

Analysis of E-commerce Based on Digital Economy through Smart Society in the Management of Village-Owned Enterprises

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Abstract

This research is descriptive research to describe the reality and complexity of social e-commerce based on the digital economy through the smart society of village-owned enterprises in Tanggetada District, using a purposive sampling technique. The research will be conducted in 3 village offices in Tanggetada Sub-district, namely Tondowolio, Palewai, and Lamedai villages. The research instruments are observation, questionnaire, interview, and documentation. Smart society measurement is carried out by observing and collecting information using the ecosystem of village-owned enterprises related to community welfare and the ecosystem of financial transactions of village-owned enterprises. The results of the study obtained that the three villages in Tanggetada sub-district have village-owned business entities with various types of businesses that have been run, basically, the three villages have planned the development of e-commerce in a sustainable manner, based on information showing that in general, the Smart Society Analysis Mapping in Tanggetada Sub-district is at >2.5 to 3.25 (Good), a humanist and dynamic relationship is realized in the socio-cultural and socio-technical community as a reference for the creation of productivity, communicative, and interactive with digital systems both physical and virtual in harmony. The creative economy has contributed to exploring the potential in raising the level of the creative economy in the Tanggetada sub-district.

Keywords: E-commerce, digital, Smart, Society

Received: 23 August 2023

Revised: 10 November 2023

Accepted: 21 November 2023

1. Introduction

Tanggetada sub-district is administratively located in Southeast Sulawesi Province and has a regional picture that has experienced improvements in contributing to regional progress. E-commerce is a type of mechanism for implementing government electronically both from development and digital progress, village backwardness is certainly the root of the problem of the slow implementation of progress that still applies to conventional systems. The rural economy through various development sectors has a lot of impact on the progress of the resource management system. The problem that is often faced is human error and the unpreparedness of human resources to face the era of technology 4.0 and society 5.0 which has become a demand, village e-commerce can be in the form of IT readiness, infrastructure, and implementers (Assani et al., 2020). Smart villages have a focal point in the development of the regional sector in line with the issuance of Law Number 6 of 2014 concerning villages which gave birth to a policy on village funds and resulted in a significant increase in village innovation development (Subekti & Damayanti, 2019). The stretching of smart village development includes smart society and smart economy in the management of village-owned enterprises in Tanggetada District. Smart villages will minimize the tendency of centralized power (Orinaldi, 2020), thus the development of information technology will encourage active community participation in monitoring e-commerce-ready village-owned enterprises.

Quality planning is certainly influenced by smart society, resulting in community participation through empowering interaction in implementing security and safety management including the management system of village-owned businesses, village-owned businesses managed using the digital economy will facilitate the preparation of work plans in managing the annual budget with the village government. The gap that often occurs is that the management of

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village-owned Enterprises has not maximized the application of digitalization as the demands of the times so that the management system does not run conductively. The digital economy will help communication easier and follow global trends, the support of internet network infrastructure helps e-commerce activities distribute various needs and information in the village (Maria & Widayati, n.d.). The great potential of villages without the support of the digital economy will have a significant impact on village progress.

A smart economy is a form of increasing community participation in productive economic activities to achieve accelerated economic growth and community welfare in the village. Industrial Revolution 4.0 presents a variety of technological developments while Society 5.0 presents various conveniences for the community in meeting their needs (Kalenyuk et al., 2021), the presence of both of which also influences smart economy in the economic management of village-owned businesses which still encounter various problems (Popova & Popovs, 2022). The strategy of utilizing the digital economy has brought changes in the global economic flow that is progressing (Mumtaha & Khoiri, 2019). Based on these various problems, it is important to conduct a study of digital economy-based E-commerce analysis through Smart society and smart economy in the management of village-owned businesses in Tanggetada District.

2. Literature Review

The Era Era has changed the colors in various fields of life, humans in developing their actions always encounter various problems, as well as the standardization of the management of government implementation, which has receded into polemic, always rooted in less credible management. the flow of thought that has not treaded progress is the root of complex problems. The presence of technological advances 4.0 and society 5.0 is a solution to reducing various problems.

