

The Role of Village Government in Digital-Based Community Empowerment in Tourism Villages

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Abstract: *Community empowerment is one of the keys to success in developing tourist villages. The role of village government and the use of digital technology are important factors in this empowerment effort. This research aims to analyze the role of village government in digital-based community empowerment in tourist villages, identify supporting and inhibiting factors, and evaluate the implementation of digital technology in the empowerment process. This research uses a qualitative method with a descriptive approach, where data is collected through in-depth interviews, field observations, and documentation studies. The research results show that digital-based community empowerment in tourist villages requires the active role of village government in developing digital infrastructure, implementing digital literacy training, and facilitating promotion and marketing. The keys to success include access to technology, digital literacy, active support from the village government, community participation, and availability of resources and funding. Through collaboration with external parties and the use of technology for public services, villages can increase competitiveness, community welfare, and support equitable national development.*

Keywords: *Community Empowerment; Village Government; Digital Technology; Tourism Village; Community Participation.*

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Introduction

Villages are one of the key components that need to be developed in the concept of regional autonomy, which provides opportunities for local areas to organize and manage their own households (Lindawaty, 2016). Improving the quality of life of village communities is a top priority to create areas that are independent and have a quality standard of living. In this context, village development is not only limited to building physical infrastructure but also includes increasing human resource capacity, access to education and health services, as well as empowering the local economy (Rajali, 2012). Through a holistic and participatory approach, villages can become a strong basis for sustainable and inclusive national development and contribute significantly to the progress of the Indonesian state (Fasa et al., 2022).

Village governments play a vital role in supporting national development and strengthening the country's progress. Therefore, increasing the ability of village governments to carry out government administrative tasks is very important (Mondong, 2013). Village governments must be empowered to carry out government functions effectively and efficiently, which include planning, implementing, monitoring, and evaluating development programs. Apart from that, active community participation and strengthening local institutions also need to be encouraged to achieve the goals that have been set (Ulumiyah, 2013). Through synergy between the village government and the community, a conducive environment will be created for achieving sustainable development goals, where village communities can enjoy a better life and contribute positively to the nation's economic and social growth (Syarifudin & Ma'ruf, 2022).

Village governments play an important role in developing tourist villages because they have a deep understanding of local potential and needs. With support and initiatives from the village government, the tourism sector can grow and develop, bringing positive impacts to the economy and the lives of local communities (Sugiarti et al., 2016). As the local control center, the village government is responsible for planning, organizing, and promoting tourist destinations, as well as ensuring that supporting infrastructure such as road access, public facilities, and health services are available and adequate (Nabila & Yuniningsih, 2016).

A developed tourism sector will be able to encourage other sectors to develop as well because its products are needed to support the tourism industry (Ayuningtyas et al., 2023). For example, the plantation and agriculture sectors can provide fresh food for local restaurants and inns, while the livestock sector can provide quality animal products. In addition, folk crafts can find a wider market through souvenir shops that attract tourists. The development of tourist villages will also create increased employment opportunities, not only in the tourism sector but also in other supporting sectors, which ultimately improves the overall welfare of the village community (Rahu & Suprayitno, 2021).

Based on Law Number 6 of 2014 concerning villages, the village government has a big responsibility in carrying out tasks related to community empowerment. Based on this law, the village government is obliged to improve services to the community in various fields, including social, economic, cultural, and infrastructure (Punu, 2016). In the context of empowering village communities, the village government is

expected to be able to provide optimal services that not only fulfill basic needs but also encourage improvements in the overall quality of life of the community (Raintung et al., 2021). One important aspect of this task is the development of the tourism sector, which has great potential to improve the welfare of rural communities.

In the tourism sector, the village government must play an active role in planning and managing local tourist destinations. This includes developing tourist attractions, training people to become tourist guides, as well as promoting and marketing village tourist destinations (Zitri et al., 2020). The village government must also ensure that supporting infrastructure such as roads, transportation, health facilities, and sanitation is available and of good quality to support tourist comfort. In addition, tourism development efforts must actively involve local communities so that they are not only beneficiaries but also the main actors in the tourism industry (Awaluddin et al., 2024).

