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**DIGITAL TRANSFORMATION OF VILLAGE ADMINISTRATION IN ENHANCING  
COMMUNITY PARTICIPATION, TRANSPARENCY, AND SERVICE EFFICIENCY: A  
QUALITATIVE STUDY IN HARAPAN VILLAGE USING NVIVO**

Marsuki  
ITBA Al Gazali Barru  
marsuki@algazali.ac.id  
Aidah.S  
ITBA Al Gazali Barru  
aidah@algazali.ac.id

**ABSTRACT**

The increasing use of digital technology in public administration has encouraged village governments to modernize administrative processes and strengthen communication with local communities. In many rural areas, digital transformation is not only intended to improve service efficiency but also to create greater opportunities for citizens to participate in governance and development activities. This study explores how digital transformation in village administration contributes to enhancing community participation and identifies the factors that influence its implementation. A qualitative research approach was employed, using in-depth interviews, observations, and document analysis to collect data from village officials, community leaders, and residents. The collected data were analyzed using NVivo software to facilitate coding, categorization, and thematic interpretation. The findings indicate that digital transformation has improved the accessibility of public information, accelerated administrative services, and strengthened communication between village governments and community members. Digital platforms such as village websites, social media, and online information systems have enabled residents to access information more easily, provide feedback, and engage in village development initiatives. The study also reveals that transparency and responsiveness have increased as a result of the wider use of digital tools in administrative practices. However, several challenges continue to affect implementation, including limited technological infrastructure, unequal internet access, and varying levels of digital literacy among residents. Despite these constraints, the adoption of digital administration has shown considerable potential in promoting more inclusive and participatory local governance. The study concludes that successful digital transformation requires not only technological support but also continuous capacity building and community engagement to ensure that the benefits of digital governance can be experienced by all members of rural society.

**Keywords:** Digital Transformation, Village Administration, Community Participation, Digital Governance, NVivo.



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## A.INTRODUCTION

Digital transformation has become a central agenda in public administration reform across many countries, including Indonesia. The rapid development of information and communication technologies has encouraged governments to modernize administrative systems and improve the quality of public services. At the village level, digital transformation is increasingly viewed as a strategic instrument for enhancing governance, increasing transparency, and strengthening interactions between local governments and citizens. According to Ciancarini, Giancarlo, and Grimaudo (2023), digital transformation in the public sector involves not only technological innovation but also organizational and governance changes that reshape how public services are delivered. Similarly, Herdiana et al (2022) argue that the implementation of digital governance at the village level contributes to the creation of public value through improved access to information and greater service transparency.

In recent years, the Indonesian government has intensified efforts to promote digital governance in rural areas through various initiatives, including Village Information Systems, village websites, and electronic administrative services. These initiatives are designed to improve service efficiency, reduce bureaucratic barriers, and facilitate public access to government information. The adoption of digital technologies enables citizens to obtain administrative services more conveniently while reducing processing time and administrative costs. Evidence provided by Putro and Besa (2025) indicates that digital-based public services significantly enhance administrative efficiency and improve the effectiveness of information dissemination within local government institutions.

Community participation is widely recognized as a fundamental principle of democratic governance and effective public administration. Participation extends beyond involvement in development programs and includes engagement in planning, decision-making, monitoring, and policy evaluation processes. The integration of digital technologies into village administration has created new opportunities for citizens to interact with local governments through online platforms and communication channels. According to Sihotang et al. (2023), village information systems can strengthen citizen engagement by providing broader access to government information and facilitating stakeholder interaction. Supporting this view, Ramdani et al. (2024) found that digital

transformation enhances communication quality between government institutions and local communities, thereby encouraging greater public involvement in governance activities.

Previous studies have consistently demonstrated that digitalization contributes positively to public service quality. The use of digital administrative systems allows government institutions to deliver services more efficiently, accurately, and transparently than traditional manual procedures. Furthermore, digital technologies can reduce administrative errors and minimize opportunities for maladministration. In their study, Kayudin et al. (2025) found that the digitalization of village administration strengthens transparency and accountability, which are essential components of good governance. These findings suggest that digital transformation can serve as an effective mechanism for improving administrative performance and public trust.

