

ABSTRAK

RUSIDAH, NPM: 2022522, Judul: “IMPLEMENTASI LAYANAN DIGITAL DALAM PERSPEKTIF MASYARAKAT PADA KANTOR KECAMATAN SUNGAI TABUKAN KABUPATEN HULU SUNGAI UTARA.” Di bawah bimbingan Bapak H. Yusran Fahmi, S.IP., M.AP. selaku Pembimbing I dan Bapak Gusti Muhammad Hidayatullah, S.Sos., M.AP. selaku Pembimbing II.

Berdasarkan observasi awal di Kantor Kecamatan Sungai Tabukan, implementasi layanan digital belum berjalan secara optimal. Sebagian masyarakat masih mengalami kesulitan dalam menggunakan layanan digital secara mandiri, kondisi jaringan internet yang belum stabil memengaruhi kelancaran pelayanan, serta sosialisasi layanan digital belum menjangkau seluruh lapisan masyarakat. Penelitian ini bertujuan untuk menganalisis implementasi layanan digital dalam perspektif masyarakat serta mengidentifikasi faktor-faktor yang memengaruhi implementasi layanan digital di Kantor Kecamatan Sungai Tabukan Kabupaten Hulu Sungai Utara. Penelitian ini menggunakan teori Technology Acceptance Model (TAM) yang dikembangkan oleh Fred D. Davis dan dijelaskan oleh Jogiyanto (2007).

Penelitian ini menggunakan pendekatan kualitatif dengan data primer yang diperoleh dari 10 informan melalui teknik purposive sampling serta didukung data sekunder. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Analisis data menggunakan model interaktif yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan, sedangkan uji kredibilitas data dilakukan melalui perpanjangan pengamatan, ketekunan pengamatan, triangulasi, analisis kasus negatif, penggunaan bahan referensi, dan member check.

Hasil penelitian menunjukkan bahwa implementasi layanan digital di Kantor Kecamatan Sungai Tabukan berada pada kategori cukup baik berdasarkan indikator Technology Acceptance Model (TAM), yaitu easy to learn, easy to use, clear and understandable, improves job performance, increase effectiveness, dan useful. Hasil tersebut menunjukkan bahwa masyarakat telah merasakan kemudahan penggunaan dan manfaat layanan digital sehingga mendorong penerimaan terhadap layanan digital. Namun, implementasi layanan digital belum berjalan secara optimal karena masih dipengaruhi oleh keterbatasan kemampuan sebagian masyarakat dalam menggunakan teknologi, keterbatasan sarana dan prasarana pendukung, serta kondisi jaringan internet yang belum stabil. Faktor-faktor yang memengaruhi implementasi layanan digital terdiri atas faktor pendorong, yaitu sosialisasi dan kepercayaan masyarakat terhadap layanan digital, serta faktor penghambat, yaitu keterbatasan sumber daya manusia, sarana dan prasarana, literasi digital masyarakat, dan infrastruktur jaringan.

Disarankan agar Kantor Kecamatan Sungai Tabukan meningkatkan kompetensi aparatur, sarana prasarana, literasi digital masyarakat, sosialisasi layanan digital, dan infrastruktur jaringan. Selain itu, perlu dibangun kepercayaan masyarakat melalui pendampingan, keamanan data, serta informasi yang jelas, sehingga layanan digital dapat dimanfaatkan secara optimal dan merata.

Kata Kunci: Implementasi, Layanan Digital, Technology Acceptance Model (TAM), Masyarakat.

ABSTRACT

RUSIDAH, Student ID: 2022522. "Implementation of Digital Services from the Community's Perspective at the Sungai Tabukan District Office, Hulu Sungai Utara Regency." Under the supervision of Mr. H. Yusran Fahmi, S.IP., M.AP. as Supervisor I and Mr. Gusti Muhammad Hidayatullah, S.Sos., M.AP. as Supervisor II.

Based on initial observations at the Sungai Tabukan District Office, the implementation of digital services has not been optimal. Some community members still experience difficulties in using digital services independently, unstable internet connectivity affects service delivery, and the socialization of digital services has not reached all members of the community. This study aims to analyze the implementation of digital services from the community's perspective and identify the factors influencing its implementation. This study applies the Technology Acceptance Model (TAM) developed by Fred D. Davis and explained by Jogiyanto (2007).

This study employed a qualitative approach using primary data from 10 informants selected through purposive sampling, supported by secondary data. Data were collected through observation, interviews, and documentation. Data analysis followed an interactive model consisting of data reduction, data presentation, and conclusion drawing. Data credibility was ensured through prolonged engagement, persistent observation, triangulation, negative case analysis, reference materials, and member checking.

The results showed that the implementation of digital services was fairly good based on the Technology Acceptance Model (TAM) indicators, namely easy to learn, easy to use, clear and understandable, improves job performance, increase effectiveness, and useful. The findings indicate that the community has perceived the ease of use and usefulness of digital services, encouraging their acceptance and utilization. However, the implementation has not been fully optimized due to limited technological skills among some community members, inadequate facilities and infrastructure, and unstable internet connectivity. The influencing factors consist of driving factors, namely socialization and public trust in digital services, and inhibiting factors, namely limited human resources, facilities and infrastructure, community digital literacy, and network infrastructure.

The Sungai Tabukan District Office is recommended to improve the competency of civil servants, improve infrastructure, improve community digital literacy, improve digital service outreach, and enhance network infrastructure. Furthermore, public trust needs to be built through support, data security, and clear information to ensure optimal and equitable utilization of digital services.

Keywords: Implementation, Digital Services, Technology Acceptance Model (TAM), Community.