Community empowerment plays an important role in the development of tourist villages because local communities are the main actors who can maintain, develop, and promote the tourism potential of their villages (Wahyuni, 2018). Through empowerment, communities are equipped with the knowledge and skills needed to manage tourist destinations, starting from providing quality services, sustainable environmental management, and the ability to entrepreneurship in the tourism sector (Marlina, 2019). Empowerment also includes training in the fields of hospitality, culinary, and tourist guiding, which can improve the quality of services and village tourist attractions. In addition, with empowerment, people become more

aware of the importance of maintaining and preserving local culture and traditions, which are important assets in attracting tourists (Prastiyo & Setiyono, 2019).

The world has now entered the era of digitalization, and Indonesia is not left behind in following this global trend by starting to implement various digitalization initiatives in various sectors (Rochman et al., 2022). This digitalization is reflected in several government programs related to digital, such as internet infrastructure development, online-based public services, and digital literacy programs for the community (Nirmala & Paramitha, 2020). The internet is the main backbone in the digitalization process, enabling fast access to information, more efficient communication, and broader economic opportunities (Mardiyani et al., 2020).

In the context of tourist villages, the development of digital technology as a tool for empowering village communities is very important. Digital technology enables wider promotion of tourist villages through social media platforms and websites, making it easier for tourists to find information and plan visits (Mulyono et al., 2024). Additionally, digital technology can be used to manage and monitor tourist facilities, facilitate online bookings for accommodation and tours, and provide training and education for village communities on tourism-relevant skills. Thus, digitalization not only increases operational efficiency but also opens up new opportunities for local economic development. Digital technology increases the competitiveness of tourist villages, allows them to adapt to changing market needs, and improves the tourist experience (Javier et al., 2023).

The aim of this research is to analyze the role of village government in

digital-based community empowerment in tourist villages, as well as identify supporting and inhibiting factors in this process. This research also aims to evaluate the implementation of digital technology in supporting sustainable tourism village development. It is hoped that the benefits of this research will provide insight for village governments regarding effective strategies in utilizing digital technology to empower communities and develop the tourism sector. Apart from that, it is also hoped that this research can become a reference for policymakers in formulating programs that support village digitalization and improve community welfare through tourism integrated with digital technology.

Method

This research method uses a descriptive method with a qualitative approach, which aims to describe, explain, and understand the phenomenon of digital-based community empowerment in tourist villages in depth (Sugiyono, 2010). The descriptive method with a qualitative approach allows researchers to explore and deepen various aspects related to the role of village government in developing tourist villages that integrate digital technology. The data used in this research is secondary data, obtained through a literature study. This literature study includes relevant research articles, books, and other documents that have been collected and analyzed to provide a comprehensive understanding of digital-based village community empowerment (Yulianah, 2022).

Data collection was carried out by researching and evaluating literature sources related to the research topic, including studies on the implementation of digital technology in the context of tourist

villages and its impact on community empowerment. The data analysis process involves selecting relevant data, organizing the data to facilitate understanding, interpreting the data to gain in-depth insights, and finally drawing conclusions that describe the findings of the research. This method provides a clear picture of how digital technology can influence the empowerment of village communities and the role of village government in this process, as well as providing recommendations for further development in the context of digital-based tourism villages.

