies through books, scientific journals, and news from reliable sources. The research focuses on identifying and analyzing the application of the three pillars of smart villages in the Simpeldesa Application, namely smart governance, smart society, and smart economy. The data collection technique refers to the Miles and Huberman (1994) model, which includes data collection, data reduction, data presentation, and conclusion drawing. Informants were determined using purposive sampling, involving the village head, village operators, and two users of the Simpeldesa Application.

RESULTS AND DISCUSSION

Results

The results of interviews obtained by researchers from informants selected according to research criteria are presented systematically to describe relevant views, experiences, and information.

A. Communication

From the results of interviews conducted by researchers on the aspect of communication involving four interrelated parties, namely the Communication and Information Agency (Diskominfo) of Sidoarjo Regency, PT Telekomunikasi Indonesia (Persero) Tbk, specifically the Sidoarjo Unit, the Tambak Kalisogo Village Government, and the community of Tambak Kalisogo Village. These four actors have different roles but complement each other in their efforts to realize a digital village.

Communication between the Sidoarjo Communication and Information Agency and PT Telkom Sidoarjo Unit took the form of cooperation. The Communication and Information Agency acted as the initiator of the digital village program, while PT Telkom acted as the main manager supporting the provision of infrastructure and technical services. Furthermore, communication between Diskominfo and the Tambak Kalisogo Village Government took the form of designating the village as a pilot project, while also opening up space for the village government to convey its needs, both in terms of budget and additional internet network access.

Meanwhile, communication between PT Telkom Sidoarjo Unit and the Village Government focused on conveying technical information, providing guidance, and evaluating the progress of the Simpeldesa program. This communication took the form of a series of meetings, including two meetings at the PT Telkom Sidoarjo Unit office and one in the Trawas area.

After village officials understood the technical procedures and were able to operate the Simpeldesa application, the Tambak Kalisogo village government held a socialization event for the village community. The socialization was held on a limited and periodic basis, adjusting to the target audience.

"Our first socialization was held in January 2024, with participants from the village government, village institutions, and the Village Consultative Body (BPD). Once the village officials understood how to use the application, we continued in June 2024, targeting the Youth Organization (Karang Taruna), neighborhood associations (RT/RW), the Family Welfare Movement (PKK), and village cadres. Then, at the end of the year, in December 2024, we held another socialization session for MSME actors, BUMDes, and several community leaders." (Interview, July 23, 2025).

Mr. Sugeng, Head of Tambak Kalisogo Village, explained to the researchers.

Furthermore, villagers can request services, submit complaints digitally, and publish activity status updates. All information displayed is subject to screening by village government operators.

B. Resources

In the interview results, the author found five aspects of resources, namely budget, operator skills, hardware, network access, and Simpeldesa application features. The village budget is submitted through the Village Budget Plan (RAB) submission mechanism, with an amount that is uncertain or fluctuates, depending on program needs.

This was conveyed by Mr. Nurul Agus Setiawan in an interview conducted by the researcher.

"If 2023 is quite large because we are procuring, but 2024 and 2025 are relatively small because we are only doing maintenance, and this budget is not only for the Simpeldesa application but also covers the village digitization budget." (Interview, July 23, 2025).

In terms of skills, the Simpeldesa application is managed by village operators, general planning officers, administrative officers, and service officers.

However, the operation of the Simpeldesa application is still highly dependent on one main operator. Then, in terms of hardware, it includes computers, laptops, and mobile phones. Specifically in terms of mobile phones, not all devices can install the Simpeldesa application; only Android-based mobile phones can, while iOS devices are not yet supported. Currently, Tambak Kalisogo Village has two main computers and three laptops that are used as operational tools.

In terms of network coverage, Tambak Kalisogo Village is located quite far from the center of Sidoarjo City. As a result, Tambak Kalisogo Village faces difficulties in accessing the internet, commonly referred to as "poor signal." This certainly has an impact on the internet network available to the people of Tambak Kalisogo Village. In response, the Tambak Kalisogo Village Government took strategic action by conveying the need for internet network improvements to the Sidoarjo Communication and Information Agency, which then forwarded it to PT Telkom Sidoarjo Unit. Following up on this, PT Telkom Sidoarjo Unit moved quickly to add network access points in several strategic locations, one of which was in Bangunsari Hamlet.