2.1. E-Commerce digital economy

A digital economy is a form of broadcast that adopts technological advances in hacking the shortcomings of conventional systems that are considered obsolete by civilization. The presence of the digital economy significantly explores the best potential of the government (Viona et al., 2021). The development of the creative economy cannot be separated from the e-commerce system that has penetrated to adjust to the needs of smarter and more insightful management (Garini et al., 2022). E-commerce exclusively organizes various joints of government in Indonesia (Rakanita, 2019), a region that is separated but adheres to a unity that prioritizes the principle of Pancasila, but there are still many problems that face, including technological unpreparedness due to human resources, human error, and a recruitment process that is not accompanied by a field, causing pros and cons in quality management (Asnawi, 2022). It is appropriate to look at the various weaknesses that occur as evaluation material for the development of quality government.

Regulations that stir gaps and future quality references contribute to minimizing the obstacles and threats of lagging the creative economy in the government sector (Assani et al., 2020). Village-owned enterprises are a forum for improving the economy in the Tanggetada sub-district, of course, it is important to conduct a digital economy e-commerce analysis study not only for regional progress but to reduce all limitations due to low knowledge and skills (Rahmatullah et al., 2022). Examining the digital economy that has been running turns out to have many shortcomings, the evaluation bridges the optimization of implementation according to the regulations and policies launched.

2.2. Smart Society

Smart villages are always interesting to discuss, not just effective and efficient services but the approach of community participation is important to measure the quality of implementation. Irrelevant coordination will bring disaster to the management that is competitive (Orinaldi, 2020). The complex community environment needs attention because quality mobilization is largely determined by community participation (Lestari, 2021). The relevance of creating smart energy in the village needs to be accommodated to make the communication and information system between community members more conducive and minimize conflicts that often occur (Dewantara et al., 2021). Overcoming disruption is necessary by implementing various smart solutions that are insightful and able to mediate the impacts that occur.

Changes in the mindset of the community are strongly influenced by the spatial management system in the village. Transparency and accountability will help represent the positive thinking of citizens in seeing development and the reality of progress in the village. Community oversight and active participation will provide harmonious conditions in the order of life (Aenina, 2021). Smart society is seen as a humanist and dynamic relationship that is realized in the socio-cultural and socio-technical society as a reference for creating productivity, communication, and interaction with digital systems, both physical and virtual, in harmony (Innab et al., 2022). The dimensions of development can be managed properly through a community ecosystem that follows progress and minimizes the social gaps that occur (Hadian & Susanto, 2022). Prioritizing quality achievement with readiness to face future challenges can realize a smart society that is able to synergize with rapid socio-economic changes (Juliantoro et al., 2022). Thus, a smart society is not only about establishing humanist and dynamic interactions but also the readiness of the community ecosystem in facing future polemics.

A smart economy is a means of regulating economic relations in a particular localization, the main process of a smart economy is actualization, digitalization, institutionalization, and socialization to encourage the main intellectuals in a smart economy. Integrating the effects of the national economy has an impact on resource allocation, the application of smart solutions for economic management, and the economic situation that facilitates the development of smart built-up areas (Popova & Popovs, 2022). Existing authorities in villages need to proclaim assumptions considering the mutual impact of the region (Kalenyuk et al., 2021). Promoting smart territories in governance management has become a benchmark for the country.

3. Research Method and Materials

This research is a descriptive study to describe the reality and complexity of social e-commerce based on the digital economy through a smart society and smart economy of village-owned enterprises in Tanggetada District, using a purposive sampling technique. The research population was the managers of village-owned enterprises in 12 villages in Tanggetada Sub-district. The research sample is the manager of village-owned enterprises in 3 villages in Tanggetada Sub-district. The research will be conducted in 3 village offices in Tanggetada Sub-district, namely Tondowolio, Palewai, and Lamedai villages. The research time will be held from July to August 2023.