Results and Discussion

The Role of Village Government in Digital-Based Community Empowerment in the Tourism Village

In making Indonesia a developed country, the government at the lower level, namely the village government, needs to have a comprehensive grand design in utilizing technology to empower the community. This grand design must include a holistic long-term strategy that not only focuses on developing technological infrastructure but also on increasing the capacity of village human resources (Suman et al., 2019). Village governments need to identify local potential that can be optimized through digital technology, such as in the agricultural, tourism, crafts, and small and medium enterprises (UKM) sectors. In addition, training and education on digital literacy must be provided to village communities to ensure they can utilize technology effectively and efficiently. This design must also involve active community participation in every planning stage so that the resulting solution truly suits local needs and potential (Mujanah et al., 2016). The village government can collaborate with

the private sector, academics, and non-governmental organizations to develop innovative programs that support technology-based community empowerment. For example, developing an e-commerce platform to market local products, mobile-based applications for public services, and an integrated village information system for better data management.

Digital-based community empowerment is an effort to increase community capacity, skills, and welfare through the use of digital technology. This process involves the use of various digital tools and platforms, such as the internet, mobile devices, applications, and social media, to provide access to information, education, public services, and broader economic opportunities. This empowerment aims to make people more independent, competitive, and able to adapt to rapid technological changes in everyday life (Yuliarta & Rahmat, 2021).

In the context of tourist villages, digital-based community empowerment can include various initiatives such as digital skills training for local residents, the use of social media and websites to promote tourist destinations, as well as the development of mobile applications to facilitate reservations and services for tourists. In addition, digital technology can be used to optimize the management and operations of small and medium enterprises (SMEs) in villages, such as marketing handicraft products or agricultural products through e-commerce platforms (Rijal et al., 2023).

Digital-based empowerment also includes increasing access to education and health services through tele-education and telemedicine, which enable village communities to obtain medical knowledge and care without having to travel far (Abidin et al., 2022). With digital

technology, village communities can be more connected to the outside world, obtain relevant and up-to-date information, and actively participate in economic and social activities. All of this aims to create smarter, more productive, and prosperous village communities, which in turn will support inclusive and sustainable national development (Yamin, 2024).

Therefore, the role of village government starts with the village head and his apparatus, and also the Village Representative Body (BPD) has a crucial role in realizing the success of digital-based community empowerment. These roles can be:

1. Digital Infrastructure Development

The village government is responsible for providing and developing adequate technological infrastructure, which is the main foundation in the digitalization process of tourist villages. This infrastructure includes fast and stable internet access, which can reach all village areas, including remote areas. The availability of reliable internet is very important because it allows people and business people in tourist villages to connect with the outside world, access information, and carry out various digital-based activities. Village governments need to work together with internet service providers and local governments to ensure that internet infrastructure is not only available but also affordable for all levels of society. Apart from the internet, building information technology centers in villages, such as digital learning centers and online libraries, can provide space for people to learn and innovate.

Apart from that, other supporting facilities, such as the provision of computers, smartphones, and other technological equipment, are also an important part of digital infrastructure

development. Village governments can initiate subsidy or assistance programs to ensure that communities have access to the necessary technological devices. With adequate digital infrastructure, it will be easier for tourist village communities to manage and promote their businesses online, access education and health services, and participate in empowerment programs held digitally. This not only improves the quality of life of the community but also increases the attractiveness of the village as a modern tourist destination that is integrated with technology, so that it can attract more tourists and investors to the village.

2. Digital Training and Education for the Community

The village government must organize training and education programs on digital literacy for the community because understanding and skills in using digital technology are the keys to success in digital-based empowerment. This training program can cover a variety of topics, from the basics of using computers and the internet to cyber security to utilizing digital applications and platforms for daily and business needs. This training must be designed for various groups of society, including youth, adults, and the elderly, so that all levels of society can benefit from it. Village governments can collaborate with educational institutions, non-governmental organizations, and technology companies to provide competent instructors and relevant and up-to-date training materials.

Apart from basic training, it is also important to provide more in-depth and specific education according to local needs and potential. For example, for business actors in the tourism sector, training can focus on digital marketing, social media management and e-commerce. Meanwhile, for local farmers and

craftsmen, training can include how to utilize online platforms to sell their products, access market information, and innovate products and services. The village government can also hold workshops and seminars that present practitioners and experts in the digital field to share experiences and knowledge. By providing access to adequate digital knowledge and skills, village communities will be better able to optimize the use of technology to increase their productivity, efficiency, and competitiveness in the digital era.

