

# Digital Transformation for Sustainable Development: Bluru Kidul Village

Atha Yumna Priyona<sup>1</sup>, Isna Fitria Agustina<sup>2</sup>  
<sup>1,2</sup>Muhammadiyah University of Sidoarjo, Indonesia



DOI: <https://doi.org/10.61796/icossh.v2i2.516>



## Sections Info

### Article history:

Submitted: June 14, 2025

Final Revised: July 24, 2025

Accepted: August 10, 2025

Published: September 27, 2025

### Keywords:

Digital transformation

Village

Sustainable development

MSMEs

Digital literacy

## ABSTRACT

**Objective:** This study aims to describe the implementation of digital transformation in Bluru Kidul Village, which covers three main focuses, namely public services, MSME empowerment, and increasing community digital literacy. **Method:** The method used is a descriptive qualitative approach with data collection techniques through in-depth interviews and observation. The theories used are Diffusion of Innovation by Everett Rogers and the concept of Sustainable Development from the Brundtland Report. **Results:** The results of the study show that digitization has accelerated public administration services, helped promote and facilitate transactions for SME actors, and increased community participation in digital technology, although there are still challenges in terms of equitable access and human resource capacity. **Novelty:** This study confirms that digital transformation can be a driving force for sustainable development if it is supported by regulations, collaboration, and equitable digital literacy.

## INTRODUCTION

The development of information and communication technology (ICT) over the past two decades has been a catalyst for major changes in government systems and public services in various parts of the world, including Indonesia [1]. Digital transformation is not just a global trend, but has become an urgent necessity in order to improve the efficiency of governance, accelerate public services, and expand public access to information and basic services. At the village level, digital transformation is strategically important because it has the potential to overcome various structural limitations such as geographical isolation, limited human resources, and slow access to administrative services [2].

The Indonesian government has provided various regulations to encourage structured and integrated digital transformation in villages. Constitutionally, Article 18B paragraph (2) of the 1945 Constitution recognizes and respects local government units such as villages as a form of people's sovereignty that has the right to manage its own affairs. This foundation is reinforced by Law Number 6 of 2014 concerning Villages, which provides legal space for villages to develop Village Information Systems (SID) to support transparency, participation, and accountability in village administration. The law explicitly states that villages have the right to access information through the development of SID. In the field of service digitization, Law Number 11 of 2008 concerning Electronic Information and Transactions (ITE), which was updated through Law Number 19 of 2016, provides a legal basis for the implementation of electronic information and digital transactions, including data protection and information security. Furthermore, Government Regulation No. 47 of 2021 regulates the technical aspects of implementing electronic systems and transactions, including the interoperability and security of information systems used by government institutions, including villages. Equally important, Permendesa PDTT No. 14 of 2021 concerning the Utilization of Village

Funds explicitly opens up opportunities for villages to use village funds in the development of information technology infrastructure and training of village human resources (HR) so that they are able to manage digital-based services.

**Table 1.** Data on satisfaction with digital-based services in Bluru Kidul Village, Sidoarjo

No	Indicator	Percentage (%)
1	Users of the Bluru Kidul Village digital government services (access via the village service website and application)	48%
2	People who are satisfied with the use of digital services provided by the Bluru Kidul Village administration	35%
3	People who are dissatisfied with the digital services provided by the Bluru Kidul Village administration	13%
4	MSME entrepreneurs in Bluru Kidul Village who actively use e-commerce applications (Shopee, Tokopedia, WA Bisnis)	10%

Source: Bluru Kidul Village Government Annual Report 2024

However, the implementation of digital transformation is not without obstacles. In practice, many villages face various challenges, ranging from infrastructure, human resources, organizational culture, to social resistance to new technologies [3]. Bluru Kidul Village, the location of this study, is one of the villages in Sidoarjo District that has begun efforts toward digital transformation, particularly in public administration services and community economic empowerment. Various digital platforms have begun to be used, such as WhatsApp for mail services, social media for village publications, and Google Forms for population services. However, on the other hand, there are still disparities in digital literacy between younger and older age groups, limited internet access in some areas, and a lack of assistance for MSME players who want to go digital [4].

