STAKEHOLDER READINESS IN PROGRAM IMPLEMENTATION "BEAUTIFUL VILLAGE" (LOVE STATISTICS) IN KEBUN GERAN VILLAGE

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Abstract

The Kelurahan Cinta Statistik (Kelurahan Cantik) Program is a development program implemented by the Central Statistics Agency (BPS) to improve literacy and utilization of statistical data at the village level as a basis for data-driven development planning. The success of this program is greatly influenced by stakeholder readiness, particularly in terms of human resources. This study aims to determine stakeholder readiness in implementing the Kelurahan Cinta Statistik Program in Kebun Geran Village. This study used a qualitative approach with descriptive methods. Data collection techniques were conducted through interviews, observation, and documentation. The results indicate that stakeholder readiness in implementing the Kelurahan Cinta Statistik Program in Kebun Geran Village is in the sufficient category. Village heads have a good understanding and play an active role in supporting the program, while statistical agents and village officials have basic knowledge and skills that still need to be improved. Supporting stakeholders demonstrate a positive attitude and participation, but their involvement is still limited. Based on the Diffusion of Innovation Theory, this program is in the early to intermediate adoption stage, requiring strengthening of human resource capacity and infrastructure support for optimal and sustainable program operation.
Keywords: Central Statistics Agency, Stakeholder Readiness, Data Management, Kelurahan Cantik Program

Abstrak

Program Kelurahan Cinta Statistik (Kelurahan Cantik) merupakan program pembinaan yang dilaksanakan oleh Badan Pusat Statistik (BPS untuk meningkatkan literasi dan pemanfaatan data statistik di tingkat kelurahan sebagai dasar perencanaan pembangunan berbasis data. Keberhasilan program ini sangat dipengaruhi oleh kesiapan stakeholder, khususnya dari segi sumber daya manusia. Penelitian ini bertujuan untuk mengetahui kesiapan stakeholder dalam pelaksanaan Program Kelurahan Cinta Statistik di Kelurahan Kebun Geran. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa kesiapan stakeholder dalam pelaksanaan Program Kelurahan Cinta Statistik di Kelurahan Kebun Geran berada pada kategori cukup. Lurah memiliki pemahaman yang baik dan berperan aktif dalam mendukung program, sementara agen statistik dan aparatur kelurahan memiliki pengetahuan dan keterampilan dasar yang masih perlu ditingkatkan. Stakeholder pendukung menunjukkan sikap positif dan partisipasi, namun keterlibatan mereka masih terbatas. Ditinjau dari Teori Difusi Inovasi, program ini berada pada tahap adopsi awal hingga menengah sehingga diperlukan penguatan kapasitas sumber daya manusia dan dukungan sarana prasarana agar program berjalan optimal dan berkelanjutan.
Kata Kunci: Badan Pusat Statistik, Kesiapan Stakeholder, Pengelolaan Data, Program Kelurahan Cantik

INTRODUCTION

Based on Presidential Regulation Number 39 of 2019 concerning One Data Indonesia (SDI), the role of the Regional Government in SDI is as a producer of sectoral data which in technical implementation is carried out by Regional Apparatus Organizations (OPD), sub-districts to urban villages.[1] The sub-district government is the organizer of statistical activities in its respective areas, so the role of the sub-district as the smallest regional unit is very important.[2] This is because the sub-district is no longer an object of development, but rather a subject and spearhead of development.[3] Statistical data collected at the sub-district level should be able to be managed and utilized by the sub-district government.[4]

The Central Statistics Agency (BPS), as the leading sector in statistical development, plays a crucial role in improving this literacy. As mandated by Law Number 16 of 1997 concerning Statistics, BPS is obligated to provide statistical guidance to Ministries/Institutions/Regional Work Units/Other Institutions, including down to the sub-district level, through the National Statistics System (SSN) as a continuous contribution to improving statistical literacy to support national development.[5] Therefore, as one of the manifestations of the mandate of the Law, a sectoral statistics development activity at the sub-district level is carried out continuously and comprehensively, namely the Love Statistics Village/Sub-district Sectoral Statistics Development Program.[6]

The number of "Beautiful" Villages has continued to increase year after year. This demonstrates the local government's enthusiasm for strengthening statistical data governance in its region. Details of the number of villages/sub-districts participating in this program can be seen in the following table:

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[1] Bayu Adinegoro et al., "Kebijakan Satu Data Indonesia : Sebuah Antitesis," *Jurnal Ilmu Administrasi* 16 (2025): 1–11.

[2] Kelurahan Kebun Geran, "Kelurahan Cinta Statistik," 2024, https://sites.google.com/view/kelurahankebungeran/kelurahan-cantik.

[3] Hertine M. Kesaulya et al., "Penguatan Kapasitas Perencanaan Desa Melalui Sosialisasi Pengembangan Desa Berbasis Data Di Negeri Ureng," *Journal of Community Practice* 2, no. 2 (2025): 81–87, https://doi.org/10.54373/empow.v2i2.133.