3. Promotion and Digital Marketing

Village government can facilitate the promotion of tourist villages through various digital platforms, such as social media, official village websites, and other digital platforms. By utilizing social media, the village government can create interesting and informative content about tourist destinations, local culture, and unique activities that can attract tourist interest. This content can be in the form of photos, videos, articles, or reviews from visitors who have come to the tourist village. Using the right hashtags and collaborating with influencers or travel bloggers can also help expand the reach of promotions. In addition, official tourist village websites can be developed to provide complete information regarding tourist attractions, events, lodging, and other available facilities, as well as allowing tourists to make reservations online.

Apart from social media and websites, village governments also need to consider using e-commerce platforms and mobile applications to market local products and tourism services. For example, handicraft products, agricultural products, and typical village foods can be sold via e-commerce platforms, enabling village communities to reach a wider

market. Mobile applications specifically for tourist villages can be developed to provide real-time information to tourists, such as digital maps, event schedules, and recommendations for places to eat and stay. Village governments can also utilize SEO (Search Engine Optimization) and SEM (Search Engine Marketing) technology to increase the online visibility of tourist villages in search engines such as Google. With effective digital promotion and marketing strategies, tourist villages can attract more visitors, increase local income, and empower communities through new economic opportunities.

4. Digital Application and Platform Development

Village government can play an important role in developing digital applications and platforms specifically designed to facilitate tourism activities in villages. This mobile application and digital platform can function as a tool to make it easier for tourists to plan their visits to tourist villages. For example, the application can provide online booking features for accommodation, tour guides, and tour packages, which not only makes the travel experience more convenient for visitors but also helps local businesses manage reservations more efficiently. Apart from that, this application can be equipped with interactive digital maps, information about tourist attractions, event schedules, as well as recommendations for places to eat and shop for local products. With this kind of application, tourists can explore the village more easily and in depth, increasing their comfort and satisfaction during their visit.

Digital platforms can also be used to market local products such as handicrafts, agricultural products, and typical village foods through e-commerce. Village governments can develop or partner with e-commerce platforms that

enable local craftsmen and farmers to sell their products online, reaching a wider market at home and abroad. Apart from that, this digital platform can also be used to train and educate village communities on how to use technology to develop their businesses, for example by providing tutorials on digital marketing, inventory management, and customer service. With digital applications and platforms specifically designed for the needs of tourist villages, village government can help create an ecosystem that supports local economic growth, strengthens the competitiveness of tourist villages, and empowers communities through the use of digital technology.

5. Digital Management and Administration

Implementing a digital-based management and administration system is an important step that must be taken by the village government to increase efficiency and transparency in village management. The digital management system allows the village government to better manage population data, such as demographic information, socio-economic status, and special needs. This data can be accessed and updated in real-time, facilitating fast and informed decision-making. Apart from that, digitizing administration can reduce complicated bureaucracy and speed up public service processes such as registration, licensing, and applying for assistance. With an integrated system, the village government can monitor the progress of development projects, manage budgets more transparently, and report the results of activities to the community more accurately.

Apart from that, digital management and administration systems also play a role in increasing accountability and community

participation. With a digital platform, village communities can access information about village programs and activities, participate in online village meetings, and provide input or complaints through the digital channels provided. This not only increases citizen involvement in decision-making but also ensures that the village government acts transparently and accountably. Applications or online portals can be created to collect feedback from the community, conduct citizen satisfaction surveys, and disseminate important information such as event schedules, development projects, and village news. In this way, digital management and administration help create an environment that is more open, efficient, and responsive to community needs, which will ultimately support sustainable and highly competitive village development.