To understand how the digitization process can be accepted, used, and sustained in rural communities, the theoretical approach used is Everett M. Rogers' Diffusion of Innovation Theory. This theory explains how an innovation in digital technology is introduced and adopted by members of a social system. Rogers outlines that the adoption of innovation occurs in five cognitive and behavioral stages. Knowledge, the initial stage in which individuals become aware of the existence of the innovation, in this case the use of digital applications or online communication media in village services [5]. The level of information dissemination greatly determines whether citizens have early access to such digital information. Persuasion: after learning about the innovation, individuals then form positive or negative attitudes towards it. At this stage, citizens begin to consider the benefits and convenience of digital technology based on their own experiences or the influence of others. Decision: at this stage, individuals make the decision to accept or reject the use of technology. In villages, this can be seen from residents who choose to take care of their paperwork online or continue to come directly to the village office. Implementation is the stage where technology begins to be used in practice, such as filling out online forms, accessing village MSME product catalogs, or using digital channels to convey aspirations. Confirmation is when individuals evaluate the impact and benefits of the technology that has been used [6]. The final decision will determine whether the innovation will continue to be used, abandoned, or modified as needed.

Each stage has specific measurement indicators. For example, knowledge indicators can be seen from how many residents are aware of the existence of village digital services. Persuasion indicators include participation in training or socialization. Implementation can be measured by the number of online applications or the number of MSME products marketed through digital media. Meanwhile, confirmation includes user satisfaction and the level of sustainability of technology use. In examining digital transformation at the village level, there have been a number of previous studies that reinforce the urgency and challenges faced by village governments and communities. One important study was conducted by [7] in the *Cendikia Ilmiah Journal* entitled *Strategies for Managing Village-Owned Enterprises in Promoting Local Economic Independence*. The study shows that the community's limited digital literacy and the lack of a technology-based management system are the main obstacles to improving the quality of public services and the effectiveness of BUMDes. They suggest the need for technological innovation in village services and active community involvement as part of the digital transformation strategy. Furthermore, research by [8] in the *Journal of Economics*, entitled *Human Resource Management Innovation to Increase BUMDes Revenue in the Digital Era*, they highlight that the main challenge of village digitalization lies in the limited knowledge and skills of BUMDes human resources in operating technology. They also identify the lack of digital infrastructure, weak trust in new technologies, and low collective awareness as factors that hinder BUMDes performance. This study recommends the importance of innovation in human resource management, the provision of digital training, and collaboration with external parties to strengthen BUMDes capacity in facing the digital era. In addition, research from [9] in the *Nusantara Community Service Journal* highlights the success of BUMDes digitization through the development of websites as a tool for branding and promoting the village's superior products. The study shows that intensive training and collaboration between parties, including sub-district heads, village heads, and local IT operators, can create an active and competitive digital village ecosystem. They note that the use of e-catalog features, online savings and loan systems, and community databases has been proven to improve BUMDes performance and significantly expand market access.

When viewed comparatively, all of these studies emphasize the importance of human resource readiness and institutional support in adopting digital technology innovations. However, the approaches used vary [7] more focus on planning aspects and institutional roles in BUMDes digitalization, [8] emphasizing the importance of strengthening human resource capacity and innovation management, while [9] place greater emphasis on direct implementation in the field with a collaborative approach and practical training.

These previous studies served as an important foundation for the study in Bluru Kidul Village, which attempted to combine three approaches: evaluation of village institutions, mapping of community digital literacy, and direct observation of the implementation of village digital applications. Using Rogers' Theory of Innovation Adoption framework, this study aims to provide a more comprehensive mapping of how digital innovations are accepted and implemented at the grassroots level. Based on this background, this study generally aims to understand how the digital transformation process takes place at the village level, particularly in Bluru Kidul Village, with a focus on how the village community accepts, uses, and responds to digital technology in their public services and socio-economic activities. In line with national policy developments and local challenges, this study seeks to address the need for in-depth mapping of the

readiness of villages to face the digital era systematically. This study aims to describe and analyze the level of community knowledge regarding digital services that have been implemented in villages. This relates to the initial stages of the theory of innovation adoption, where initial understanding of an innovation is a determining factor in whether or not the technology will be adopted further.