Despite its potential benefits, implementing digital transformation at the village level remains challenging. Many rural communities continue to face limitations related to technological infrastructure, internet connectivity, and access to digital resources. In addition, disparities in digital literacy among government officials and citizens often hinder the effective utilization of digital platforms. Research conducted by Iswanto et al (2024) highlights that digital literacy among public sector employees is a critical factor influencing the success of digital transformation initiatives. Without adequate technical competencies, the benefits of digital governance may not be fully realized.

The success of digital transformation also depends on the commitment of village governments to foster open communication and encourage citizen engagement. Digital platforms such as village websites, social media accounts, and online service applications provide opportunities for governments to share information, receive public feedback, and respond to community concerns more effectively. According to Mohamad, Bonok, and Abdussamad (2024), web-based administrative systems significantly improve administrative management while expanding public access to government services and information. These developments contribute to a more responsive and citizen-centered model of governance.

The concept of the smart village further emphasizes the importance of digital transformation in rural development. Smart village initiatives seek to integrate technology into

governance, public services, and community development while promoting sustainable and inclusive growth. Normawati (2025) emphasizes that strengthening the digital capacity of both village officials and community members is essential for achieving sustainable digital governance. Therefore, investments in infrastructure and digital skills development are necessary to ensure that technological innovations generate meaningful benefits for rural communities.

Baru Regency has increasingly adopted digital innovations to improve village governance and public service delivery. However, the extent to which digital transformation contributes to enhanced community participation remains insufficiently explored. Understanding how digital administrative systems influence citizen engagement is essential for evaluating the effectiveness of ongoing digital governance initiatives. Therefore, this study aims to examine the role of digital transformation in village administration in enhancing community participation and to identify the factors that support or hinder its implementation. The findings are expected to contribute to the growing literature on digital governance and provide practical insights for policymakers seeking to strengthen participatory and transparent village administration.