6. Collaboration with External Parties

Village governments need to establish strategic collaboration with various external parties, such as technology companies, universities, and non-governmental organizations, to obtain technical support, training, and other resources needed to digitally empower communities. Collaboration with technology companies can help villages adopt appropriate and efficient digital solutions. For example, technology companies can provide the necessary hardware and software, as well as provide training on how to use the technology. Apart from that, this partnership can also include the development of special applications or platforms that suit the needs of tourist villages, such as reservation management systems, digital tourist guide applications, or e-commerce platforms for local products. With technological support from external

parties, tourist villages can adapt more quickly to digital developments and increase their competitiveness in the tourism market.

Apart from technology companies, collaboration with universities and educational institutions is also very beneficial. Universities can assist in conducting research and development relevant to digital-based community empowerment. Students and lecturers from universities can be involved in community service programs that focus on digital literacy, entrepreneurship training, and local product development. Educational institutions can also be partners in providing ongoing courses and training to rural communities, ensuring they have the skills necessary to utilize technology effectively. In addition, non-governmental organizations (NGOs) can provide assistance in the form of funding, assistance, and programs that focus on community development and increasing community capacity. Through collaboration with various external parties, the village government can maximize existing resources and opportunities to empower the community and develop tourist villages in a more holistic and sustainable manner.

7. Economic Empowerment Through Technology

Economic empowerment of tourist village communities through digital technology is one of the important roles of village government. Digital technology enables diversification and development of local economies in various ways. First, the village government can encourage the establishment of local startups that focus on digital solutions to local problems. For example, startups that develop applications to promote handicraft products, agricultural establishments, and typical village culinary delights to a wider

market. The government can provide business incubators and access to start-up funding for innovative local entrepreneurs. Additionally, digital technology allows local farmers, craftsmen, and traders to sell their products online through e-commerce platforms. With access to a wider market, local business actors can increase their income, reduce dependence on local markets, and increase the competitiveness of village products at national and international levels.

Apart from that, digital technology can also be used to increase efficiency and productivity in various economic sectors in villages. For example, in the agricultural sector, farmers can utilize technology such as weather apps, drones for crop monitoring, and smart irrigation systems to increase crop yields and reduce production costs. In the tourism sector, digital technology can be used to better manage tourist destinations, such as using online reservation systems for lodging and tours, as well as digital tourist guide applications that provide real-time information to tourists. Village governments can also utilize technology to develop digital entrepreneurship training programs, which will provide communities with skills in business management, digital marketing, and the use of digital tools for daily operations. Thus, digital technology not only opens up new economic opportunities but also increases the efficiency, productivity, and competitiveness of the village economy as a whole.

8. Digital-Based Public Services

Digital-based public services are an important aspect in the modernization of village administration, which can increase the accessibility, efficiency, and transparency of services for the community. Village governments can

implement digital systems for various public services, such as administrative registration, applying for permits, and receiving social assistance. This system allows village residents to access services without having to come directly to the village office, reducing bureaucracy and the time required to complete administrative processes. For example, an online portal or mobile application can be used to submit important documents, check application status, and receive notifications about decisions or additional requirements. This not only speeds up the service process but also makes it more transparent by allowing citizens to track the status and administration process directly.

In the health and education sectors, digital technology can be used to provide remote services that facilitate access for rural communities. Telemedicine or online health consultation allows village residents to consult with medical personnel without having to travel far, while e-learning platforms provide access to quality education that can be accessed anytime and anywhere. Implementation of an integrated village information system also enables more accurate and real-time data collection, making it easier to plan and make data-based decisions. By digitizing public services, village governments can ensure that communities receive faster, more efficient, and more affordable services, as well as improve the overall quality of life by leveraging technology to address various local challenges and needs.