This study will explore how information about digital services is disseminated, whether through official socialization, social media, or word of mouth. Second, it will evaluate the community's attitude towards village digital services, including their perceptions of the ease, benefits, and challenges of using this technology. This persuasion stage is important to determine the extent to which the community feels confident about the effectiveness and convenience of using digital services compared to conventional methods. Third, it will explore the factors that influence the community's decision to accept or reject the use of digital technology in their daily lives. In the village context, this decision is often influenced by factors such as age, education level, access to digital devices, and support from village officials. Fourth, analyze the actual implementation of digital transformation in villages, both in terms of public services such as online submission of letters or documents, and in economic activities such as promoting MSMEs through social media or digital catalogs [10].

This study will also examine the role of village officials and village digital cadres in assisting the process of innovation adoption among the community. Fifth, it will identify the extent to which the community confirms the use of technology, namely whether they are satisfied, whether they want to continue using it, or whether they return to old ways because they feel uncomfortable or experience obstacles. Here, the study will also explore the forms of evaluation and feedback from residents regarding the system that has been implemented. Sixth, it will reveal the main challenges and strategic opportunities in the village digital transformation process, both in terms of technological infrastructure, human resource readiness, and technical regulations at the village level.

This study aims to map the real constraints faced by rural communities and how they deal with them individually and collectively. Seventh, it formulates policy recommendations based on field data and relevant to the needs of rural communities, so that other villages in similar situations can use the results of this study as a reference or model for effective and contextual digital transformation. With these objectives, this study is expected to contribute both theoretically and practically. Theoretically, this research enriches the application of the Theory of Innovation Adoption in the context of villages in Indonesia that still face challenges in technology adoption. Practically, this research provides concrete input for village governments, village assistants, and policy makers in designing a participatory, gradual digital transformation approach that is in line with the socio-cultural characteristics of rural communities.

Digital transformation at the village level is not only about the application of technology, but also involves changes in mindset, social structures, and service systems that have been operating conventionally [11]. The village of Bluru Kidul as a research object reflects the real dynamics of the shift towards digitalization, which is still ongoing gradually and is not yet fully evenly distributed. A deep understanding of how rural communities, in all their diversity, respond to this innovation is needed. Referring to Everett Rogers' Innovation Adoption Theory framework, this study focuses not only on how sophisticated the technology is, but more on how it is accepted, utilized, and internalized in the lives of rural communities. Through this approach, it is hoped that the process of technology adoption can be described in social terms, not just technical terms,

taking into account local values, socioeconomic conditions, and the institutional capacity of villages.

Previous studies have shown that the main obstacles to village digitization do not always lie in the technology itself, but rather in the readiness of human resources, regulatory support, and clarity of policy direction at the village level. Therefore, this research is of high urgency, not only as scientific documentation, but also as a basis for practical consideration for stakeholders in formulating a more participatory, realistic, and sustainable digital transformation strategy. Through in-depth mapping of the digital adoption process in Bluru Kidul Village, this study is expected to contribute to the development of a digital village development model that is more adaptive to the local context and capable of responding to the challenges of village development in the current era of technological disruption.

## RESEARCH METHOD

This study uses a descriptive qualitative approach to explore in depth the process of digital transformation in Bluru Kidul Village in the context of sustainable development. Data collection techniques were carried out through in-depth interviews with key informants consisting of village officials, digital service operators, MSME actors, village youth, and beneficiary residents. Informants were selected purposively based on their involvement in the digitization process. The main research instrument was a semi-structured interview guide. Data were analyzed using qualitative descriptive analysis techniques through the following stages: data reduction, data presentation, and conclusion drawing.

## RESULTS AND DISCUSSION

### *Results*

Digital transformation in Bluru Kidul Village is a form of innovation in government administration and public services based on information technology. To see the extent to which this innovation has been successfully adopted by the community, this study uses Everett Rogers' Theory of Innovation Adoption, which consists of five indicators: Knowledge, Persuasion, Decision, Implementation, and Confirmation.

#### **A. Knowledge**

Knowledge is the first stage in the innovation adoption process, where individuals or communities begin to learn about digital innovations implemented by the village government. In Bluru Kidul Village, village officials and service operators actively disseminate information to the community about digital services through various media, such as verbal announcements, RT WhatsApp groups, and village information boards. As stated by service operators Anis Fatmala and Nur Fitriawati, *"We have been conveying information regularly, both through residents' WhatsApp groups and during neighborhood meetings. Younger residents understand quickly, but older residents need assistance."* Based on the interview results, most residents are aware of the existence of digital-based public service innovations. However, there are still residents who do not fully understand how these services work. Some elderly groups and residents who do not have devices or internet connections feel they have not received sufficient information. This indicates that public knowledge is still partial and requires further dissemination of information. These findings are in line with research [12], which states that the dissemination of digital