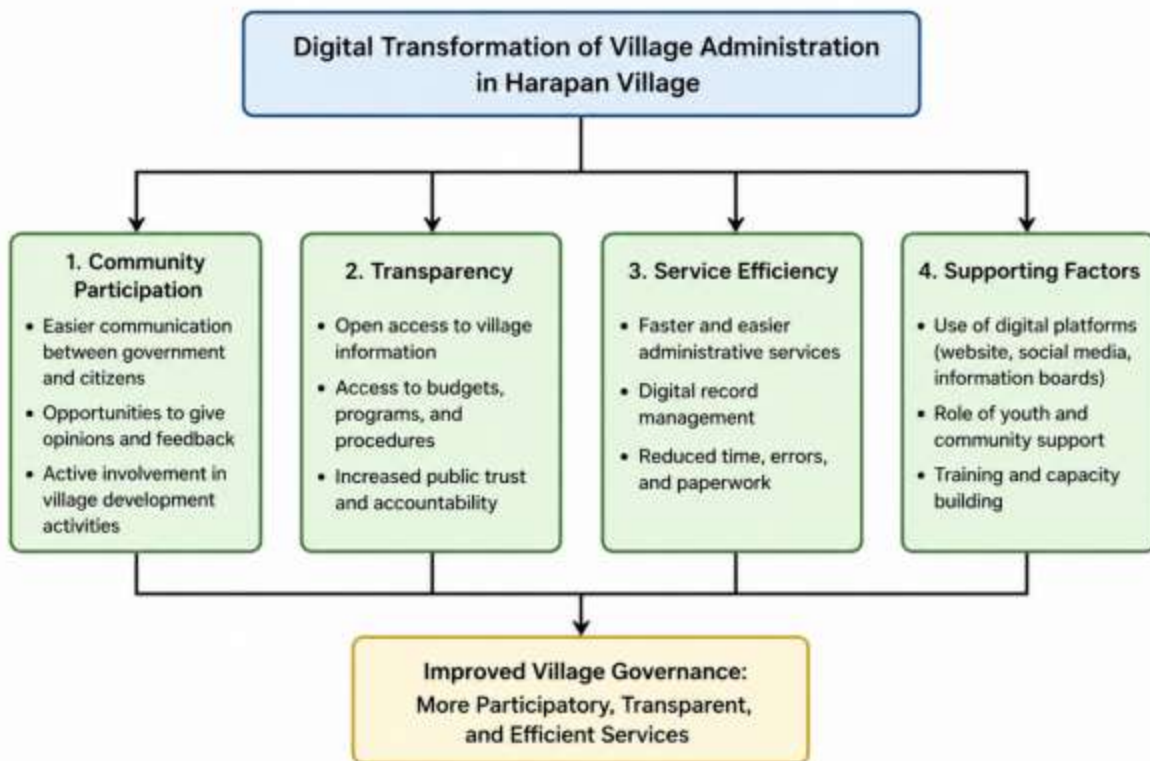
## **B. RESEARCH METHOD**

This study employed a qualitative research approach to explore how digital transformation in village administration contributes to enhancing community participation in governance and development activities. A case study design was adopted to obtain an in-depth understanding of the experiences, perceptions, and interactions of stakeholders involved in the implementation of digital administrative systems at the village level. The study focused on village governments that have utilized digital platforms, such as village information systems, official websites, and social media, as tools for public service delivery and community engagement. The qualitative approach was considered appropriate because it allows researchers to capture complex social phenomena and gain a comprehensive understanding of the relationship between digital governance and citizen participation (Creswell & Poth, 2018).

Data were collected through semi-structured interviews, direct observations, and document analysis. The interview participants consisted of village heads, village officials, community leaders, youth representatives, and local residents who had experience using digital administrative

services. Observations were conducted to examine the implementation of digital systems in administrative processes and public service delivery, while official documents, reports, and digital communication records were reviewed to support data triangulation. The selection of participants was carried out using purposive sampling to ensure that the informants possessed relevant knowledge and experience related to digital transformation initiatives within the village administration. The use of multiple data collection techniques was intended to enhance the richness and credibility of the research findings (Patton, 2015).

The collected data were analyzed using NVivo software to facilitate systematic qualitative data management and interpretation. The analysis process involved data transcription, coding, categorization, and theme development to identify recurring patterns and relationships within the data. NVivo enabled the researcher to organize large volumes of qualitative information efficiently and to visualize connections among emerging themes related to digital governance, transparency, public service delivery, and community participation. Previous studies have highlighted that NVivo is an effective tool for supporting rigorous qualitative data analysis and improving transparency in the coding process. To ensure the credibility and trustworthiness of the findings, data triangulation, member checking, and continuous comparison of data sources were conducted throughout the research process. The results of the analysis were then interpreted to explain how digital transformation influences community participation and to identify the opportunities and challenges associated with its implementation at the village level.



**Figure 1** Conceptual Framework of Digital Transformation of Village Administration in Enhancing Community Participation, Transparency, and Service Efficiency in Harapan Village

Explanation of Figure 1

Figure 1 illustrates the conceptual framework of this study, which focuses on the role of digital transformation in improving village governance in Harapan Village. The framework demonstrates that the implementation of digital technologies, such as village websites, social media platforms, digital information boards, and electronic administrative systems, serves as the primary driver of change within the village administration. These digital innovations contribute to three key dimensions: community participation, transparency, and service efficiency. Through digital communication channels, residents gain easier access to information, opportunities to provide feedback, and greater involvement in village development activities. At the same time,

digital platforms promote transparency by making information regarding village programs, budgets, and administrative procedures more accessible to the public.

Furthermore, the framework highlights several supporting factors that influence the success of digital transformation, including the utilization of digital platforms, the involvement of youth groups, community support, and capacity-building programs for both village officials and residents. These factors collectively strengthen the implementation of digital governance and help overcome challenges associated with technological adaptation. As illustrated in the framework, the integration of community participation, transparency, service efficiency, and supporting factors ultimately leads to improved village governance characterized by more inclusive, accountable, and efficient public services. Therefore, the conceptual framework emphasizes that successful digital transformation requires not only technological innovation but also active community engagement and continuous institutional support.

## **C.RESULTS AND DISCUSSION**

### ➤ Results

The findings indicate that digital transformation has significantly changed the way village administrations interact with local communities in Harapan Village. According to Syakariah, S.Sos ,administrative services were previously conducted manually, requiring residents to visit the village office for information and document processing. Following the implementation of digital systems, access to public services became more efficient and transparent. Village websites, social media platforms, and digital information boards have facilitated the dissemination of information to the public. Community members such as Sultan,Nasrah Kasim,and Rahmat Wijaya acknowledged that village information can now be obtained more easily. Residents no longer depend solely on direct visits to the village office to obtain updates regarding public services. This transformation has contributed to improved communication between village authorities and the community.