[4] Very Y. Londa, *Efektifitas Pengelolaan Dana Kelurahan Dalam Rangka Peningkatan Sarana Dan Prasarana Dan Pemberdayaan Masyarakat Di Kelurahan Bahu Kecamatan Malalayang Kota Manado*, 2022, 61–73.

[5] Santi Noprianti, *Perkembangan Indeks Harga Konsumen Perkotaan Agustus 2022 BeritaResmiStatistikKaryailmiahOpiniInfografis* (2022).

[6] Dalimunthe. Desy Yuliana, "Peningkatan Literasi Masyarakat Melalui Sosialisasi Pendampingan Desa Cinta Statistik Di Kelurahan Parit Padang, Kabupaten Bangka," *Jurnal Pengabdian Masyarakat*, 2021, 2–4.

Number of Villages/Sub-districts Assisted by the Central Statistics Agency

No	Year	Number of Villages/Sub-districts	Information
1	2021-2024	1,932	Not including additional Beautiful Villages/Sub-districts which are currently being supplemented with supporting evidence
2	2025	497	The amount will be updated at the end of the assessment, after additional proposals are entered in the dashboard.

(Source: Archives of the Central Statistics Agency of Bengkulu City, 2025)

The Beautiful Village Program (Love Statistics) is a government initiative to improve the quality of statistical data management at the village level.[7] Accurate and up-to-date statistical data is crucial as a basis for development planning, policymaking, and evaluation of government programs. Kebun Geran Village, as one of the administrative areas, is implementing this program to support transparency and effective public services. However, the program's success depends not only on the availability of technological infrastructure but also on the readiness of the stakeholders involved, including village officials, statistical cadres, and the community.

Researchers are interested in researching this topic because Kebun Geran Village successfully won the 2024 Kelurahan Cinta Statistik (Cantik) Award from the Statistics Indonesia Statistics Agency (BPS) of Bengkulu Province. The award is a form of appreciation for the active contribution of various parties, including village officials, community leaders, and development partners, in improving the quality of statistical data and encouraging community participation through the 2024 Kelurahan Cantik Program. This success is inseparable from the role of stakeholders who participated in the training well, completed the specified outputs, and established active coordination with BPS Bengkulu City as the Data Supervisor. However, behind these achievements, the program implementation in the field still faces challenges. Therefore, this study aims to examine the extent of stakeholder readiness in supporting the implementation of the Kelurahan Cantik Program in Kebun Geran Village, as well as identify strategies that can strengthen their role so that the program benefits can be optimally felt by the community.

One of the studies relevant to this topic is Stakeholder Readiness in the Implementation of the National Health Insurance Program in Gowa Regency.[8] This study shows that health facilities

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[7] Farah Muniva Ramdini et al., "Komunikasi Publik BPS Kota Mataram Melalui Program Literasi Desa Cinta Statistik Di Kelurahan Pejeruk Kota Mataram," *Journal Ilmiah Mahasiswa Komunikasi Universitas Mataram* 6, no. 1 (2025): 92–101.

[8] Balqis Rezky Kurnia Geswar, Nurhayani, *Readiness Of Stakeholders In The National Health Insurance Program In District Gowa*, 2, no. 1 (2014): 1–118.

to serve the community in the health insurance program so far have not been seen to be ready because the infrastructure still needs to be completed, for regulatory variables also have not been seen to be ready and for socialization, many people still do not understand about the health insurance program because the stakeholders have not conducted optimal socialization. Furthermore, in the study entitled Analysis of Human Resource Readiness in the Implementation of Electronic Medical Records at Mutiara Bunda Hospital,[9] shows that the readiness of human resources (HR) in implementing Electronic Medical Records (EMR) at Mutiara Bunda Hospital and Women's Hospital (RSIA Mutiara Bunda) still faces several challenges. One of the obstacles faced is the lack of training and technical knowledge of medical records officers regarding the EMR system. Most officers have not received adequate training, so their ability to operate and integrate EMR into routine workflows is still limited. As a result, most officers still rely on manual methods for recording and managing data. Furthermore, there are difficulties in accepting change, with some officers showing resistance due to their familiarity with manual systems. The implementation of this new technology raises concerns regarding the additional workload and inconvenience in using the electronic system. Another obstacle is infrastructure constraints, particularly slow and unstable internet network access. This condition hampers the process of inputting and accessing patient data, which ultimately causes delays in printing important documents such as Participant Eligibility Letters (SEP) and disrupts the smoothness of health services.

Different from previous research and community service activities, this study is entitled "Stakeholder Readiness in the Implementation of the Beautiful Village Program (Love Statistics) in Kebun Geran Village" and focuses on analyzing the level of preparedness of stakeholders in supporting the program's success. The novelty of this study lies in its approach that assesses readiness comprehensively, encompassing aspects of knowledge, skills, resource availability, and cooperation patterns between involved parties. This study not only looks at the technical implementation of the program, but also examines how the roles and contributions of the village government, BPS, community leaders, and residents can influence the smooth implementation. Thus, this study is expected to provide a more complete picture of the level of stakeholder readiness, while also offering strategic recommendations to improve the sustainability and effectiveness of the Beautiful Village Program in the Bengkulu Province.