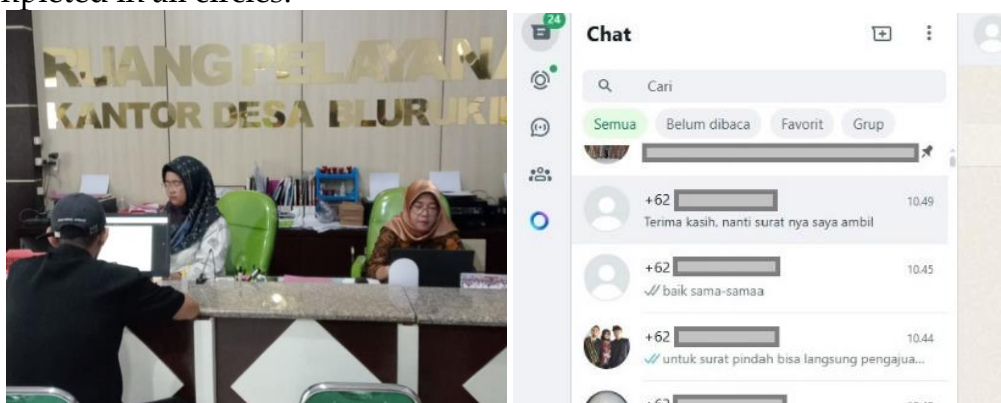
information in villages is often hampered by low digital literacy and limited information infrastructure.



**Figure 1.** Information session on digital services at the Bluru Kidul Village Administration Office in Sidoarjo  
Source: PPID of Bluru Kidul Village

## B. Persuasion

The persuasion stage relates to the community's attitude or response to the innovation being offered. The people of Bluru Kidul Village generally consider digital services to be convenient, especially in terms of speed and flexibility. They no longer need to come to the village hall just to take care of simple administrative documents. As one active worker said, *"For me, it's convenient. I just send the data via WhatsApp, and then I'm notified when to pick it up. So I don't need to take time off work."* However, not all residents immediately accepted the innovation. Some residents consider digital services to be difficult, especially for those who are not familiar with technology. Some housewives and elderly people still prefer manual services because they feel safer and can ask questions directly. This shows that although some people accept the innovation, there are still others who are hesitant or unsure. This indicates that the persuasion stage has not been fully completed in all circles.



**Figure 2.** Bluru Kidul Village Administration services that have been implemented in a hybrid manner  
Source: Bluru Kidul Village Service Operator

## C. Decision

Decision-making is the stage at which the community determines whether to accept or reject innovation. In Bluru Kidul Village, most of the community has decided to try the village's digital services. This can be seen from the increase in the number of online submissions and the activity of MSME actors marketing their products through digital channels facilitated by the village. One of the local MSME actors said, *"I used to sell only through my neighbors. Now, with the help of the village and the youth organization, I have created an Instagram account for my business, and I even get orders from outside the village."* However, there are still some community members who have decided to continue using conventional methods, such as coming directly to the village office or asking for help from others. This decision is not solely due to rejection of innovation, but rather due to limited digital skills and a lack of confidence. This situation reflects that the decision to adopt technology is greatly influenced by factors such as age, educational background, and level of digital literacy.



**Figure 3.** Counseling MSMEs to become digital-based MSMEs together with MSME actors

Source: PPID of Bluru Kidul Village

#### D. Implementation

Implementation is the stage where innovations are actively used in community life. In Bluru Kidul Village, digital implementation covers several aspects, including: administrative services via WhatsApp and Google Forms, dissemination of village information through official social media, and promotion of MSME products through digital catalogs. Village officials work with youth organizations to provide technical assistance to the community, especially vulnerable groups such as the elderly and new MSME entrepreneurs. As stated by one member of the youth organization, Aqil Afif, *"We hold simple digital training sessions for residents, especially MSME entrepreneurs and neighborhood association leaders. This way, they not only understand the technology, but also know how to use it."* Based on field observations, this implementation has been quite successful. Residents who are already accustomed to using digital services feel more assisted, and services have become more efficient. However, it should be noted that internet infrastructure in some areas is still weak, hindering optimal implementation.