The study also found that digital transformation has enhanced the dissemination of information within the village administration. Sartika and Hikmah explained that announcements regarding development programs, village meetings, and administrative requirements can now be

distributed through several digital platforms simultaneously. This approach has increased the speed and reach of information delivery to community members. Residents reported receiving information more quickly than under the previous manual system. The availability of multiple communication channels has minimized delays in public notifications. Furthermore, digital platforms allow village officials to provide updates in a more structured manner. As a result, community awareness regarding village activities has increased significantly.

Transparency emerged as one of the most prominent themes identified during the interviews. Sultan, S.Sos stated that digital platforms enable citizens to access information regarding village budgets, development projects, and service procedures more conveniently. Community members such as Nasrah Kasim and Rahmat Wijaya expressed satisfaction with the availability of online information. They indicated that greater access to information has strengthened public trust in village governance. The transparency provided through digital channels has reduced uncertainty regarding government activities. Citizens are now able to monitor village programs and development initiatives more effectively. Consequently, transparency has become an important factor in strengthening accountability within the village administration.

Another important finding relates to the increased level of community participation in governance processes. Syakariah, S.Sos explained that digital communication tools have expanded opportunities for residents to express their opinions and provide feedback regarding village development plans. Community representatives, including Sultan, reported that social media groups have facilitated discussions between residents and government officials. These digital interactions have made communication more responsive and inclusive. Residents can easily share concerns, suggestions, and expectations related to public services. The increased accessibility of communication channels has encouraged broader public involvement. Therefore, digital transformation has contributed to more participatory governance practices.

The findings further demonstrate that digitalization has improved administrative efficiency within the village office. According to Sartika and Hikmah, processing times for administrative services such as certificate issuance and population administration have been reduced considerably. Digital record management systems have simplified document storage and retrieval

processes. Residents confirmed that administrative services are now delivered more quickly and conveniently. The reduction in manual paperwork has minimized administrative delays and errors. Village officials can allocate more time to addressing community needs and development activities. These improvements indicate that digital transformation supports more effective public service delivery.

The analysis also highlighted the important role of young people in supporting digital governance initiatives. Sultan, S.Sos explained that youth groups actively assist the village administration in managing social media accounts and promoting digital services. Their involvement has contributed to greater public awareness regarding online platforms. Young volunteers often help residents understand how to access digital information and services. This support is particularly valuable for community members who have limited technological experience. Collaboration between village authorities and youth groups has accelerated the adoption of digital tools. Consequently, young people have become key actors in the success of village digitalization efforts.

Despite these positive developments, several challenges remain in the implementation of digital governance. Community members including Nasrah Kasim and Rahmat Wijaya reported that internet connectivity remains inconsistent in certain areas of the village. Unstable network coverage occasionally limits access to online services and information. In addition, elderly residents often experience difficulties using digital platforms due to limited digital literacy. These challenges restrict the ability of some groups to fully benefit from technological innovations. Village officials acknowledged that infrastructure limitations continue to affect service accessibility. Therefore, improvements in internet infrastructure are necessary to support sustainable digital transformation.

Capacity building was also identified as a critical factor in ensuring the success of digital transformation initiatives. Syakariah, S.Sos and Sultan, S.Sos emphasized the importance of continuous training programs for village officials. Such programs improve staff competencies in operating digital systems and responding to public inquiries. Community training activities have also increased residents' confidence in utilizing online services. Informants noted that digital literacy programs are essential for promoting inclusive participation. Ongoing educational