In terms of features, Simpeldesa carries three pillars of Smart Village, namely Smart Governance, Smart Society, and Smart Economy. These three pillars are realized through various features designed to support village administration services, strengthen mutual cooperation and social networks, and create an advanced economic ecosystem. The outputs of these features are presented in the form of accurate and accountable graphs and figures. However, not all features can be implemented, especially in the Smart Governance pillar.

As stated by Mr. Nurul Agus Setiawan, the village operator, to the researcher.

"The Simpeldesa application focuses on data publication and updating, because the population registration service is already covered by SIPRAJA, which is in line with regency regulations. It is certain that if we switch to Simpeldesa, communication between village and regency governments will become difficult, and the community will also become confused." (Interview, July 28, 2025).

Data accuracy is maintained through a data update mechanism conducted every two months during meetings at the Tambak Kalisogo Village Hall. During these meetings, neighborhood association leaders submit reports on the conditions in their respective areas, such as residents who have passed away or moved away. After the reports are verified, village operators update the data on the Simpeldesa application by marking, deleting, or adding information. This mechanism helps the village government obtain more up-to-date data. Compared to previous practices, data updates could only be known at the end of the year.

"The data output clearly helps the village government in making policy decisions. For example, here we can see how many residents have only completed elementary school or have not

attended school at all. This can be used as a reference to show that there are still many illiterate people, so the village government can take policy measures to organize literacy classes to eradicate illiteracy among the community." (Interview, July 28, 2025) Clearly, Mr. Nurul Agus Setiawan, as the village operator, to the Researcher.

The data is used as a guideline for development planning, determining priority programs, and decision making. The availability of up-to-date data ensures that the process of identifying village needs is more targeted and strengthens the formulation of policies that are in line with actual conditions.

C. Disposition

On January 3, 2025, the Village Head and officials of Tambak Kalisogo Village showed great enthusiasm when welcoming a working visit from the Deputy Minister of Communication and Digital Affairs. On this occasion, the Deputy Minister expressed his highest appreciation for the digital transformation measures that had been implemented and reaffirmed the central government's commitment to supporting the development of digital villages through policies, assistance, and infrastructure improvements.

However, the journey towards digital village transformation is not without challenges. Village governments need to take into account the real conditions on the ground, such as limited internet access and low digital literacy. These challenges require a strong commitment from village governments to maintain community enthusiasm and ensure that all levels of society can adapt and actively participate in the digital transformation process.

In an interview conducted by the author with the operator of Tambak Kalisogo Village, Mr. Agus, he stated the village government's commitment to realizing a digital village.

"Challenges are inevitable, but it's up to us, the villagers, to decide how to respond to them. We must not let this opportunity go to waste because the village government is not paying enough attention to it. We will continue to look for solutions. Is the network inadequate? We will ask PT Telkom for a better network. If the community doesn't understand, we will ask their children or relatives to assist them."

Further

"Nothing is impossible when it comes to realizing a smart city. The concept of a smart city was born from smart villages. On the other hand, technological developments cannot be ignored. Times are constantly changing and moving forward, and all administration in the future will be paperless. So, like it or not, we must follow and maintain this trend."

(Interview, July 28, 2025).

On the other hand, the attitude and enthusiasm of the Tambak Kalisogo Village community towards technological developments has been positive. The community has welcomed digital transformation with open arms. They understand that the Simpeldesa application has many excellent features, especially in terms of smart economy services. It is not uncommon for the community to request that the application be put into operation immediately so that they can take advantage of its online trading features. In an interview conducted by the author with the operator of Tambak Kalisogo Village, Mr. Nurul Agus Setiawan.

"The residents were very happy and enthusiastic when they found out about the government's secure online sales application. They often asked, "When will it be launched? When

can we start selling?" Not everyone can use online shopping platforms such as Shopee or Lazada, and Facebook sales are not necessarily secure. However, Simpeldesa is secure because we monitor it, and the village government provides information and training until everyone knows how to use it." (Interview, July 28, 2025).