**Figure 4.** Digital Marketing Training for MSME Actors with Karang Taruna Members  
Source: Karang Taruna Documentation Section

### E. Confirmation

Confirmation is the final stage in innovation adoption, where the community reassesses their decision and determines whether to continue using the innovation or not. In Bluru Kidul Village, the majority of people who have used digital services are satisfied and want to continue using them. They believe that the existing system has helped to save time and facilitate access to public services. However, there are also people who still feel uncertain and are more comfortable using direct services. Factors such as technical difficulties, lack of trust in digital systems, and limited access to devices are the main reasons why they are not yet fully convinced. As stated by a housewife, Mrs. Yudi: *"I use the digital system when my child helps me. But when I'm alone, I get confused. Sometimes it's still easier to go to the village office."* This shows that the confirmation stage is still ongoing, and the success of this innovation is highly dependent on the ongoing assistance process and the improvement of the infrastructure and systems used..



**Gambar 5.** Community Meeting to Evaluate Village Administration Digital Services  
Source: PPID of Bluru Kidul Village

### Discussion

The digital transformation in Bluru Kidul Village is part of the local response to the demands of modernizing public service systems and inclusive village development. Based on the five indicators in Everett Rogers' Innovation Adoption Theory, it is known that the process of digital innovation adoption by the community does not take place

uniformly, but is influenced by factors such as age, education, digital literacy levels, and the role of village institutions. At the knowledge stage, most of the Bluru Kidul Village community is aware of the existence of digital-based public services, such as document management via WhatsApp and Google Forms, as well as the use of village social media for promoting MSMEs. However, as also found in the study [13], The dissemination of information at the grassroots level is still partial and has not reached all groups evenly. Elderly people and citizens with limited access to technology tend to experience delays in obtaining information. These findings are reinforced by research [14], which shows that the success of rural digital transformation is highly dependent on improving the digital literacy of the community through training, workshops, and the provision of facilities such as Digital Corners, so that vulnerable groups can also participate in the digitization process and not be left behind in accessing public services.

Entering the persuasion stage, public attitudes toward digital innovation are relatively diverse. Most young people show enthusiasm because they find it more practical, but others, especially the elderly and housewives, admit to having difficulty understanding how digital services work. These findings are consistent with the results of the study [8] which states that resistance to digitization comes more from groups with low technological skills. In addition, the results of the study [15] also emphasized that digital transformation in villages not only has a positive impact in terms of improving the efficiency of public services, access to information, and community participation, but also faces challenges in the form of infrastructure gaps and uneven digital literacy, so that implementation strategies need to take into account the social conditions and local capacity of village communities.

At the decision stage, the community showed an active response to trying digital services, particularly in submitting letters and other village administrative needs. This decision was influenced by encouragement from village officials and youth, as well as technical assistance. This shows the importance of institutional support in building citizens' trust in new innovations. These results support the findings [16] Collaboration across village elements, including the role of youth organizations and hamlet heads, is a determining factor in the successful implementation of digital technology in villages. In terms of implementation indicators, it can be seen that the digitization process has touched various aspects of the village, from public services to the economic sector. The promotion of MSMEs through social media and digital village catalogs is an example of how technology is used strategically to improve the welfare of residents [17]. Although this implementation has been quite effective, obstacles such as weak network infrastructure in some villages and limited tools among certain community groups remain barriers.

Meanwhile, at the confirmation stage, most residents who have tried digital services express satisfaction and are willing to use them again. However, there are also many residents who still revert to conventional methods because they feel more comfortable or due to device limitations. This shows that the sustainability of digital transformation requires a continuous approach, both in the form of training and the provision of technological facilities [18], as well as the creation of a digital ecosystem that is friendly to all segments of society. Overall, the digital transformation process in Bluru Kidul Village can be said to be on the right track, but it has not yet reached the stage of comprehensive consolidation. The application of digital technology as a village innovation is not only related to the readiness of systems and software, but is also greatly

influenced by the social and cultural readiness of the village community itself. This is in line with research [19] which states that the application of information technology, such as village information systems, local e-commerce, and web-based administrative applications, can improve the efficiency of public services, expand market access for village products, and encourage community participation in development, despite the challenges of infrastructure and digital literacy. Thus, digital innovation must continue to be developed with consideration for the diverse characteristics of rural communities [20]. A participatory and tiered approach is key to ensuring that the technology adoption process is more inclusive and sustainable.