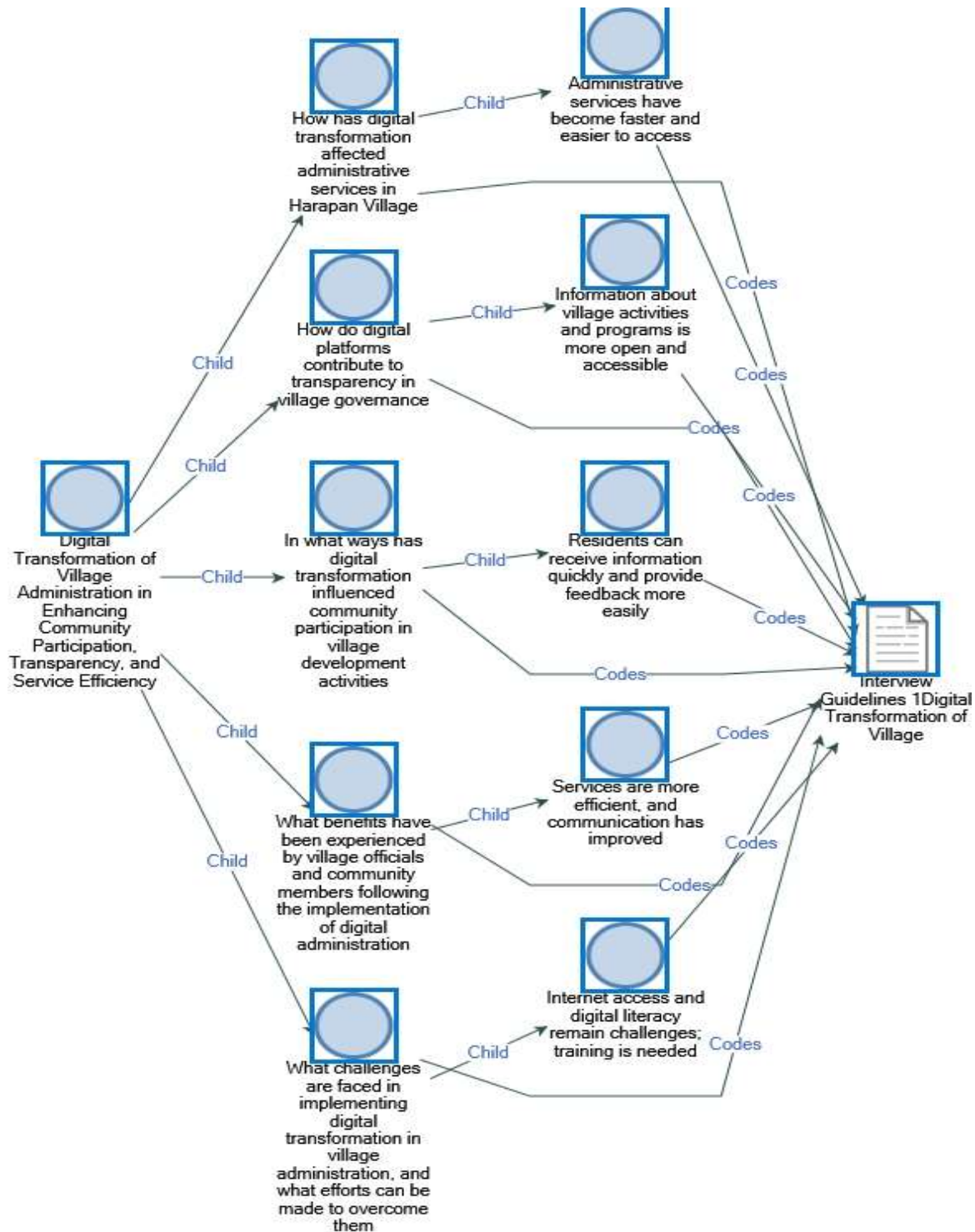
initiatives can help reduce technological barriers among different social groups. As a result, capacity building contributes significantly to the effectiveness of digital governance.

Overall, the findings demonstrate that digital transformation has become an important driver of community participation in Harapan Village. Village officials and community members consistently reported positive changes in information accessibility, transparency, administrative efficiency, and communication. Digital technologies have created new opportunities for citizens to engage in governance and development activities. Although challenges related to infrastructure and digital literacy persist, the benefits of digitalization are evident throughout the village administration. The experiences shared by all informants indicate a growing acceptance of digital governance practices. Successful implementation requires technological support, institutional commitment, and active community involvement. These elements are essential for creating a transparent, inclusive, and participatory village government in the digital era.