The research instruments are observation, questionnaire, interview, and documentation. Data collection is done through 1) Observation was carried out by observing the conditions of smart society and smart economy in the management of village-owned businesses in Tanggetada District, researchers observed the activities carried out by informants, observed the implementation of village-owned business activities in 3 villages in Tanggetada District. Observation activities use unstructured observation to see the development of information obtained by observing objects. 2) Questionnaires contain statements related to smart society and smart economy in the management of village-owned businesses in Tanggetada Sub-district, 3) Exploring information will be carried out through open interviews with Supervisors (BPD), Commissioners (village heads), village officials, Directors of village-owned business (Chairman of village-owned business), Secretaries of village-owned business, Treasurers of village-owned business and managers/heads of business units with unstructured interviews. The interviews were conducted using unstructured interview techniques to obtain an in-depth study of various information that developed during the research process. At the interview stage, the respondent will be determined in the interview, determine the problem that will be discussed, initiate the flow of the interview, continue the flow of the interview, confirm the overview of the interview results, collect interview results, and identify follow-up interview results obtained. 4) Documentation by collecting documents related to e-commerce based on the digital economy through smart society and smart economy village-owned enterprises in Tanggetada District.

4. Results and Discussion

4.1. Result

E-commerce refers to transaction activities of electronic data interchange (EDI) transmission, through email and other transactions involving digital internet services (1). The search results obtained data the types of E-Commerce applied in each village can be seen on Table 1.

Based on the data in Table 1, it provides information on the readiness of villages in Tanggetada in initiating e-commerce, but it has not been optimally implemented with various obstacles, namely the village still needs to manage human resources in government, evaluate each program and follow up to analyze the role that will be a positive

recommendation for business actors in improving economic businesses through digitalization programs. The world of technology stabilizes the process of macro and micro-economic development, equitable development needs to be a concern in improving the standard of living of the community nationally (Maria & Widayati, n.d.).

Village-owned enterprises become a forum for implementing economic activities and activities in developing the economy in the village independently and efficiently for various development sectors. The following data shows the distribution of information on the implementation of village-owned enterprises in the Tanggetada Sub-district.

Table 1. Implemented and developed E-Commerce

Village	E-Commerce implemented today	E-Commerce to be developed in the future
Tondowolio Village	Tondowolio Village website becomes a place to socialize various programs following e-commerce trends	E-commerce developed is through the process of transactions and distribution of expenditures through savings and loan cooperatives.
Palewai village	The obstacle is that there is no website to bridge the digitalization of the economy, but the government in Palewai village has tried to provide various innovations in the future through the latest relevant government programs.	Some MSME businesses will be business opportunities planned in Palewai village government
Lamedai Village	A similar obstacle faced by Palewai Village is the lack of optimal website management in providing digital information.	Various business programs that will become programs in fostering economic businesses in Lamedai village will be reviewed.

Table 2. Implementation of village-owned enterprises in Tanggetada Sub-district

Village	The current condition of village-owned enterprises	Expected development of village-owned enterprises in the future
Tondowolio Village	Tondowolio village has a village-owned enterprise named Harapan baru village-owned enterprise with the type of business carried out in the form of buying and selling gas cylinders, and savings and loan cooperatives.	The types of businesses run are more varied and can utilize digital media or e-commerce-based businesses.
Palewai village	Palewai Village has a village-owned enterprise named Bina Sejahtera village-owned enterprise with the type of business carried out in the form of management of ayu beach tourist attractions, and savings and loan cooperatives.	The types of businesses run are more varied and can utilize digital media or e-commerce-based businesses.
Lamedai Village	Lamedai Village has a village-owned enterprise named Makmur Sejahtera village-owned enterprise with a type of business run in the form of a savings and loan cooperative.	The types of businesses run are more varied and can utilize digital media or e-commerce-based businesses.

