

ABSTRACT

Since 2019 the West Java Provincial government has utilized information technology in rural areas by launching various Digital Village programs. One of the objectives of this program is to develop the economic potential of the village through the development of village potential, and marketing. Currently, the West Java Provincial Government is developing Pahlawan Desa. Pahlawan Desa is an application and web-based platform developed to be able to encourage the growth of business activities in Rural West Java, so that it is expected to improve the economy of the population. As a new technology, Pahlawan Desa may not necessarily be accepted by the Rural people of West Java. Implementation programs are certainly needed because of the high level of risk of failure to implement new technologies. To ensure that the Village Hero platform that is being built by the Communications and Information Technology office can be accepted by business actors in the village, the government has collaborated with West Java youth which is run in the Patriot Desa program. However, data on the effectiveness of collaboration programs and the influence of people around in accepting technology by Rural West Java residents is still minimal. So that all need further testing through the modeling that will be developed in this study. Based on the hypothesis in this study, it is known that the main driving factor for the use of Pahlawan Desa in Rural West Java is the Subjective Norm. Furthermore, alternative programs for implementing the Village Hero related to the Subjective Norm were selected. Then selected by the AHP method based on the criteria that have been determined by the expert. Thus, it was found that the direct accompaniment by the leader of West Java had the greatest weight. Based on these findings, it is proposed that the Direct Mentoring program by West Java Leaders is a program to increase the Behavioral Intention to Use Pahlawan Desa.

Keyword: Partial Least Squares (PLS-SEM), Technology Adoption, AHP (Analytical Hierarchy Process)