

ABSTRACT

The advancement of information technology has encouraged local governments to develop digital public service innovations, including the SIP OK Muba program by the Department of Population and Civil Registration of Musi Banyuasin Regency. This innovation aims to facilitate public access to administrative services, particularly the issuance of electronic ID cards (e-KTP). This study aims to analyze the effectiveness of the SIP OK Muba service in Bayung Lencir District using a qualitative descriptive approach. Data were collected through observation, in-depth interviews, and documentation, then analyzed using effectiveness indicators based on Mudrajat Kuncoro's theory, which includes Program socialization, Program objectives, Level of speed of officer response and Monitoring. The results show that the effectiveness of SIP OK Muba in issuing e-KTPs in Bayung Lencir District is not yet optimal. The lack of socialization has led to limited public awareness of the service, especially in remote areas. Although digitally designed to simplify processes, citizens are still required to visit the office for biometric procedures, reducing accessibility and service speed. Additionally, the use of a chatbot as the initial point of service is considered unresponsive due to slow transition to human officers, causing delays. A systematic evaluation by the responsible agency has not yet been carried out, despite public complaints. In conclusion, the SIP OK Muba innovation has not fully achieved its objective of delivering fast, accessible, and equitable e-KTP services. Improved outreach, enhanced digital responsiveness, and regular evaluations are needed to ensure the program meets public service goals effectively.

Keywords : e-KTP, effectiveness, service innovation,

INTISARI

Perkembangan teknologi informasi mendorong pemerintah daerah mengembangkan inovasi layanan publik digital, salah satunya melalui program SIP OK Muba oleh Dinas Kependudukan dan Pencatatan Sipil Kabupaten Musi Banyuasin. Inovasi ini bertujuan mempermudah akses masyarakat terhadap layanan administrasi kependudukan, khususnya penerbitan e-KTP. Penelitian ini bertujuan menganalisis efektivitas layanan SIP OK Muba di Kecamatan Bayung Lencir dengan menggunakan pendekatan kualitatif deskriptif. Pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi, kemudian dianalisis berdasarkan indikator efektivitas layanan menurut Mudrajat Kuncoro: Sosialisai program, Tujuan program, Tingkat kecepatan respon petugas dan Monitoring. Hasil penelitian menunjukkan efektivitas layanan SIP OK Muba dalam penerbitan e-KTP di Kecamatan Bayung Lencir belum optimal. Kurangnya sosialisasi menyebabkan minimnya pengetahuan masyarakat terhadap layanan ini, terutama di wilayah pelosok. Meskipun secara digital dirancang untuk memudahkan, masyarakat tetap harus datang ke kantor dinas untuk proses biometrik, yang mengurangi aksesibilitas dan kecepatan layanan. Selain itu, penggunaan *chatbot* sebagai layanan awal kurang responsif karena peralihan ke petugas manusia berlangsung lambat dan menyebabkan keterlambatan. Evaluasi sistematis oleh penyelenggara juga belum dilakukan meskipun terdapat keluhan dari masyarakat. Dengan demikian, inovasi SIP OK Muba belum sepenuhnya efektif dalam mendukung pelayanan e-KTP yang cepat, mudah, dan merata. Diperlukan peningkatan sosialisasi, perbaikan sistem layanan digital, serta evaluasi berkala agar tujuan layanan publik tercapai secara optimal.

Kata Kunci : e- KTP, Efektivitas, Inovasi Layanan