

## ABSTRACT

The application of the *smart village* concept is an aspect in encouraging village transformation to run effectively and efficiently. In addition, this research also aims to create a positive impact on services and improve the economy of rural communities. This study aims to design an assessment framework in the form of *Smart village Marturity (SVM) Framework* as a basis for assessing implementation in the development of *the smart village* concept in Indonesia that synergizes with aspects of sustainable development or *Sustainable Development Goals (SDGs)*. This research uses conceptual research methods using *Tree of Research* design. Through a qualitative approach with data collection techniques in the form of *focus group discussion (FGD)* attended by 21 people as participants, this study will conduct a thematic analysis of issues, opportunities and challenges regarding the *smart village* concept, aspects of sustainable development (SDGs), as well as the importance of governance and technology adoption in the context of rural development. The results of this study are expected to produce the *Maturity Smart village (SVM) Framework* that can be used as a guideline in planning and implementing the concept of a sustainable *smart village* in Indonesia. This *framework* is part of a strategic step to assist village governments in understanding the steps that need to be taken to adopt the *smart village* concept effectively, improve public services, digital adoption, and improve the economy of rural communities.

Keywords: *smart village, qualitative, sustainable development goals (SDGs), maturity smart village (SVM) framework, conceptual design tree of research, village government.*