Based on Table 2, it is obtained that Tondowolio village, Palewai village, and Lamedai already have village-owned enterprises by running the wheels of the village economy through the use of e-commerce-based digital media services, even though it is not optimal because there are still factors, namely the availability of various natural resources and the superiority of various sources of local wisdom that can be commercialized using macro and micro MSME systems, information distribution through advertising and national information governance has also not been carried out optimally. Opportunities through promotion will encourage various qualities in the development of a digital economy digitally adopting an e-commerce system.

4.2. Discussion

4.2.1. E-commerce in tondowolio village

The availability of a village website, *tondowolio.openness.id*, which provides features for accessing information data and business stalls for the village community, makes it easy to show various innovations that are a challenge for the government in the era of technology 4.0 and society 5.0. Changes towards progressive development have always been a reference in accompanying various breakthroughs that have become an achievement in the declaration of smart villages. The smarter the development, the more mature the procedures that are promoted in the progress of the village, the interdisciplinary approach will certainly answer the problems that will erode the environment, sociology, and agriculture (Visvizi & Lytras, 2018). The current trend is the existence of wifi facilities in adequate village offices to be used by village officials to make it easier to access various E-commerce in tondowolio village, although it is still under development, tondowolio village development has an agenda that focuses on wifi facilities to facilitate the distribution of work on various programs to the center and internalization of the village. The existence of wifi facilitates the work process because it easily adopts various information in sectoral inspiration. However, human resources as initiators of Development programs will help the implementation and achievement of Development on an ongoing basis, of course, this is an important role in improving and ensuring that public service standards are in accordance with procedures (Komorowski & Stanny, 2020). The online-based village financial reporting system that is required to use the village financial system is a manifestation of village digitalization in Tondowolio, in general, Tondowolio village has e-commerce that can develop the village's ability to empower various inspiring productive programs.

The Tondowolio village E-Commerce strategy is the allocation of the village budget for the management and capacity building of the tondowolio village website so that the features on the website are more complete and optimally utilized by the community, allocating the village budget for the management and capacity building of the tondowolio village website so that the features on the website are more complete and optimally utilized by the community, increasing the capacity of the village website and adding Kbps wifi network in the village office, socialize the existence and usefulness of the village website and explain the various uses of the features contained in the village website, include each village apparatus in training activities on the use of an online-based village financial reporting system, synergize with the nearest university in providing an understanding of various types of E-Commerce and their roles and benefits in improving the economy of the village community. The strategy shows the government's efforts in initiating economic lectures.

4.2.2. E-commerce in Palewai Village

The availability of equal and adequate internet access throughout the village area makes it easier for the community to transfer data and information based on digital media, but in increasing the capacity of the village, it is necessary to improve the process of achieving village development programs both digitally and non-digitally. The presence of digitalization will provide various conveniences for the community in comprehensive village development. Demographic potential and socio-economic structure illustrate infrastructure development and project launching and monitoring in improving the village economy. The historical situation of Palewai village shows that socio-economic development is still in the process of development, rural areas still need optimization of educational, social and economic equity into manifestations on a measurable and directed scale. Village policy certainly plays a central role in achievement (Kalenyuk et al., 2021). Palewai village generally has capital in sectoral development.

The e-commerce strategy of Palewai Village includes allocating the village budget for the management and capacity building of the Palewai village website so that the features on the website are more complete and optimally utilized by the community, providing a village website and adding Kbps wifi network in the village office, socializing the existence and usefulness of the village website and explaining the various uses of the features contained in the village website, including each village apparatus in training activities on the use of an online-based village financial reporting system, synergizing with the nearest university in providing an understanding of various types of E-Commerce and its role and benefits in improving the economy of the Village community. This strategy shows the continuous strengthening of the evaluation of development programs on an ongoing basis.