RESEARCH METHODS

This research uses a qualitative approach with a case study type. The focus of this research is to describe and analyze the readiness of stakeholders in implementing the Beautiful Village

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[9] Farah Adiba et al., *Analisis Kesiapan Sumber Daya Manusia Dalam Penerapan Rekam Medis Elektronik Di RSIA Mutiara Bunda*, 9831 (2023).

Program (Love Statistics) in Kebun Geran Village, Bengkulu City. This approach was chosen because it allows researchers to understand in depth the roles, interactions, and obstacles faced by the parties in implementing data-based programs at the village level. Data sources in this study consist of primary data and secondary data. Primary data were obtained through non-participant observation, in-depth interviews, and documentation. Observations were conducted to directly observe the program implementation process and stakeholder involvement. In-depth interviews were conducted with six key informants consisting of the Kebun Geran Village Head, village staff, representatives of the Bengkulu City Statistics Agency (BPS), the RT Head, community leaders, and members of the Family Welfare Movement (PKK). While secondary data were obtained from BPS documents, activity reports, and literature related to the implementation of statistical programs and community participation. The informant determination technique was carried out using purposive sampling, namely selecting informants who are considered to have direct understanding of program implementation and have relevant experience. Data analysis was carried out using the stages of data reduction, data presentation, and drawing conclusions/verification according to Miles & Huberman[10]. Data validity is obtained through triangulation of sources and techniques to ensure the accuracy of information obtained from various parties.

RESULTS AND DISCUSSION

General Overview of the Implementation of the Love Statistics Village Program

The Beautiful Village Program (Love Statistics) is an initiative of the Central Statistics Agency (BPS) aimed at improving statistical data management capacity at the village or sub-district level. This program is designed as a sustainable development strategy to enable village or sub-district governments to compile sectoral data independently and accurately, and to use it as a basis for regional development planning, implementation, and evaluation. Through this program, sub-districts are encouraged to develop human resources skilled in statistics, a structured data management system, and a data-driven work culture.

The implementation of the Beautiful Village (Love Statistics) Program by the Statistics Indonesia (BPS) of Bengkulu City in Kebun Geran Village in 2024 is part of a strategic effort to improve statistical literacy and capacity at the village level. This program aims to create villages that are independent in managing sectoral data and encourage the use of data as a basis for planning and decision-making.

The first stage is Coordination and Socialization, this stage began with a direct visit to the Bengkulu City Government and related agencies to obtain support for the implementation of the

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[10] Periman Eka Zai, "Peran Kepala Sekolah Dalam Pelaksanaan Manajemen Berbasis Sekolah Di SMA Negeri 1 Ulugawo," *Jurnal Pendidikan Ekonomi* 3, no. 2 (2022).

2024 Beautiful Village Development Program. This activity aims to align perceptions between stakeholders and ensure that the program to be implemented is in line with local government policies and needs. Next, coordination was carried out with the Ratu Samban District and Kebun Geran Village to convey the program socialization plan, including the plan to utilize Regsosek data as one of the data sources. This coordination aims to obtain the willingness and commitment from the village authorities to support the program implementation. As a final step in this stage, Kebun Geran Village was designated as the location for the Love Statistics Village Program implementation. The entire series of activities at this stage were carried out primarily from February to March, with a direct communication approach and cross-agency coordination.

The second stage is Coordination and Identification, which begins with an internal meeting of the 2024 Beautiful Village Development Program team to develop technical steps for program implementation with the village officials. This meeting serves as an initial planning forum to determine implementation strategies appropriate to field conditions. Next, direct coordination is conducted with the Kebun Geran Village to identify program implementation readiness, including aspects of human resources, data availability, and supporting facilities. At this stage, two statistical agents are also appointed to assist in the implementation of the Beautiful Village Program at the village level. The appointment of statistical agents is intended to ensure that there is a specific party responsible for supporting the management and utilization of statistical data in the village. A series of activities in this stage is carried out from March to May through meetings and in-person visits.

The next stage is the Preparation for Statistical Guidance. This stage involves preparing supporting instruments, collecting and adjusting data, and compiling presentation materials to be used in statistical guidance activities. This preparation aims to ensure that guidance can be implemented systematically and in accordance with the needs of Kebun Geran Village. The statistical guidance preparation stage is scheduled for May, with outputs in the form of guidance materials and data ready to be used to support field activities.

The final stage is Statistics Guidance, which is carried out through direct visits to Kebun Geran Village. At this stage, statistical agents and village officials receive guidance and mentoring to enable them to independently implement the "Kelurahan Cinta Statistik" (Loves Statistics) Program. The guidance focuses on improving understanding and skills in statistical data management and the preparation of the "Kelurahan Kebun Geran in Figures" publication. Through this activity, it is hoped that village officials and statistics agents will have the ability to manage and utilize data sustainably. This statistical guidance phase is scheduled to take place in June and is a crucial step in supporting the sustainability of the "Kelurahan Cinta Statistik" Program in Kebun Geran Village.