This statement is in line with the results of an interview conducted by the author with one of the residents of Tambak Kalisogo Village, Mrs. Romlah, a catering entrepreneur who uses the Simpeldesa application. She said,

"I have taught my daughter how to sell using the Go-Food and Shopee Food apps, but I can't do anything complicated. However, if someone from the village taught me yesterday, I would understand a little bit, just like how to make a status on WhatsApp." (Interview, July 29, 2025).

The Simpeldesa application interface is designed to be simple and easy to understand, making it easier for the community to access various social information. The same applies to the community forum feature, which enables online interaction and discussion.

D. Bureaucratic Structure

Ideally, the bureaucratic structure should follow the policy outlined in Permendagri No. 84 of 2015 concerning the Organizational Structure and Work Procedures of Village Governments. This regulation stipulates that village officials consist of the village secretary, heads of affairs (kaur), heads of sections (kasi), and hamlet heads, each of whom has a strategic role. In terms of managing the Simpeldesa application, it is carried out by four administrators, namely the village operator, the head of planning, the head of administration, and the head of services. However, the village operator continues to perform a central function in operating the Simpeldesa application.

"They know how to operate it, and their accounts are also registered as administrators, but the main thing is that if anything happens, I am still the operator." (Interview, July 28, 2025).

Clearly, Mr. Nurul Agus Setiawan, as the village operator, to the researcher.

This will certainly become a gap when operators are unable to work, as other devices are not yet fully ready to take over because technical skills are not yet evenly distributed.

Based on the results of the researcher's interviews, it is known that the use of the Simpeldesa application in Tambak Kalisogo Village focuses more on two pillars, namely smart society and smart economy. The smart governance pillar is not really implemented because correspondence related to population and civil service matters still uses the SIPRAJA and E-Buddy applications, in accordance with Sidoarjo Regency Regulation Number 11 of 2016 concerning the SIPRAJA application. Thus, the implementation of Simpeldesa is more directed at improving the quality of community services and strengthening village economic activities.

Discussion

In analyzing the implementation of Simpeldesa in the realization of a digital village in Tambak Kalisogo Village, the researcher used George C. Edward III's Implementation Theory framework. The theory covers four variables, namely communication, resources, disposition, and bureaucratic structure. These four variables form the basis of analysis to assess the extent to which the Simpeldesa application has had an impact on the lives of the people of Tambak Kalisogo Village.

A. Communication

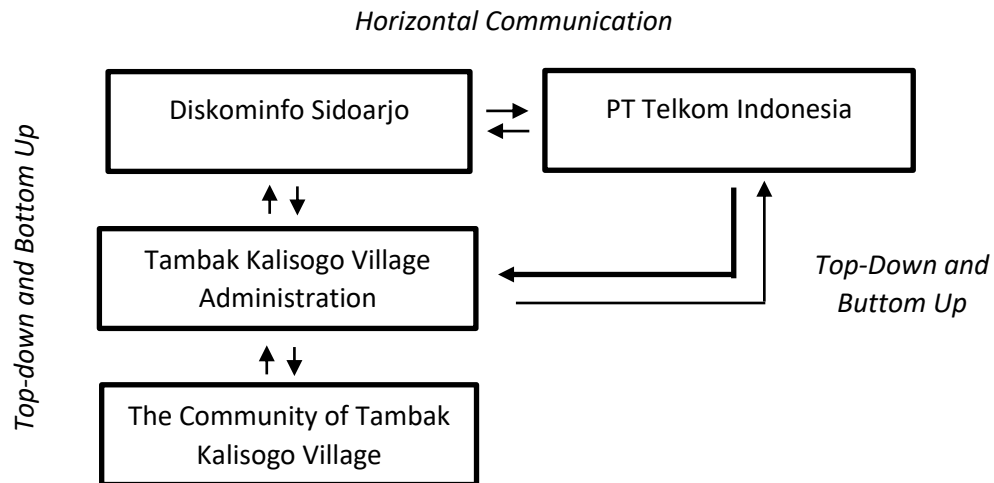


Figure 2. Communication Flow for Digital Village

Source: Managed by the author (2025)

Based on the interview results, the communication patterns in the implementation of the Simpeldesa application in Tambak Kalisogo Village show several forms of organizational communication. This is discussed in the book “Organizational Communication” by [13] Communication between the Sidoarjo Communication and Information Agency and village governments is both top-down and bottom-up, reflecting a two-way flow of information. Top-down communication ensures that strategic policies from Diskominfo are implemented in accordance with the smart city vision. Meanwhile, bottom-up communication provides space for village governments to convey their needs and issues in the field. This communication is in line with the concept of organizational communication, which emphasizes the importance of two-way information flow to create alignment of objectives and improve the effectiveness of program implementation.