#### ➤ Data Analysis Using NVivo

Data analysis in this study was conducted using a qualitative approach supported by NVivo software. The use of NVivo aimed to assist the researcher in managing, organizing, and systematically analyzing qualitative data related to the digital transformation of village administration and its influence on community participation, transparency, and service efficiency in Harapan Village. The data analyzed consisted of in-depth interviews with village government officials, including the Village Head, Village Secretary, and administrative staff, as well as community members who directly experienced digital public services. In addition, field observations and supporting documentation, such as digital communication platforms, village information systems, and administrative records, were utilized to enrich the analysis. The use of NVivo enabled the researcher to organize large amounts of qualitative data systematically and identify recurring patterns more effectively. Through this software, key themes related to digital governance, public engagement, transparency, and administrative performance were identified and analyzed comprehensively. NVivo also facilitated the coding and categorization process, ensuring analytical consistency throughout the study. As a result, the analysis became more structured, transparent, and methodologically rigorous.

Through NVivo, data analysis was conducted using three coding stages: open coding, axial coding, and selective coding. During the open coding stage, initial concepts emerging from interview data were identified, including digital information accessibility, online communication, public participation, transparency of village programs, administrative efficiency, digital literacy, and internet connectivity challenges. These preliminary codes represented the primary dimensions of digital transformation within the village administration. The second stage, axial coding, was employed to connect and group related concepts into broader thematic categories, such as community participation, transparency and accountability, service efficiency, capacity building, and digital infrastructure challenges. This process enabled the researcher to explore relationships among categories and understand how digital transformation influenced governance practices in Harapan Village. Finally, selective coding was used to identify the core theme that integrated all major categories, namely the role of digital transformation in strengthening community participation, improving transparency, and enhancing service efficiency within village administration. Therefore, the application of NVivo not only improved the depth and accuracy of the analysis but also strengthened the empirical validity and conceptual credibility of the research findings.



**Figure 2** NVivo Coding Model of Digital Transformation of Village Administration in Enhancing Community Participation, Transparency, and Service Efficiency in Harapan Village

## Explanation of Figure 2

Figure 2 illustrates the results of NVivo coding analysis regarding the implementation of digital transformation in village administration in Harapan Village. The model demonstrates the relationships between the main research theme and several sub-themes identified through interviews with village officials and community members. The analysis shows that digital transformation has contributed significantly to improving administrative services, transparency, community participation, and communication effectiveness. Informants highlighted that digital-based services have made administrative processes faster and easier to access, while digital platforms have increased the availability of information related to village programs and governance activities. These findings indicate that digital technologies have strengthened the interaction between the village government and the community.

Furthermore, the NVivo coding model reveals several supporting and inhibiting factors affecting the success of digital transformation. Positive impacts include increased service efficiency, improved communication, easier access to information, and greater opportunities for residents to provide feedback and participate in village development activities. However, challenges such as limited internet connectivity and inadequate digital literacy among some community members were also identified. The analysis suggests that continuous training programs and improvements in digital infrastructure are essential to maximize the benefits of digital governance. Overall, the coding results confirm that digital transformation plays a crucial role in enhancing community participation, transparency, and service efficiency within village administration in Harapan Village.



**Figure 3** Word Cloud Analysis of Digital Transformation of Village Administration in Harapan Village Using NVivo

#### Explanation of Figure 3

Figure 3 presents a word cloud generated through NVivo software based on interview data collected from village officials and community members in Harapan Village. The visualization highlights the most frequently mentioned words and concepts related to the implementation of digital transformation in village administration. Larger words indicate a higher frequency of occurrence within the interview transcripts. Terms such as *digital*, *village*, *masyarakat* (community), *administration*, *services*, and *transformation* appear prominently, indicating that these concepts were central to participants' discussions. The prominence of these words reflects the significant role of digital technology in improving administrative services and strengthening interactions between the village government and citizens.

The word cloud also reveals several themes associated with the outcomes and challenges of digital transformation. Frequently occurring terms such as *information*, *access*, *activities*, *community*, and *administrative* suggest that digital platforms have enhanced information

accessibility, public participation, and service efficiency. At the same time, words such as *challenges*, *internet*, and *literacy* indicate the existence of obstacles related to digital infrastructure and technological capabilities among residents. The appearance of informants' names and positions, including village officials and community members, further demonstrates the diversity of perspectives represented in the study. Overall, the word cloud confirms that digital transformation has become an important factor in promoting transparency, community participation, and efficient public service delivery in Harapan Village.