Cinta Statistics Village Development Process Carried Out

Central Statistics Agency of Bengkulu City

Source: Central Statistics Agency Documentation 2024

As a result of the implementation of the Beautiful Village Program, Kebun Geran Village has successfully produced several important outputs. These outputs include the establishment of a Village Statistics Agent that plays a role in the management and dissemination of statistical data, and the receipt of an award certificate from the Statistics Indonesia (BPS) for the success of statistical administration at the village level. In addition, Kebun Geran Village was designated as a Beautiful Village, marked by the compilation of a village monograph or profile, the availability of statistical publications in various media, and the management of a data-based village website as a form of information transparency and improving the quality of data-based public services.

Stakeholder Readiness in Implementing the Love Statistics Village Program Reviewed from the Human Resources Aspect

Stakeholder readiness in terms of human resources for the implementation of the Kelurahan Cinta Statistik Program in Kebun Geran Village was analyzed using three main indicators: knowledge, skills, and values. These three indicators were used to determine the extent to which the individuals involved, both internal and external stakeholders, were prepared to support the program's success.

1. **Knowledge Analysis**

    Field research revealed that stakeholder knowledge of the Kelurahan Cinta Statistik Program varied considerably. Village heads, as village leaders, had a relatively good understanding of the program's objectives and essence. They understood that the Kelurahan Cinta Statistik Program was not merely administrative in nature, but a continuous development strategy to improve statistical data management capacity at the village level, enabling it to serve as a basis for planning and decision-making. This understanding was

not only evident conceptually, but also reflected in village head leadership practices, encouraging the use of data as a basis for developing village programs and activities.

The village head actively coordinates village officials in every stage of the program's implementation, from planning and data collection to statistical development. Furthermore, the village head maintains intensive communication with BPS as the program's supervisor, both in the form of technical coordination and consultations related to the implementation of statistical activities in the village. Based on observations, the village head clearly understands the stages of the Love Statistics Village Program implementation and the roles of each party involved, thus enabling him to provide appropriate guidance to village officials and statistical agents in supporting data collection and data management activities.

This relatively good understanding is also reflected in the village head's openness to innovation and updates in data governance. The village head shows support for efforts to increase the capacity of village officials through coaching and training, and encourages collaboration between stakeholders in program implementation. This understanding and commitment contributed to the positive achievements of Kebun Geran Village, where the village received an award from the Bengkulu Province Statistics Bureau for its commitment to supporting the development of statistical governance in its region. This award is clear evidence of the village leadership's support for the implementation of the Love Statistics Village Program.

Kebun Geran Village Award from the BPS of Bengkulu Province

(Source:https://mediasinardunia.com/accessed September 2025)

At the implementing staff or statistical agent level, knowledge of the program was acquired through outreach and coaching conducted by the Bengkulu City Statistics Agency (BPS). Statistical agents understood the program's primary objective, which is to improve the ability of sub-districts to manage sectoral data independently and accurately. They also understood the types of data to be collected and the importance of data accuracy and

completeness. However, interviews indicated that this understanding was still general and not yet fully in-depth, particularly regarding the concepts of statistical literacy and data utilization for policy analysis. Based on observations, statistical agents understood the program more at the technical implementation level than at the conceptual level regarding data use as a basis for sub-district development planning.

Meanwhile, the RT heads, as the liaison between the sub-district and the community, generally understand the goal of the Beautiful Village Program, which is to provide valid and structured data on the conditions of residents in their area. The RT heads' knowledge is largely obtained through guidance from the sub-district and direct experience during data collection. However, their statistical literacy is still limited, so their knowledge is more focused on basic data collection activities rather than understanding data processing and analysis. A similar situation was found in the PKK and Karang Taruna groups, where they generally recognize the importance of data in supporting sub-district activities, but not all members understand the technical aspects of how to manage and optimally utilize this data to support planning and decision-making at the sub-district level.

2. **Skills Analysis**

In terms of skills, human resource readiness also shows differences among stakeholders. Statistical agents, as technical implementers, have relatively better skills than other stakeholders. This is evident in their ability to enter data using Microsoft Excel and present data in infographics using Canva after receiving training from BPS. Statistical agents are also able to create simple data tables and update data according to village needs. These skills are crucial in supporting the implementation of the Kelurahan Cinta Statistik Program at the village level, particularly in providing more organized and easily understood data.

However, the technical skills of statistical agents still require further strengthening, particularly in terms of data analysis and sustainable data utilization. Based on interviews and observations, statistical agents still experience limitations in processing data into analytical information. Statistical agents acknowledge that the training they receive is still basic and does not fully address technical needs in the field. Furthermore, limited infrastructure, such as a limited number of computers and limited access to supporting technology, also impacts the optimization of their skills. At the neighborhood association (RT) head level, skills are more focused on data collection activities in their respective areas. The data collection process is generally conducted manually using questionnaires, which are then summarized and submitted to the village office.