4.2.3. Lamedai Village E-Commerce

The condition of internet access and coverage is a determining factor for progress, the constraints of uneven internet access in reaching all areas in the village will affect the implementation of the direction of communication and information distribution. The development of society in the modern era cannot be separated from the role of

knowledge and attention to social and environmental issues, intellectuality, and the embodiment of economic progress, all of these factors determine qualifications in modern knowledge in the development of digitalization systems. Economic growth is basically oriented towards positive trends in government development in the village, efforts to maintain the rate of economic growth are also influenced by the ease of digital transactions, of course, this is influenced by the quality of internet coverage in the regional sector. The increase in economic revenue is also influenced by e-commerce (Orinaldi, 2020). The adaptation of economic growth reflects an economic change in the long term through a slow increase in population income.

The management center of the village-owned enterprise has been implemented with various products and services that are local or local. The process of transferring advertising information digitally has been carried out but not optimized, while communication has an important role in all aspects of development in the village (Kurniawan, 2018). The welfare of the population depends on solving social, economic, and other problems in the internalized society (Jurayevich & Bulturbayevich, 2020). Economic stability in Tanggetada sub-district according to the exposure of the community and village staff stated that in general there is an increase in the pace of the economy, although not significant, the economic status in Tanggetada sub-district has a very good stimulus in the process of integration and globalization of the economy. The creative economy has contributed to exploring the potential in raising the level of the creative economy in the Tanggetada sub-district. Information from the local community evaluating the economic system can be seen from how the improvement of the welfare of the local community both in terms of income, employment, welfare, and social status of the Tanggetada sub-district community is a local economic sector that is strongly influenced by community participation in raising living standards through increasing the level of education and employment that supports the future.

Table 3. Mapping of Smart Society Analysis in Tanggetada Sub-district

No.	Aspect (statement)	Average value (mean)	Classification
A. Village Information Management System			
1	Village Organization System based on the prevailing system of rules	4	>3.25 to 4.00 (Very Good)
2	Village development involves all groups	4	>3.25 to 4.00 (Very Good)
3	Village management is influenced by the support of villagers and village officials	4	>3.25 to 4.00 (Very Good)
4	Information systems already use ICT and technology-based to support productive resources competently	4	>3.25 to 4.00 (Very Good)
5	Village management involves parties in an effective, efficient and competency-based manner	4	>3.25 to 4.00 (Very Good)
Average (mean)		4	>3.25 to 4.00 (Very Good)
B. Village Human Resources Capacity Management			
1	Village development involves scientific fields according to the capacity and competence of human resources	3	>2.5 to 3.25 (Good)
2	Development of village human resource development involves comprehensive positive motivation	4	>3.25 to 4.00 (Very Good)
3	Village human resources have personality capacities that are noble, ethical, service-oriented, accountable, harmonious, loyal, adaptive and collaborative.	4	>3.25 to 4.00 (Very Good)
4	Village human resources are sustainably managed in support of skills	4	>3.25 to 4.00 (Very Good)
5	Basic capabilities of village human resource management through a comprehensive training process	4	>3.25 to 4.00 (Very Good)
6	Village HUMAN RESOURCE management capabilities through sustainable management and training processes	4	>3.25 to 4.00 (Very Good)
7	The process of training, coaching, recruitment, system changes, rewards is carried out on an ongoing basis.	3	>2.5 to 3.25 (Good)
Average (mean)		3.7	>3.25 to 4.00 (Very Good)
C. Poverty Reduction Management			
1	Villages pay fair attention to poverty reduction	4	>3.25 to 4.00 (Very Good)

