

ABSTRAK

ISNAWATI, NPM: 2022299. "EFEKTIVITAS LAYANAN INOVASI JEMPOL MANIS TENTANG KEPEMILIKAN E-KTP DI KECAMATAN AMUNTAI TENGAH KABUPATEN HULU SUNGAI UTARA (STUDI KASUS PADA SMK NEGERI 1 AMUNTAI DAN SMK NEGERI 2 AMUNTAI)". Dibimbing oleh Bapak Muhamad Arsyad, S.Pd.I, M.AP. sebagai pembimbing I dan Ibu Ratna Sari, S.Sos, MA. sebagai pembimbing II.

Penelitian ini dilatar belakangi fenomena yaitu: *Pertama*, Rendahnya capaian perekaman data melalui inovasi Jempol Manis di sekolah Kecamatan Amuntai Tengah pada tahun 2025. *Kedua*, Jadwal layanan yang belum terstruktur secara penuh. *Ketiga*, Ketidakstabilan kualitas jaringan server yang digunakan pada proses perekaman data. Adapun tujuan penelitian ini adalah untuk mengetahui Efektivitas Layanan Inovasi Jempol Manis Tentang Kepemilikan E-KTP di Kecamatan Amuntai Tengah Kabupaten Hulu Sungai Utara (Studi Kasus SMK Negeri 1 Amuntai dan SMK Negeri 2 Amuntai) dan untuk mengetahui faktor-faktor yang mempengaruhinya.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif kualitatif. Teknik Pengambilan data yang digunakan adalah observasi, wawancara, dan dokumentasi. Sumber data diambil melalui penentuan secara *purposive sampling* berjumlah 13 orang. Setelah data terkumpul kemudian dianalisis dengan teknik Kondensasi Data, Data Display, dan Penarikan Kesimpulan.

Hasil penelitian ini menunjukkan bahwa Efektivitas Layanan Inovasi Jempol Manis Tentang Kepemilikan E-KTP cukup efektif. Dari indikator *Pertama* kesesuaian rencana program kurang efektif karena belum adanya SOP yang rinci. *Kedua* Tujuan program tercapai cukup efektif karena realisasi perekaman hanya mencapai sekitar 50% dari jumlah siswa yang hadir. *Ketiga* Sasaran program tercapai cukup efektif, dalam pelaksanaannya masih terdapat masyarakat non siswa yang ikut melakukan perekaman. *Keempat* kesesuaian target program cukup efektif, capaian perekaman belum memenuhi target yang ditetapkan. *Kelima* Kepuasan pengguna program efektif karena prosedur pelayanan sederhana dan sesuai dengan harapan. *Keenam* Kesesuaian pengguna program efektif, karena sistem jemput bola memungkinkan siswa tetap mengikuti kegiatan belajar. *Ketujuh* Sumber daya yang digunakan cukup efektif, jumlah petugas masih terbatas. *Kedelapan* Pencapaian target program cukup efektif, karena ketidakhadiran sebagian siswa saat kegiatan berlangsung. *Kesembilan* Capaian keseluruhan program cukup efektif, adanya variasi respons dari sekolah serta keterbatasan pemahaman siswa terhadap persyaratan.. *Kesepuluh* Dampak capaian program cukup efektif, karena capaian persentase belum memenuhi target nasional. Adapun faktor pendukung adalah *Pertama*, adanya anggaran dalam pelaksanaannya, *Kedua*, adanya sarana dan prasarana, *Ketiga*, adanya kolaborasi dan koordinasi antar *stakeholder*. Sedangkan Faktor penghambat adalah *Pertama* kualitas jaringan, *Kedua* Keterbatasan Sumber Daya Manusia, *Ketiga* Keterbatasan Penjadwalan Perekaman.

Saran yang diberikan yaitu menambah personel teknis sementara saat pelaksanaan kegiatan, menyusun Standar Operasional Prosedur (SOP) yang jelas, melakukan uji coba jaringan serta sosialisasi sebelum kegiatan, menetapkan jadwal perekaman secara rutin per triwulan atau semester, serta siswa untuk dapat meningkatkan partisipasi dalam perekaman E-KTP di sekolah.

ABSTRACT

ISNAWATI, NPM: 2022299. “The Effectiveness of the Jempol Manis Innovation Service on E-KTP Ownership in Amuntai Tengah District, Hulu Sungai Utara Regency (A Case Study at SMK Negeri 1 Amuntai and SMK Negeri 2 Amuntai).” Supervised by **Mr. Muhamad Arsyad, S.Pd.I., M.AP.** as Supervisor I and **Mrs. Ratna Sari, S.Sos., M.A.** as Supervisor II.

This research is motivated by several phenomena: first, the low achievement of data recording through the Jempol Manis innovation in schools in Amuntai Tengah District in 2025; second, the service schedule that has not been fully structured; and third, the instability of server network quality used in the data recording process. The objectives of this study are to determine the effectiveness of the Jempol Manis Innovation Service on E-KTP ownership in Amuntai Tengah District, Hulu Sungai Utara Regency (a case study at SMK Negeri 1 Amuntai and SMK Negeri 2 Amuntai), and to identify the factors that influence it.

This study uses a qualitative approach with a descriptive qualitative type. Data collection techniques include observation, interviews, and documentation. Data sources were determined through purposive sampling involving 13 informants. After the data were collected, they were analyzed using Data Condensation, Data Display, and Conclusion Drawing Techniques.

The results of this study indicate that the effectiveness of the Jempol Manis Innovation Service on E-KTP ownership is quite effective. From the first indicator, the suitability of program planning is less effective because there is no detailed SOP yet. Second, the program objectives are quite achieved because the recording realization only reaches about 50% of the attending students. Third, the program target is quite effective, but in the implementation there are still non-student community members who join the recording. Fourth, the suitability of program targets is quite effective because the recording results have not reached the expected target. Fifth, user satisfaction is effective because the service procedures are simple and meet user expectations. Sixth, the suitability of users is effective because the mobile service system allows students to keep attending learning activities. Seventh, the resources used are quite effective, although the number of officers is still limited. Eighth, the achievement of program targets is quite effective due to the absence of some students during the activity. Ninth, the overall program achievement is quite effective because of different responses from schools and limited student understanding of requirements. Tenth, the impact of the program is quite effective because the achievement percentage has not reached the national target yet. The supporting factors are the availability of budget, facilities and infrastructure, and collaboration and coordination among stakeholders. Meanwhile, the inhibiting factors are network quality, limited human resources, and limited recording schedules.

The suggestions are to add temporary technical personnel during implementation, prepare a clear Standard Operating Procedure (SOP), conduct network testing and socialization before the activity, arrange regular recording schedules quarterly or per semester, and encourage students to increase participation in E-KTP recording at schools.