RT Head Data Collection Questionnaire in Kebun Geran Subdistrict

PEMERINTAH KOTA BENGKULU
KELURAHAN KEBUN GERAN

Blok I. Keterangan Tempat

1. Provinsi	:	Bengkulu
2. Kabupaten/Kota	:	Bengkulu
3. Kecamatan	:	Ratu Samban
4. Kelurahan	:	Kebun Geran
5. Nama RT dan RW	:	NURBANI Dan Yuli Darmawan RT 05 RW 01
6. Alamat (Jalan, Gang)	:	Jl. Cendrawasih

Blok II. Keterangan Petugas

Tanggal Pendataan	Nama Petugas Pendataan	No. Handphone	Tanggal Pemeriksaaan	Nama Petugas Pemeriksa	No. Handphone
10-10-2024	NURBANI	085 Keyazia	10/10/24	LISMAWATI	0823 7114 9037
Tanda Tangan			Tanda Tangan		

Blok III. Keteranagn Waktu

a. Periode Pencacahan	10-11 Oktober
b. Tahun Pencacahan	2024

Blok IV. Keterangan Penduduk

Deskripsi			Jumlah
a. Jumlah Penduduk	1.	Laki-laki	78 +6
	2.	Perempuan	71
	3.	Total	147
b. Jumlah Kepala Keluarga (KK)			47
c. Migrasi Penduduk	1.	Penduduk yang meninggal	1
	2.	Penduduk yang baru lahir	2
d. Jumlah penduduk berdasarkan agama dan kepercayaan	1.	Islam	144
	2.	Kriten Katolik	-
	3.	Kristen Protestan	3
	4.	Budha	-
	5.	Hindu	-
	6.	Aliran Kepercayaan	-

e. Jumlah penduduk berdasarkan Tingkat Pendidikan	1.	Tidak Sekolah	13
	2.	SD	11
	3.	SMP	63
	4.	SMA	50
	5.	S1/S2/S3	10
f. Jumlah penduduk berdasarkan Umur (Tahun)	1.	0 – 6	12
	2.	7 – 12	11
	3.	13 – 18	12
	4.	19 - 25	21
	5.	26 - 40	36
	6.	41 - 55	32
	7.	56 - 65	18
	8.	66 - 75	9
	9.	+75	1

Blok V. Keterangan Pekerjaan

Deskripsi			Jumlah
a. Jumlah penduduk berdasarkan pekerjaan	1.	PNS/TNI/Polri	1
	2.	Karyawan BUMD/BUMN	-
	3.	Karyawan Swasta	-
	4.	Petani	-
	5.	Pedagang	9
	6.	Lainnya (sebutkan.......)	-

Blok VI. Keterangan Sarana dan Prasarana

Deskripsi			Jumlah
a. Banyaknya Tempat Ibadah	1.	Masjid/Mushola	-
	2.	Gereja	-
	3.	Wihara	-
	4.	Pure	-
	5.	Lainnya (sebutkan.......)	-
b. Banyaknya fasilitas pendidikan (Negeri dan Swasta)	1.	TK/PAUD	-
	2.	SD/MI sederajat	-
	3.	SMP/MTs sederajat	-
	4.	SMA/SMK/MA sederajat	-
	5.	Perguruan Tinggi	-
c. Banyaknya Fasilitas Olah Raga	1.	Lapangan Basket	1
	2.	Lapangan Sepak Bola	1
	3.	Lapangan Voli	1
	4.	Lapangan Bulu Tangkis	-
	5.	Kolam Renang	-
	6.	Meja Pingpong	-
	7.	Pusat Kebugaran (Fitness, gym)	-
	8.	Lainnya (sebutkan.......)	-
d. Banyaknya Fasilitas Kesehatan	1.	Rumah Sakit Pemerintah	-
	2.	Rumah Sakit Swasta	-
	3.	Puskesmas	-
	4.	Puskesmas Pembantu	-

(Source: Kebun Geran Village Archives 2025)

Based on observations, neighborhood association (RT) heads possess quite good communication skills and data collection skills, but their skills in using data management applications are still very limited. This results in their role being more dominant in the initial data collection phase and not yet encompassing data processing or analysis. A similar situation is also seen in the Family Welfare Movement (PKK) and Youth Organization (Karang Taruna) groups, whose skills are more geared toward utilizing data to support social and community activities, but are not yet supported by the technical skills to systematically manage statistical data.

3. **Values Analysis**

In terms of values reflecting attitudes, work ethics, and commitment, the research results indicate that most stakeholders have a fairly positive attitude toward the implementation of the Kelurahan Cinta Statistik Program. Village heads demonstrate a strong commitment by positioning this program as a crucial foundation for building data-driven village governance. This commitment is demonstrated through support for statistical development activities, involvement in cross-stakeholder coordination, and encouragement to village officials to support the program's ongoing implementation.

Statistical agents also demonstrated strong commitment and responsibility. Despite limited experience and an additional workload, statistical agents continued to strive to carry out their data collection, management, and presentation tasks in accordance with the given

instructions. Observations revealed that statistical agents demonstrated an open attitude toward learning and a motivation to improve their skills. This motivation stemmed not only from their obligations as village officials but also from a desire to enhance their personal capacity and skills to equip them for future tasks.