### ➤ Discussion

The findings of this study demonstrate that digital transformation has become a significant factor in improving governance practices in Harapan Village. The implementation of digital technologies has changed the traditional administrative system into a more efficient and accessible service model. This finding supports the concept of digital governance, which emphasizes the use of information and communication technology to improve public service delivery and government responsiveness. The availability of village websites, social media platforms, and digital information systems has enabled citizens to access information more easily and quickly. As a result, the relationship between village authorities and community members has become more interactive and transparent. These findings indicate that digital transformation is not merely a technological innovation but also a strategic instrument for strengthening local governance. Therefore, the adoption of digital administration contributes to the modernization of village public services and governance processes.

Another important finding concerns the role of digital transformation in enhancing transparency within village administration. The study revealed that digital platforms provide greater access to information regarding village budgets, development programs, and administrative procedures. This transparency reduces information asymmetry between government officials and citizens, thereby increasing public trust. The findings are consistent with governance theories that identify transparency as a fundamental principle of accountable public administration. When information is openly available, citizens are better able to monitor government performance and participate in development activities. In Harapan Village, transparency has encouraged residents to become more involved in public affairs because they have clearer information regarding

government actions and policies. Consequently, digital transformation has strengthened accountability mechanisms and promoted more open governance practices.

The study also highlights the positive influence of digital transformation on community participation. Digital communication channels such as social media groups and online information platforms have created new opportunities for citizens to express opinions, provide feedback, and engage in village development initiatives. This finding suggests that digital technologies can serve as effective tools for increasing citizen engagement in governance processes. Increased participation contributes to more inclusive decision-making and ensures that community needs are better represented in public policies. Furthermore, the accessibility of digital communication has reduced barriers that previously limited interaction between citizens and government officials. As a result, community participation in Harapan Village has become more active and responsive compared to the traditional administrative system.

In terms of public service delivery, the findings indicate that digitalization has significantly improved administrative efficiency. Village officials reported that digital record management systems have reduced processing times for administrative services and minimized paperwork-related errors. Residents also acknowledged that obtaining administrative documents has become faster and more convenient. These findings support previous studies suggesting that digital technologies can improve organizational effectiveness by simplifying procedures and enhancing information management. Efficient service delivery not only benefits citizens but also allows government officials to focus more on development planning and community engagement activities. Therefore, digital transformation contributes to both operational efficiency and improved service quality within village administration.

Despite the positive outcomes, the study identified several challenges that may affect the sustainability of digital transformation initiatives. Limited internet connectivity and low levels of digital literacy among certain groups, particularly elderly residents, remain significant obstacles. These findings indicate that technological innovation alone is insufficient to ensure successful digital governance. Adequate infrastructure, continuous training programs, and digital literacy education are essential to maximize the benefits of digital administration. The NVivo analysis further confirmed that capacity building and infrastructure development are critical supporting

factors for successful implementation. Therefore, village governments should continue investing in technological resources and community education programs to ensure that digital transformation remains inclusive, sustainable, and beneficial for all members of society.

## **D.CONCLUSION AND RECOMMENDATIONS**

### ➤ Conclusion

This study concludes that digital transformation has played a significant role in enhancing community participation, transparency, and service efficiency in Harapan Village. The implementation of digital technologies, including village websites, social media platforms, and digital administrative systems, has improved access to information, strengthened communication between the village government and citizens, and accelerated the delivery of public services. Furthermore, digital transformation has increased transparency by providing easier access to information regarding village programs and administrative procedures, thereby strengthening public trust in local governance. Although challenges related to internet connectivity and digital literacy remain, the findings demonstrate that digital transformation contributes positively to the development of a more inclusive, accountable, and participatory village administration.

### ➤ Recommendations

To maximize the benefits of digital transformation, the village government should continue improving digital infrastructure, particularly internet connectivity in areas with limited network coverage. Regular training programs should also be provided for village officials and community members to enhance digital literacy and ensure the effective use of digital services. In addition, greater collaboration with youth groups and local stakeholders is recommended to support the sustainability of digital governance initiatives. By strengthening infrastructure, capacity building, and community involvement, Harapan Village can further improve the quality of public services and promote broader citizen participation in village governance and development activities.

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