

Analisis Efektivitas Program Desa Digital E-Commerce (Talesa) Jabar Digital Service = Analysis of the Effectiveness of the E-Commerce Digital Village Program (Talesa) Jabar Digital Service

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Abstrak

Digitalisasi yang merata merupakan salah satu target yang ingin dicapai pemerintah Indonesia pada tahun 2023 dan digitalisasi desa termasuk di dalamnya. Pemerintah Provinsi Jawa Barat melalui Jabar Digital Service telah membuat Program Desa Digital pada tahun 2019 yang terbagi dalam 3 kategori, yaitu infrastruktur, literasi digital, dan optimalisasi penggunaan Internet dengan IoT dan e-commerce. Pada bidang e-commerce disebut juga Talesa bekerja sama dengan Tokopedia dan membangun Tokopedia Center. Namun, saat ini beberapa Tokopedia center desa di Jawa Barat sudah tidak aktif di aplikasi Tokopedia. Oleh karena itu, penelitian ini bertujuan untuk menganalisis efektivitas program desa digital e-commerce (Talesa) melalui pendekatan ICT Policy Review Programme (ICTPR) Multi-Pillar E-commerce Assessment and Enabler Framework yang ditentukan oleh UNCTAD di desa yang sudah diimplementasikan dan diharapkan dapat menjadi rekomendasi kepada pemerintah untuk meningkatkan kesejahteraan masyarakat yang tinggal di desa. Hasil penelitian menunjukkan bahwa terdapat pengaruh variabel layanan Teknologi, Informasi, dan Komunikasi (TIK) sebesar 4,87%, logistic dan fasilitasi perdagangan sebesar 16,68%, pengembangan keterampilan sebesar 4%, dan platform e-commerce sebesar 14% terhadap efektivitas Program desa digital e-commerce (Talesa).

.....Equitable digitization is one of the targets that the Indonesian government wants to achieve by 2023 and village digitization is included in it. The West Java Provincial Government through the West Java Digital Service has created a Digital Village Program in 2019 which is divided into 3 categories, namely infrastructure, digital literacy, and optimizing Internet use with IoT and e-commerce. In the field of e-commerce, also known as Talesa, collaborated with Tokopedia and built the Tokopedia Center. However, at this time several Tokopedia village centers in West Java are no longer active on the Tokopedia application. Therefore, this study aims to analyze the effectiveness of the digital e-commerce village program (Talesa) through the ICT Policy Review Program (ICTPR) Multi-Pillar E-commerce Assessment and Enabler Framework approach determined by UNCTAD in villages that have been implemented and are expected to be able to become a recommendation to the government to improve the welfare of the people living in the village. The results showed that there was an effect of 4.87% of Technology, Information and Communication (ICT) service variables, 16.68% logistics and trade facilitation, 4% skills development, and 14% e-commerce platform on the effectiveness of the village program. digital e-commerce (Talesa).