## CONCLUSION

**Fundamental Finding :** The digital transformation in Bluru Kidul Village shows changes in public service patterns and community economic activities. Based on Everett Rogers' Innovation Adoption Theory, the process of adopting this technology is gradual, with varying responses from the community. At the awareness stage, most residents are already aware of the village's digital services, but the dissemination of information is not yet evenly distributed, especially among the elderly and residents who are not accustomed to using technology. The persuasion stage shows that most of the community accepts the innovation with a positive attitude because it is considered more practical, although there are still residents who find it difficult and tend to choose manual services. At the decision stage, some members of the community began using digital services, particularly for administrative purposes. However, there were still those who did not dare to try due to limitations in terms of devices and skills. The implementation stage was evident in the use of existing digital services, such as submitting letters and promoting MSMEs through social media. Finally, at the confirmation stage, residents who have tried the services feel that they have been helped and want to continue using digital services. In general, the digital adoption process in this village is already underway. **Implication :** The findings imply that digital transformation can enhance efficiency in public administration and support the growth of local MSMEs through technology. It indicates the importance of integrating training programs and ongoing assistance for residents, particularly the elderly and those unfamiliar with digital systems. The gradual adoption process demonstrates that positive attitudes toward technology adoption can be fostered, but only if practical benefits are visible and accessible to all community members. Expanding digital services beyond administrative functions to include sectors such as environmental management, waste handling, and health education could increase overall community engagement. Furthermore, providing coaching and support for local MSMEs in digital promotion and application-based financial management is likely to strengthen local economic resilience. Periodic evaluations of service utilization can also help identify gaps and inform strategic improvements in technology deployment. **Limitation :** Despite progress, the study reveals several limitations in the adoption process. Dissemination of digital information is uneven, leaving vulnerable groups such as the elderly and technology-unfamiliar residents at a disadvantage. Internet access limitations and the availability of skilled human resources remain significant barriers. Some residents are hesitant to adopt digital services due to discomfort or lack of familiarity. Additionally, the scope of digitization is still largely concentrated on administrative services, limiting the potential benefits for

other sectors in the village. **Future Research** : Future studies could explore strategies for more equitable access to digital services among all community members, especially marginalized populations. Research can examine the effectiveness of targeted training programs for both residents and local MSMEs in enhancing technology adoption and digital literacy. Investigations into expanding digital systems into environmental, health, and social services could provide insights on holistic community benefits. Moreover, longitudinal studies evaluating community satisfaction and sustained use of digital services could inform best practices for scaling up village-level digital transformation initiatives.

## ACKNOWLEDGMENTS

The researchers would like to express their gratitude to the Bluru Kidul Village administration, particularly the Village Head and all village officials, for granting permission and providing support throughout the research process. We would also like to thank the informants, such as MSME actors, young people, and elderly residents, who took the time to share their information and experiences. The support and openness of all parties greatly assisted in obtaining relevant and in-depth data, enabling this research to be compiled properly.

## REFERENCES

- [1] F. Gafar, "CHANGE MANAGEMENT IN GOVERNMENT INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN INDONESIA," *Journal of Government Science*, pp. 153-170, 2024.
- [2] Y. S. Isma, D. Kardiati, M. S. K. Fadhillah, J. F. Akmal, and S. Chairunnisak, "Digital Transformation as an Instrument to Expand Accessibility to Public Services," *Journal of Administrative and Social Science*, pp. 66-77, 2025.
- [3] B. A. Diana and J. A. Sari, "The Impact of Digital Transformation on Behavioral Changes in Rural Communities," *Journal of Government and Politics*, pp. 88-96, 2024.
- [4] A. Aurellia, C. N. Athifa, and Y. Amrozi, "Fair Digital Transformation: The Role of Risk Management in Reducing Digital Inequality," *Nusantara Computer and Design Review*, pp. 54-63, 2025.
- [5] E. Apreliyanto and I. F. Agustina, "SIPRAJA Application-Based Village Governance," *International Scientific Research Journal*, pp. 1-12, 2023.
- [6] W. T. P. B. P. Hiram and M., "Positive Digital Literacy to Reduce Information and Technology Access Inequality (SDGs 10)," *Journal of Research and Community Service*, pp. 105-114, 2025.
- [7] D. Setaningsih and S. Abduh, "Strategies for Managing Village-Owned Enterprises in Promoting Local Economic Independence," *Cendikia Ilmiah Journal*, pp. 965-974, 2025.
- [8] A. A. J. Mahardhani, M. Nur, B. G. Hendratri, and E. Fkun, "HUMAN RESOURCE MANAGEMENT INNOVATION TO INCREASE BUMDES REVENUE IN THE DIGITAL ERA," *Journal of Economics*, pp. 1745-1750, 2023.
- [9] S. S. A. Prestianawati and M. Fawwaz, "Strengthening the Bagelenan Village-Owned Enterprise through Digital Marketing Optimization," *Journal of Community Service in the Archipelago*, pp. 30-37, 2023.
- [10] M. U. Albab and I. F. Agustina, "Management of Digital Official Letters Using the E-Buddy Sidoarjo Application," *Indonesian Journal of Law and Economics Review*, pp. 1-14, 2024.