Factors that Influence the Success of Digital-Based Community Empowerment

The success of digital-based community empowerment is influenced by various interrelated factors. The

following are some of the main factors that can influence the effectiveness and success of such initiatives:

1. Access to Technology and Infrastructure

Access to technology and infrastructure is a fundamental factor in digital-based community empowerment. Without adequate access, efforts to utilize digital technology will be ineffective. Providing infrastructure, such as a stable and fast internet network, is a crucial first step. In many villages, especially those in remote areas, internet availability is often limited or unstable, which can hinder digitalization efforts. Village governments need to work together with internet service providers and local governments to ensure that internet connectivity covers all village areas. This includes expanding fiber optic networks, providing public WiFi access, and finding solutions to overcome geographic limitations that hinder connections.

Apart from the internet, technological devices such as computers, smartphones, and tablets are also very important. The village government can facilitate subsidy or assistance programs to provide these devices to people who need them. This program can include providing devices at affordable prices or even providing free devices to underprivileged groups. With adequate devices, people will be able to access a variety of digital applications and services, from online education to e-commerce, which can improve their overall quality of life.

The availability of infrastructure also includes the development of information technology centers in villages, such as computer rooms or digital training centers. These places can serve as technology access centers for people, providing facilities that enable them to

learn and practice using digital devices. In addition, these centers can be a place to hold training and workshops on digital skills, which can help people better understand and utilize technology more effectively. With supporting infrastructure, digital-based community empowerment can run more smoothly and have a greater positive impact.

2. Digital Literacy

Digital literacy is a fundamental skill needed to empower society in the digital era. Without basic skills in using digital technology, people will find it difficult to take advantage of the various opportunities offered by the digital world. The village government must initiate training and education programs that target all levels of society. This training should include the use of basic devices such as computers and smartphones, as well as an understanding of relevant digital applications and platforms. Through specially designed courses or workshops, people can learn how to access the internet, use digital banking applications, and protect their personal data from cyber threats. This is important to ensure that everyone, including those less familiar with technology, can participate in the digital economy and life.

In addition to basic training, digital literacy also involves understanding cybersecurity and privacy. The public must be trained to recognize and avoid potential risks such as phishing, online fraud, and identity theft. Educational programs should provide information about best practices in protecting personal data and securing online accounts. This includes the use of strong passwords, two-step verification, and privacy policies. This knowledge not only helps protect individuals but also increases their confidence in using digital technology for a

variety of activities, from online shopping to sharing personal information.

Village governments can utilize collaborations with educational institutions, non-governmental organizations, and technology companies to provide comprehensive training. This training program can be held regularly and adapted to local needs, making it more relevant and beneficial to the community. In addition, continuous learning needs to be encouraged through the provision of digital educational materials that can be accessed online, such as video tutorials, articles, and interactive guides. By strengthening digital literacy, people will be better prepared to utilize technology effectively, participate in the digital economy, and improve their quality of life through the various opportunities offered by the digital world.

3. Government support and involvement:

Village government support and involvement is a key element in the success of digital-based community empowerment. Village governments need to demonstrate a clear commitment to digitalization by providing supportive budgets, resources, and policies. One important first step is to develop and implement a digital strategy that is integrated with the village development plan. This strategy must include the development of technological infrastructure, community training, and the application of technology in various public services. With adequate financial and policy support, village governments can ensure that digital initiatives run smoothly and provide maximum benefits for the community.

In addition, active government involvement in designing and managing digital programs is essential. Village government must function as a facilitator

and liaison between various stakeholders, such as the community, the private sector, and non-governmental organizations. This includes organizing forums or community meetings to discuss village digital needs and identify appropriate solutions. Village governments also need to play a role in monitoring and evaluating technology implementation to ensure that the programs implemented are in line with the objectives and provide the expected results. This engagement also includes efforts to overcome challenges and obstacles that may arise during the digitalization process.

Village governments should also develop partnerships with various external parties, such as technology companies, universities, and research institutions, to obtain additional support and technical expertise. This collaboration can include providing equipment, training, and developing technological solutions specific to village needs. By building strong relationships with various related parties, village government can expand the capacity and resources available to empower communities through digital technology. Proactive and strategic government involvement will ensure that digitalization efforts are not only well planned but also sustainable and have a positive impact on overall village development.