In addition, communication between Diskominfo Sidoarjo and PT Telkom Indonesia is carried out through horizontal communication, where both parties have relatively equal positions and exchange information to align policies with technological innovations. This reciprocal relationship encourages synergy between organizations and accelerates decision-making. This is in line with organizational communication theory, which states that horizontal communication serves to strengthen coordination and collaboration in achieving common goals.

Communication between PT Telkom Sidoarjo Unit and the Village Government shows a two-way communication pattern. On the top-down side, PT Telkom plays a role in conveying technical information, providing technical guidance, and evaluating program implementation. On the bottom-up side, the Village Government plays a role in providing feedback in the form of technical obstacle reports, conveying additional training needs, and providing input for application feature improvements. This two-way communication pattern enables the creation of participatory and adaptive dialogue.

Meanwhile, communication between the village government and the community is two-way (top-down and bottom-up), in accordance with the principles of participatory communication. The village government plays a role in socializing programs and

educating the community, while the community is given space to submit complaints and provide digital feedback. This pattern reflects a democratic approach to communication, which, according to organizational communication theory, can increase public engagement and strengthen policy legitimacy.

This is in line with the findings of the study [14] which emphasizes that the success of digital program implementation at the village level is greatly influenced by clear communication between the government, service providers, and the community. Well-established communication is certainly an important factor in strengthening community participation while promoting the realization of the digital village vision. However, the process of disseminating information about the program still faces a number of obstacles.

One of the obstacles lies in the limited capacity of the village hall, which cannot accommodate the entire community, so that information about the program cannot be received evenly by the community. A similar event also occurred in the study [15] The implementation of the Simpeldesa application has not been fully comprehensive due to limited access to information and socialization. This situation poses a challenge for village governments in implementing Simpeldesa. Information and socialization play a crucial role in determining the success of digital village implementation.

B. Resources

Resource support in the implementation of Simpeldesa in Tambak Kalisogo Village is reflected in the village government's commitment to allocating budgets according to program needs. This allocation is key to maintaining the sustainability of the digital village. In addition, increasing the capacity of village officials has also received attention, particularly through training and monitoring activities. Regular training has had a tangible impact on administrators' skills in managing the Simpeldesa application.

Internet connectivity issues in Tambak Kalisogo Village underscore that infrastructure is a key prerequisite for successful digitalization. The strategic steps taken by the village administration in coordination with the Communication and Information Agency and PT Telkom to increase network access points demonstrate the village's adaptive capacity in overcoming implementation obstacles. The availability of adequate network connectivity has ultimately become an important catalyst for the optimal implementation of digital-based public service innovations, including the Simpeldesa application [16].

Below are some of the features available on the Simpeldesa app.

Table 1. Features of the Simpeldesa Application.

FEATURES	DEFINITION	ACTIVE	NO
<i>Smart Governance</i>			
Community Data	Information on population size, heads of households, and sorted by gender, age, and education, can only be accessed by village operators	☒	
Mail Service	Not operating in accordance with SIPRAJA as stipulated in Sidoarjo Regency Regulation No. 11 of 2016 concerning the SIPRAJA Application		☒
Village Information	Information on village activities and development planning	☒	

Report to the Village	Suggestions, criticism, and ideas regarding services, policies, and even damage to village facilities	☑
Infographics	Contains information about stunting and posyandu profiles	☑
<i>Smart Society</i>		
Healthy Village	Health consultations and simple donations, sorted by blood type	☑
Simple Donation	Fundraising, for the poor, and death	☑
Panic Button	Community reports on emergency situations (theft, robbery, domestic violence)	☑
Village Forum	Exchange of information between communities, building connections, and discussions	☑
<i>Smart Economy</i>		
Payment Village	Electronic bill payments and digital transactions	☑
Market	Online marketplace within the village	☑
BUMDes partners	Digital transactions are then carried out, and the money that comes in is managed by BUMDes and circulated for the village economy	☑
Ads Management	Advertising space reserved for companies or politicians who wish to advertise (paid)	☑