The neighborhood association (RT) heads, the Family Welfare Movement (PKK), and the Youth Organization (Karang Taruna) generally demonstrated a willingness and support for the program's implementation, although their involvement faced challenges related to limited knowledge and resources. Their values of participation and concern for village development were evident, particularly in encouraging residents to provide data and support data collection activities. Furthermore, religious leaders demonstrated moral and social support by helping to create a conducive atmosphere in the community, even though they were not directly involved in the program's technical aspects. This support played a significant role in increasing community acceptance of the Kelurahan Cinta Statistik Program at the village level.

4. **Support for Facilities and Infrastructure in Supporting Human Resource Readiness**

Based on field observations, the readiness of human resources for implementing the Kelurahan Cinta Statistik Program in Kebun Geran Village is also supported by the availability of facilities and infrastructure within the village. Kebun Geran Village already has basic facilities in the form of workspaces, computers, and access to electricity and internet networks, which are used to support administrative activities and data management. These facilities are utilized by village officials and statistics agents for data entry, data storage, and the preparation of supporting documents for the program.

Kebun Geran Village Head Office

(Source: Researcher Documentation, 2025)

However, the availability of these facilities and infrastructure remains limited in number and capacity. Observations indicate that the number of computers available is insufficient to meet the needs of statistical activities, requiring their use to be staggered. This situation impacts the effectiveness of statistical agents, particularly when data

processing and presentation are conducted concurrently. Furthermore, unstable internet access at certain times also presents a challenge in data management and delivery.

Despite limitations, village officials and statistics agents continue to strive to maximize the use of existing facilities and infrastructure. Some data processing activities are conducted using personal devices to support the program's smooth operation. This demonstrates efforts to adapt in the field to ensure that limited facilities and infrastructure do not completely hinder the implementation of the Kelurahan Cinta Statistik Program.

Thus, it can be seen that facilities and infrastructure play a supporting role in human resource readiness for program implementation. The availability of existing facilities has assisted village officials and statistics agents in carrying out their duties, although improvements and additional facilities are still needed to ensure optimal program implementation.

Challenges in Implementing the Beautiful Village Program

The implementation of the Beautiful Village Program in Kebun Geran Village is a strategic effort to achieve orderly, accurate, and sustainable sectoral data management at the village level. While the program has demonstrated positive impacts, its implementation on the ground still faces several challenges that require serious attention and long-term solutions.

The main challenge lies in limited human resources (HR). Kebun Geran Village is supported by only three active staff: the village head, one government staff member, and one intern. This number is considered inadequate to handle the village's overall workload, including the management of the Beautiful Village Program, which encompasses administrative, technical, and digital tasks. This situation leads to an imbalanced division of tasks and multiple work practices, potentially hampering the smooth implementation of the program, especially when one of the staff is unable to perform their duties.

In addition to limited human resources, the disparity in technological skills among officials is also a challenge. Statistical data management requires mastery of digital tools such as Excel, Canva, and website management. However, not all officials possess adequate competencies, especially senior officials. As a result, digital technical responsibilities tend to be concentrated on junior staff or interns, creating dependency on specific individuals and risking disruption to the sustainability of data management.

The next challenge relates to the low commitment and discipline of some neighborhood heads in providing data. Delays, incompleteness, and inaccuracy in data submissions are still common, directly impacting the village data updating process. Interviews revealed that this situation stems not only from a lack of awareness among neighborhood heads, but also from low citizen

participation in reporting data changes and the limited time of neighborhood heads, who volunteer to work alongside their full-time jobs.

Furthermore, misperceptions persist regarding the role of BPS in data management. Some believe that data collection is entirely the responsibility of BPS, whereas in the Beautiful Village Program, BPS acts as a supervisor and facilitator, while the village is the primary owner and manager of sectoral data. This misunderstanding has resulted in low initiative and a sense of ownership of the data.

Finally, limited training and capacity building for civil servants also pose a challenge. The training provided is basic and not sustainable, resulting in underdevelopment of the technical capabilities of civil servants. This highlights the need for further training and regular mentoring to maximize the program's objectives.

DISCUSSION

Based on the research results, stakeholder readiness in implementing the Kelurahan Cinta Statistik Program in Kebun Geran Village shows quite diverse conditions when viewed from the knowledge, skills, and values of each party involved. This difference in readiness is influenced by the roles, responsibilities, and intensity of stakeholder involvement in program implementation.

In terms of knowledge, the village head, as the village head, has the best understanding of the objectives, stages, and benefits of the Kelurahan Cinta Statistik Program. This understanding is reflected in the village head's active role in coordinating village officials, establishing communication with BPS, and encouraging officials to support data collection and statistical development. The village head's strong understanding also provides clear direction for program implementation at the village level. At the statistics agent and village official level, knowledge of the program has been established, but remains at a basic level. The statistics agent understands the general objectives of the program and the flow of data collection and management activities, but their understanding of statistical literacy and data utilization for development planning is not yet fully in-depth. This indicates that technical knowledge is acquired, but conceptual understanding still needs to be strengthened. Meanwhile, the RT head, PKK, Karang Taruna, and community members have more limited knowledge and are focused on data collection aspects. They understand that data collection is carried out for the benefit of the village, but do not yet fully understand how the data is processed and used in decision-making. This condition indicates that the dissemination of information about the program is not evenly distributed among all stakeholders.