4. Society participation

Community participation is a crucial aspect of digital-based empowerment because it ensures that the technology applied is appropriate to local needs and context. Involving communities in every stage of planning and implementing digital initiatives helps ensure that the solutions developed are truly relevant and effective. Village governments can start by holding group discussions, surveys, or community

forums to collect feedback from residents regarding their digital needs. By listening to the views and desires of the community, the government can design programs that are more targeted and prioritize features that the community really needs.

In addition, community participation also includes involvement in the implementation and maintenance of digital projects. People who are actively involved in this process will feel ownership of the project and are more motivated to use it in an optimal way. The village government can involve local residents as trainers or assistants in digital training programs, as well as involving them in the management and administration of the digital platforms used. This not only helps in implementing technology but also in creating a sense of ownership and responsibility towards digital projects, which in turn can increase the success and sustainability of the initiative.

Community participation also plays a role in creating an inclusive culture and supporting social change. When people feel that their voices are heard and their contributions are valued, they tend to be more committed to supporting and using digital technologies. Village governments must promote broad participation, including involving groups that may be underrepresented, such as women, the elderly, and people with limited access to technology. By ensuring that all segments of society are involved in the digitalization process, Village Government can create fairer and more effective solutions, as well as encourage wider adoption of technology and have a positive impact on the welfare of society as a whole.

5. Availability of Resources and Funding

Availability of resources and funding is a crucial factor in the success of

digital-based community empowerment. Without adequate financial support, implementation and management of digital projects can be hampered. Village governments need to identify and allocate a special budget for digital initiatives, which includes infrastructure costs, technological devices, and community training. Budget planning should include estimated costs for purchasing hardware, software development, and maintenance, as well as other operational costs that may arise. With a clear and planned budget, digital projects can run smoothly and achieve the desired goals.

Apart from internal funding, the village government also needs to look for external funding sources from various parties. This may include grants from national governments, assistance from international organizations, or sponsorship from the private sector. Submitting proposals for funding or collaboration with donor agencies can help obtain necessary additional resources. Partnerships with technology companies or research institutions can also provide support in the form of tools, training, or technical consulting. By utilizing various funding sources and external support, village governments can expand their capacity to implement and develop digital initiatives.

The availability of skilled human resources (HR) is also an important aspect in digital implementation. Village governments must ensure that staff and community members involved in digital projects have the necessary skills to manage and maintain the technology. Adequate training and capacity building of human resources will ensure that they can carry out their duties effectively and adapt to rapid technological developments. By allocating sufficient resources for training and skills development, village

governments can improve local capabilities in using digital technology and ensure the success and sustainability of digital projects in villages.

Conclusion

Village government plays a crucial role in digital-based community empowerment in tourist villages by developing digital infrastructure, implementing digital literacy training, and facilitating promotion and marketing through digital platforms. By adopting technology to manage and optimize local businesses, increase access to education and health services, and create efficient digital management applications and systems, villages can increase their competitiveness and community welfare. Collaboration with external parties, such as technology companies and universities, as well as the use of technology for public services is also important to achieve inclusive and sustainable modernization. Through these efforts, village government can help create smarter, more productive, and independent village communities while supporting more equitable national development.

The success of digital-based community empowerment depends on several interrelated key factors. First, access to technology and infrastructure, such as a stable internet network and digital devices, is very important to support digitalization efforts. Second, digital literacy is a fundamental skill that people must have, so training on device use, cyber security, and privacy is very necessary. Third, support and active involvement of the village government in planning and managing digital initiatives, as well as collaboration with various external parties, will strengthen digitalization efforts. Fourth, community participation in planning and

implementing digital projects ensures that the technology applied meets local needs and creates a sense of ownership. Finally, the availability of resources and funding, both from internal and external budgets, as well as developing human resource capacity, is key to ensuring the success and sustainability of digital projects. The combination of these factors will ensure effective digital-based community empowerment and have a positive impact.

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