Source: Managed by the Author (2025)

Based on the interview results, in terms of resources, it was found that the mail service feature on the Simpeldesa application was not operational. This is because public mail services are already carried out through the SIPRAJA application, while official mail services are managed through the E-Buddy application [17]. The use of Simpeldesa was then focused on the publication and regular updating of data. This decision also prevented overlapping services that could confuse the public and slow down the administrative process.

The focus on publishing and updating data is precisely what makes Simpeldesa stand out. Its features make it easy for village governments to obtain accurate and easily analyzable data, which can then be used as a guideline for development planning and decision making.

This condition is in line with the findings of the study [15] which shows that the success of Simpeldesa implementation is greatly influenced by several factors, including limited human resources in program mastery, internet network access, and economic conditions that prevent some people from owning mobile devices. Thus, equal internet access is an urgent need, not only for Tambak Kalisogo Village, but also for other villages that are striving to realize the vision of smart village and smart city development.

C. Disposition



Figure 3. Welcome Address for the Visit of the Deputy Minister of Communication and Information Technology of the Republic of Indonesia to Tambak Kalisogo Village

Source: Tambak Kalisogo Village Operator

The disposition aspect in the implementation of the Simpeldesa application in Tambak Kalisogo Village is reflected in the strong commitment of the implementing actors, especially the Village Head and village officials. The village government showed great enthusiasm in welcoming digital transformation, viewing it as a great opportunity to improve the efficiency and transparency of public services. This commitment was legitimized when the Deputy Minister of Communication and Digital Technology visited in January 2025, expressing his appreciation for the village's digitalization efforts.

However, this enthusiasm is not without challenges. Limited internet access in some rural areas and low digital literacy, especially among the elderly, are real obstacles. This situation requires village governments to be adaptive by providing alternative solutions. The community's attitude also shows a positive trend towards village digitalization. The community has welcomed Simpeldesa, especially its online trading feature, which is considered safer than other commercial platforms. Active participation has been evident from the outset, for example through community involvement in supporting the installation of internet networks. This confirms that the community is not merely a beneficiary, but also plays an active role in building a digital village [18].

This finding is consistent with research [4] which emphasizes that the positive disposition of village officials and communities is a key factor in the successful implementation of Simpeldesa. Without strong support, the digitization program has the potential to stagnate even if it is backed by technological resources. Furthermore, these results are also consistent with research [9] which states that the adaptive attitude of village officials in dealing with infrastructure limitations and digital literacy is an important asset for maintaining the sustainability of the smart village program.