In terms of skills, statistical agents demonstrated relatively better technical abilities than other stakeholders, particularly in data entry, tabulation, and simple infographic creation. However, their data analysis skills were limited and impacted by limited supporting facilities and

infrastructure. Heads of neighborhood associations (RT), family planning organizations (PKK), and youth organizations (Karang Taruna) were more skilled in field data collection, while their data processing skills were still very limited.

In terms of values, most stakeholders demonstrated a positive attitude toward the implementation of the Kelurahan Cinta Statistik Program. Village heads and statistics agents demonstrated commitment and responsibility in implementing the program, while neighborhood unit (RT) heads, the Family Welfare Movement (PKK), and youth organizations (Karang Taruna) demonstrated participatory attitudes by assisting with data collection and encouraging community involvement. Moral support from community and religious leaders contributed to the program's positive acceptance at the community level.

Analysis of Everett M. Rogers' Diffusion of Innovation Theory

The results of the research on stakeholder readiness in implementing the Love Statistics Village Program in Kebun Geran Village can be analyzed using the Diffusion of Innovation Theory proposed by Everett M. Rogers. Diffusion of innovation according to Rogers in Hidayat[11] is an activity of conveying an idea about something new (innovation) that can be used to solve existing problems or issues in a social system, until it is finally adopted and implemented. In the context of this research, the Kelurahan Cinta Statistik Program is a form of data-based policy and governance innovation introduced by the Central Statistics Agency (BPS) to the kelurahan government and the community. The innovation diffusion process does not occur instantly, but rather through interrelated stages, starting from the knowledge stage (knowledge), persuasion (persuasion), decision (decision), implementation (implementation), to confirmation (Confirmation).

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[11] Ahmad Rifqi Hidayat, *Analisis Adopsi Penggunaan Sistem Pembayaran Fintech Pada Generasi Milenial Menggunakan Teori Difusi Inovasi Pendahuluan*, 13, no. 1 (2023): 117–32, https://doi.org/10.32502/jimn.v13i2.6974.

Overview of Everett M. Rogers' Theory of Diffusion of Innovation
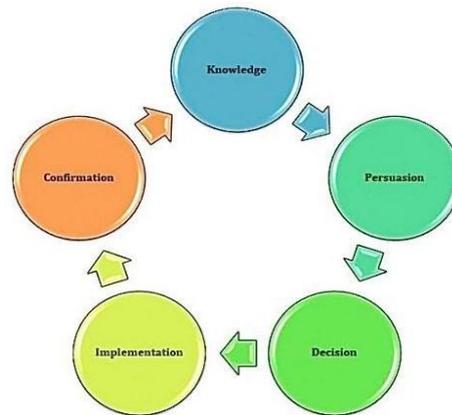
(Source: Researcher, November 2025)

1. **Knowledge Stage**

The knowledge stage is the initial phase where individuals or groups begin to recognize and acquire information about the innovation. Research shows that this stage has progressed quite well in Kebun Geran Village, although with varying levels of understanding among stakeholders.

The village head, as the village leader, is at the highest level of knowledge. He is not only aware of the Kelurahan Cinta Statistik Program, but also understands its objectives, stages, and strategic benefits for village development. His understanding that this program is a continuous development effort to build data-driven governance demonstrates that he has passed the conceptual stage of innovation recognition. This aligns with Rogers's view that key actors in social systems play a crucial role as opinion leaders in accelerating the diffusion of innovation.

At the statistical agent and village apparatus levels, knowledge of the program was gained through outreach and coaching activities conducted by BPS. Statistical agents understood the program's objectives, the types of data collected, and the importance of data accuracy. However, this knowledge remained technical and did not yet encompass a thorough understanding of statistical literacy and data utilization for policy analysis. This indicates that knowledge has been achieved, but has not yet fully developed into a comprehensive understanding.

Meanwhile, the neighborhood unit (RT) heads, the Family Welfare Movement (PKK), the Youth Organization (Karang Taruna), and the community are at a basic level of knowledge. They understand that data collection is for the benefit of the village and development, but they don't yet fully understand how the data is processed and utilized.

This finding indicates that the diffusion of innovation at the knowledge level is not yet evenly distributed across all stakeholders.

2. **Persuasion Stage**

The persuasion stage is the phase in which individuals begin to form attitudes toward innovation, either accepting or rejecting. Research shows that most stakeholders tend to have a positive attitude toward the Love Statistics Village Program.

The village head demonstrated acceptance and support for innovation by positioning this program as a crucial foundation for data-driven village development. This positive attitude was reflected in the village head's active involvement in coordination, support for statistical development, and efforts to build a data-driven work culture within the village. This attitude played a crucial role in shaping positive perceptions of the program among officials and other stakeholders.