No.	Aspect (statement)	Average value (mean)	Classification
2	Ease of getting services in reducing poverty	4	>3.25 to 4.00 (Very Good)
3	Providing social opportunities to spur poverty reduction	4	>3.25 to 4.00 (Very Good)
4	Villages provide opportunities and mobilize growth in education levels to reduce poverty levels	4	>3.25 to 4.00 (Very Good)
5	Providing various innovations in supporting poverty eradication programs in the village	4	>3.25 to 4.00 (Very Good)
Average (mean)		4	>3.25 to 4.00 (Very Good)
D. Village Human Resources Development Strategy			
1	Training program for village officials and communities involved in village development	4	>3.25 to 4.00 (Very Good)
2	Discussion forum for village stakeholders	4	>3.25 to 4.00 (Very Good)
3	Awards for outstanding village officials and communities	3	>2.5 to 3.25 (Good)
4	Open to criticism and suggestions	4	>3.25 to 4.00 (Very Good)
5	Creating a comfortable working environment and conducive village conditions	4	>3.25 to 4.00 (Very Good)
6	Applying positive values in human resource development in the village	4	>3.25 to 4.00 (Very Good)
7	Conduct periodic and continuous evaluation of village development	4	>3.25 to 4.00 (Very Good)
Average (mean)		3.8	>3.25 to 4.00 (Very Good)
E. Community Welfare Management Through Productivity			
1	Efforts to improve the cultural and social resilience of the community based on the noble values of local culture	4	>3.25 to 4.00 (Very Good)
2	Structuring community life to create an orderly, law-abiding, safe and harmonious society.	4	>3.25 to 4.00 (Very Good)
3	Development of community creativity in utilizing natural resources in the village	4	>3.25 to 4.00 (Very Good)
4	Evaluation of community welfare through productivity	4	>3.25 to 4.00 (Very Good)
Average (mean)		4	>3.25 to 4.00 (Very Good)
F. Keeping up with the development of technology 4.0 and society 5.0			
1	Development of the internet of Things or LoT in villages (connected devices with technology that facilitates communication)	3	>2.5 to 3.25 (Good)
2	Providing access to complex, fast, and large data in support of the development management process (big data)	3	>2.5 to 3.25 (Good)
3	Combination of reality with the multi-dimensional engagement of various information technology utilization in villages	3	>2.5 to 3.25 (Good)
4	Protection of data, computers, networks, and systems from attacks or unauthorized access and compromise village management	3	>2.5 to 3.25 (Good)
5	The development of village management has followed technology that is designed to replace human intellectual abilities	3	>2.5 to 3.25 (Good)
6	New breakthroughs in technology to support village development	3	>2.5 to 3.25 (Good)
7	The model planning process of the management system in evaluating system behavior or progressive strategies	3	>2.5 to 3.25 (Good)
Average (mean)		3	>2.5 to 3.25 (Good)
G. Technology utilization in e-commerce-ready village development			
1	Flexibility in the digital economy process and	3	>2.5 to 3.25 (Good)

No.	Aspect (statement)	Average value (mean)	Classification
	management of e-commerce-based village development systems		
2	Utilization of technology in supporting the acceleration of development in the village	2	>1.75 to 2.5 (Fairly Good)
3	Receive offers for e-commerce facilities in village management	2	>1.75 to 2.5 (Fairly Good)
Average (mean)		2.3	>1.75 to 2.5 (Fairly Good)
Total Average		2,9	>2.5 to 3.25 (Good)

Based on the information in Table 3, it shows that in general, the Smart Society Analysis Mapping in Tanggetada Sub-district is at >2.5 to 3.25 (Good), this provides data on the level of smart society that is still under development. Smart society is seen as a humanist and dynamic relationship manifested in socio-cultural and socio-technical society as a reference for the creation of productivity, communication, and interaction with digital systems both physical and virtual in harmony (Innab et al., 2022), (2022). there are still many problems that stand in the way, including technological unpreparedness due to HUMAN RESOURCES, human error, and a recruitment process that is not accompanied by a field, causing pros and cons in quality management (Asnawi, 2022). society 5.0 presents various conveniences for the community in meeting needs (Kalenyuk et al., 2021).

4.2.4. Condition of the Organizational Structure of Village-Owned Enterprises

The condition of the organizational structure of village-owned enterprises in Tondowolio, Palewai, and Lamedai villages is legally regulated in Government Regulation No. 11 of 2021. The Village Deliberation is the highest part of the legal entity of the Village-Owned Business Entity. The provisions for the preparation of the structure of the village-owned enterprise must be regulated based on the form of government sovereignty. Article 15 of Government Regulation No. 11 of 2021 states that the structure of the village-owned enterprise is explained to consist of an advisor to the village-owned enterprise, operational executors (daily executors), and also supervisors of the village-owned enterprise. Each has its own role and duties.