- [11] D. R. Azis, I. Nursetiawan, and A. Nurwanda, "DIGITAL TRANSFORMATION OF VILLAGE GOVERNMENT (A study of the role of village heads in the implementation of a website-based information system in Ciherang Village, Banjarsari District, Ciamis Regency)," *Jurnal Sains Student Research*, pp. 304-317, 2025.
- [12] R. A. Yuliana and N., "DIGITAL TRANSFORMATION OF PONGGOK VILLAGE: CHALLENGES AND POTENTIAL TOWARDS A SUSTAINABLE SMART VILLAGE," *Journal of Academic Research Innovation*, pp. 90-97, 2025.
- [13] U. Nisa, C. L. C. Nisak, and D. Fatia, "Digital Literacy Among the Elderly in Terms of Digital Skills and Digital Safety," *Global Communication Journal*, pp. 143-167, 2023..
- [14] K. Budiarta, R. A. N. Diaz, D. Pramana, C. A. N. W. Pratami, K. A. Suputra, L. P. M. Mahadewi, M. D. Subawa, I. K. R. Stevanov, and I. B. A. P. Dwipa, "The Transformation of Nyitdah Village Towards Digital Independence through Digital Literacy in Rural Communities," *Journal of Community Service and Empowerment*, pp. 9-20, 2025.
- [15] R. Mayyora, Q. Sholihah, I. Wanusmawatie, and A. H. Wanto, "DIGITAL TRANSFORMATION OF VILLAGES AND ITS IMPLICATIONS FOR SUSTAINABLE DEVELOPMENT: A LITERATURE REVIEW APPROACH," *Indonesian Journal of Intellectual Publication*, pp. 100-111, 2025.
- [16] M. Susilawati, "Building Independent Villages: Synergy Between Millennials and Local Wisdom in the Digital Age (Karang Taruna in Komodo District, West Manggarai, NTT)," *Journal of Community Service*, pp. 178-194, 2024.
- [17] A. M. M. Aditiya and S. Pradikto, "Analyzing the Importance of E-Commerce Knowledge for the Transformation of MSMEs in Jarangan Village, Rejoso District, Pasuruan Regency," *Student Research Journal*, pp. 67-74, 2025.
- [18] F. Wahyuningsih and M. Kholmi, "Green Innovation Trends and Digital Transformation in Driving SME Performance: A Bibliometric Study on Governance and Sustainable Development in Indonesia," *Bulletin of Community Engagement*, pp. 886-889, 2024.
- [19] M. Ridho, "The Application of Information Technology to Promote Village Independence in the Digital Age," *Journal of Information Systems and Informatics Research*, pp. 150-158, 2024.
- [20] I. F. Ambarsari, N. A. Ansori, Y. F. Al-Faruq, and K. K. Fahrozi, "Digitization of Information and Improvement of Public Service Quality: Digital Village Transformation Through the Development of the Klatakan Village Website," *Indonesian Community Journal*, pp. 396-405, 2024.

---

**Atha Yumna Priyona**

Muhammadiyah University of Sidoarjo, Indonesia

Email: [athayumna5@gmail.com](mailto:athayumna5@gmail.com)

**\*Isna Fitria Agustina (Corresponding Author)**

Muhammadiyah University of Sidoarjo, Indonesia

Email: [isnaagustina@umsida.ac.id](mailto:isnaagustina@umsida.ac.id)

---