Statistical agents also demonstrated an open attitude toward innovation despite initial difficulties and limited experience. Through the coaching process, statistical agents began to view the program as an opportunity to improve their own capacity, thus developing an attitude of acceptance toward innovation. This aligns with Rogers' theory, which states that the perception of the benefits of innovation is a key factor in shaping individual attitudes.

At the neighborhood unit (RT) head, family welfare group (PKK), and youth organization (Karang Taruna) levels, attitudes tended to be supportive, although some hesitation stemmed from limited knowledge and additional workloads. Moral support from community and religious leaders also played a role in strengthening the community's positive attitude toward the program. Thus, the persuasion phase of the innovation diffusion process has begun, although its intensity varies.

3. **Decision Stage**

The decision stage is the phase in which individuals or groups decide to accept or reject an innovation. In the context of the Kelurahan Cinta Statistik Program, the decision to adopt the innovation is reflected in Kebun Geran Village's willingness to be designated as a fostered village and implement the entire program.

The decision by the village head and village officials to accept this program demonstrates a rational consideration of the innovation's benefits, particularly in supporting data-driven planning and decision-making. The appointment of a statistical agent and the division of tasks in program implementation also provide concrete evidence that the village has made the decision to adopt this innovation.

However, at the non-structural stakeholder level, such as neighborhood heads and community members, adoption decisions remain partial. They accept the program through involvement in data collection activities, but have not yet fully internalized their role as part of the village data management system. This indicates that adoption decisions at the grassroots level still need strengthening.

4. **Implementation Stage**

The implementation phase is the phase of applying innovation in real-world practice. The research results show that the Kelurahan Cinta Statistik Program has been implemented through data collection, data processing, statistical publication preparation, and data-based management of the kelurahan website. Statistical agents play a key role in this phase by performing data entry, tabulating, and creating infographics. Village officials support the implementation process through coordination and the provision of administrative data. However, limited human resources and infrastructure have prevented program implementation from being fully optimized.

This situation aligns with Rogers' theory, which states that the implementation of innovations often faces structural and technical barriers, especially in the early stages of adoption. However, the efforts of village officials and statistical agents to utilize existing facilities demonstrates adaptation to innovation.

5. **Confirmation Stage**

The confirmation stage is the phase in which individuals or groups seek reinforcement for their decisions, either by continuing to use the innovation or discontinuing it. In this study, the confirmation stage was evident in the continued implementation of the Kelurahan Cinta Statistik Program and external recognition in the form of an award from the Bengkulu Province Statistics Bureau (BPS).

The award serves as social and institutional reinforcement for Kebun Geran Village that the decision to adopt this program was the right one. Furthermore, the commitment of the village head and village officials to continue data management demonstrates that this innovation is not only formally accepted but is beginning to be internalized in village work practices.

Based on the discussion above, it can be concluded that stakeholder readiness in implementing the Kelurahan Cinta Statistik Program in Kebun Geran Village is at the early to intermediate adoption stage within the Diffusion of Innovation Theory framework. The innovation diffusion process has progressed through the stages of knowledge, persuasion, decision, implementation, and confirmation, although with varying levels of achievement among stakeholders.

The role of village heads as opinion leaders, the support of Statistics Indonesia (BPS) as agents of change, and the involvement of statistical agencies are key factors accelerating the diffusion of innovation. However, limited human resources, statistical literacy, and infrastructure remain obstacles to expanding and deepening innovation adoption at the community level. Therefore, the future success of the Kelurahan Cinta Statistik Program depends heavily on strengthening stakeholder capacity, improving data literacy, and continuing development to ensure this innovation is truly internalized within the village's social system.

CONCLUSION

Based on the research results, stakeholder readiness in implementing the Kelurahan Cinta Statistik Program in Kebun Geran Village is categorized as sufficient because some important elements supporting program implementation have been fulfilled, but it has not been fully implemented optimally. This sufficient category is based on the finding that the village head has a good understanding and commitment and plays an active role in coordinating program implementation and encouraging data utilization at the village level, so that the program can run and produce tangible outputs. Statistical agents and village officials have basic knowledge and skills in statistical data management, such as simple data collection, entry, and presentation, but these abilities are still limited and have not been accompanied by mastery of data analysis and sustainable data utilization in development planning. Supporting stakeholders, such as the RT Head, PKK, and Karang Taruna, showed a positive attitude and participation in the data collection process, but their involvement is still partial and inconsistent, especially in terms of timeliness and completeness of data.

The advantages of this program's implementation lie in the support of village leaders, mentoring from BPS, and the establishment of a statistical agent as a driving force for data management at the local level. However, this study also found several shortcomings that are the reason the program has not achieved a good category, including limited number and capacity of human resources, disparities in technological capabilities among officials, low discipline among some RT heads in providing data, the persistence of misperceptions regarding data management responsibilities, and the lack of sustainable training and capacity building. Therefore, although the Love Statistics Village Program has been running and providing benefits, the level of stakeholder readiness is not yet fully optimal and still requires strengthening so that program implementation can be more effective and sustainable.

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