Public services are essentially determined by the state system provider body as a regulation of the function of government administration, the structure is a framework arrangement manifested in work procedures in the organization (Caesar et al., 2021). The characteristics of the organizational structure policy in the development of village-owned enterprises are potential relationships in carrying out policies in the Tanggetada sub-district. The strategic position of the implementation procedure of village-owned enterprises is of course through relatively stable government support and encourages economic progress in the Tanggetada sub-district. The search for information obtained by Tondowolio Village has so far been able to become an example of good village development, human resources in the village government organizational structure have the capacity and competence to support various programs including being very digital savvy in village development, but the obstacle is the management of funds that have been regulated and allocated according to priorities and management references from the center. so that it still has to consider the integrity of the policy, In line with the statements of the community in Tondowolio and Lamedai villages who have similar statements in describing the conditions of reality, namely the village website system which is temporarily in the process of development, human resources will continue to be upgraded both in terms of ability and capacity for career development internally and externally. The village is a unit of society with territorial boundaries, authorized to regulate and manage the government (Siswanda & Meirinawati, 2021). The role of village-owned enterprises is quite strategic in driving the economic governance system in supporting community welfare. The village government as a unit of government plays a frontline role in organizing governance and development with the rights and obligations that have been regulated in the legislation (Prawitno, 2019). In general, villages in the Tanggetada sub-district have made improvements in the management of village-owned enterprises.

4.2.5. Implementation of Smart Society in Tanggetada Sub-district

Social status and roles are the two main elements in social stratification, social status being a clue to the position of the Community as well as roles and behaviors with certain positions (Basir et al., 2020). The Tanggetada sub-district government strongly supports all forms of utilization of all resources in building a system of capabilities and competencies in village management, the villages of Tondowolio, Palewai, and Lamedai are three villages with relatively similar characteristics because they have relatively similar social conditions. Smart society is directly related to several important components, namely the village information management system that is related to the applicable regulatory system, the involvement of all groups, the village management has the support of residents and

village officials, the use of ICT to support productive resources in a competent manner, and village management by involving competency-based parties. Furthermore, the management of human resource capacity in the village is related to village development involving scientific fields according to capacity, comprehensive positive motivation, the personality of human resources is noble, ethical, service-oriented, accountable, harmonious, loyal, adaptive and collaborative, in general, the Tanggetada sub-district has met several criteria but in several components, it is still under continuous improvement.

The poverty reduction management system in the Tanggetada sub-district has launched and programmed sisterly attention in services and poverty reduction, social opportunities in spurring poverty reduction, mobilizing growth in education to reduce poverty levels, and providing various innovations in supporting poverty eradication programs. Village development strategies in Tondowolio, Palewai, and Lamedai villages use training programs for village officials and communities involved in village development, holding discussion forums for stakeholders in the village, awards for outstanding officials and communities in the village, open to criticism and suggestions, creating a comfortable work environment. In general, all components in the smart society in the development of the Tanggetada sub-district have entered the quality-oriented planning process.

5. Conclusion

Based on the results of the research, the Smart Society Analysis Mapping information in Tanggetada Subdistrict is > 2.5 to 3.25 (Good), this provides data on the level of smart society still in the development stage. Smart society is seen as a humanist and dynamic relationship manifested in socio-cultural and socio-technical society as a reference for the creation of productivity, communication, and interaction with digital systems both physical and virtual in harmony. In general, e-commerce in the economic digitalization system in Tondowolio, Palewai, and Lamedai villages has shown a development process.

Acknowledgments

Thank you for the trust and opportunity given by the Directorate of Research, Technology, and Community Service in the research funding process that we have carried out in the 2023 period.

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