D. Bureaucratic Structure

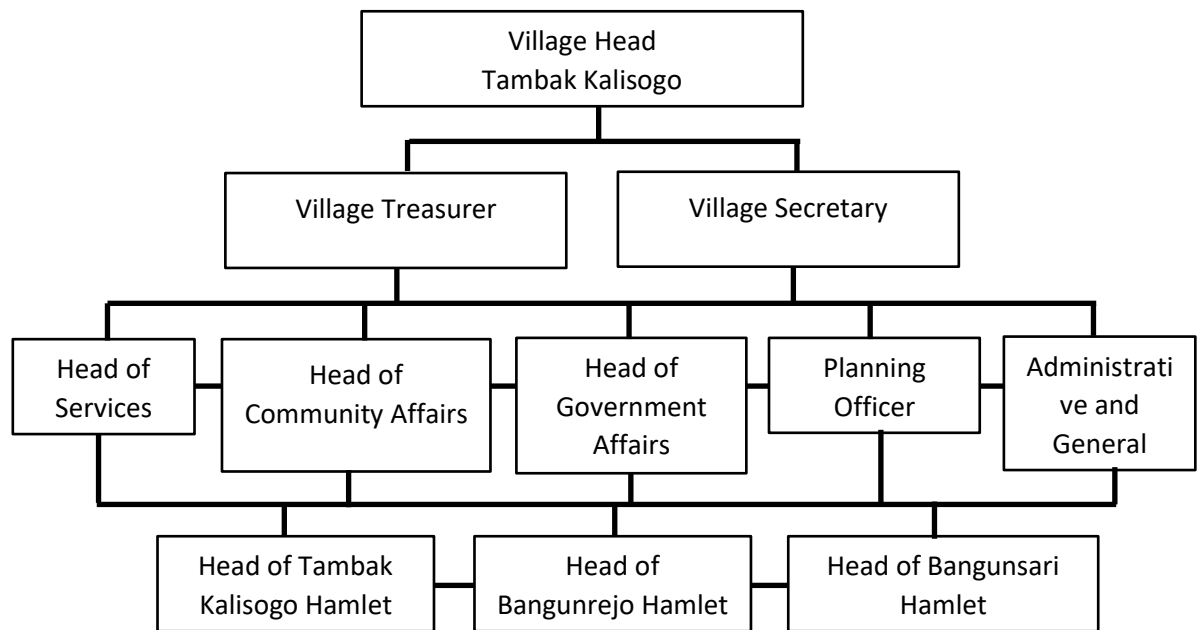


Figure 4. Bureaucratic Structure of Tambak Kalisogo Village Administration
Source: Tambak Kalisogo Village Administration

At the village level, the ideal bureaucratic structure is based on the provisions set forth in Permendagri No. 84 of 2015 concerning the Organizational Structure and Work Procedures of Village Governments. This regulation stipulates that village officials consist of a village secretary, heads of affairs (kaur), heads of sections (kasi), and hamlet heads, each of whom has a strategic role in supporting effective and regulatory village governance.

The management of the Simpeldesa application in Tambak Kalisogo Village has been established with a clear division of tasks. The village operator has a central role in operating the application, while other officials such as the planning officer, administrative officer, and service officer perform backup functions.

In practice, the operation of the Simpeldesa application still depends on one main operator. When the operator is unavailable, the planning officer, administrative officer, and service officer must be ready to take over. This shows that the bureaucratic structure is still centered on one individual. The village government needs to distribute skills through regular training for all village officials. This will ensure that each official has sufficient capacity to operate the application and perform their duties in turns.

This is in line with research [19] which emphasizes that skill distribution and role rotation are key to creating digital village independence. Therefore, strengthening these aspects is important so that the implementation of Simpeldesa is not only effective at present, but also sustainable in the long term.

When analyzed using Edward III's Implementation Theory framework, the implementation of the Simpeldesa application in Tambak Kalisogo Village is still in the early adaptive stage. This means that the policy has shown good progress, but has not yet fully achieved effectiveness. This is because there are still obstacles in terms of uneven communication, limited resources, the commitment of the village government, and the

sustainability of the bureaucratic structure. In line with the research [20] which emphasizes access to resources and disposition, can provide the best service for users.

The impact of Simpeldesa on the community is beginning to be felt, although it is not yet evenly distributed. The community now has easier access to more open information, increasing community participation in development, and online trading features provide opportunities to boost the local economy. This confirms the importance of a participatory and sustainable approach in the implementation of digital villages. Village governments are not only implementers but also facilitators of social and technological change. Conversely, village communities are also encouraged to become active users, not just beneficiaries of digital policies.

CONCLUSION

Fundamental Finding : The results of the study show that the implementation of the Simpeldesa Application in Tambak Kalisogo Village is in the early adaptive stage according to Edward III's Implementation Theory framework. The digital village policy has had a positive impact in terms of easier public services, improved access to information, and opportunities for digital economic development. **Implication :** With the optimization of the four indicators of Edward III communication, resources, disposition, and bureaucratic structure, the implementation of Simpeldesa in Tambak Kalisogo Village is expected to develop towards a better stage and provide tangible benefits for the entire community. **Limitation :** However, its success has not been fully achieved due to constraints such as limited communication, human resources, budget, internet access gaps, and dependence on one main operator. In addition, uneven coverage of socialization and the limited capacity of village officials to operate the application are also obstacles to the implementation of the program. **Future Research :** Therefore, increasing the effectiveness of Simpeldesa implementation requires expanding socialization to reach all levels of society, equal distribution of network infrastructure, and regular technical training for village officials.

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