ABSTRAK

Muhammad Rasyid, 2022143 **"Efektivitas Program SIPOLA (Sistem Pelayanan Online Langsung Ambil) pada Kantor Kecamatan Daha Selatan Kabupaten Hulu Sungai Selatan"**. Di bawah bimbingan Dosen Pembimbing I **Dr. Irza Setiawan, S.Sos, M.AP.** dan Dosen Pembimbing II **Muhammad Afriaji, S.AP, M.AP.**.

Pelayanan publik berbasis digital merupakan salah satu upaya pemerintah dalam meningkatkan kualitas pelayanan kepada masyarakat. Kantor Kecamatan Daha Selatan mengembangkan Program SIPOLA (Sistem Pelayanan Online Langsung Ambil) sebagai inovasi pelayanan administrasi berbasis digital dengan memanfaatkan aplikasi *WhatsApp*. Meskipun demikian, dalam pelaksanaannya masih ditemukan beberapa kendala, seperti pemanfaatan layanan yang belum optimal, sosialisasi yang belum merata, kemampuan masyarakat dalam menggunakan layanan digital yang masih beragam, serta kendala jaringan internet. Penelitian ini bertujuan untuk mengetahui efektivitas Program SIPOLA serta faktor-faktor yang memengaruhi efektivitas Program SIPOLA pada Kantor Kecamatan Daha Selatan Kabupaten Hulu Sungai Selatan.

Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Informan penelitian ditentukan menggunakan teknik purposive sampling yang terdiri atas aparatur Kecamatan Daha Selatan, aparatur desa, dan masyarakat pengguna layanan SIPOLA. Analisis data menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data, serta penarikan kesimpulan, sedangkan keabsahan data diuji melalui triangulasi sumber dan triangulasi teknik.

Hasil penelitian menunjukkan bahwa efektivitas Program SIPOLA secara umum telah berjalan cukup efektif berdasarkan teori efektivitas organisasi menurut Duncan yang meliputi pencapaian tujuan, integrasi, dan adaptasi. Pada indikator pencapaian tujuan, SIPOLA mampu memberikan pelayanan administrasi yang lebih cepat, mudah, dan efisien dibandingkan pelayanan secara manual. Pada indikator integrasi, koordinasi dan komunikasi antaraparatur telah berjalan cukup baik melalui komunikasi langsung maupun media *WhatsApp*, meskipun sosialisasi kepada masyarakat masih perlu ditingkatkan. Pada indikator adaptasi, aparatur dan masyarakat mulai mampu menyesuaikan diri dengan pelayanan berbasis digital, walaupun masih terdapat masyarakat yang memerlukan pendampingan dalam menggunakan layanan online.

Faktor pendukung efektivitas Program SIPOLA meliputi kemampuan aparatur dalam mengoperasikan sistem, koordinasi dan komunikasi antaraparatur yang baik, pemanfaatan *WhatsApp* sebagai media pelayanan administrasi, serta komitmen aparatur dalam memberikan pelayanan kepada masyarakat. Sementara itu, faktor penghambat meliputi gangguan jaringan internet, sosialisasi yang belum optimal, kemampuan masyarakat dalam memanfaatkan layanan digital yang masih beragam, serta meningkatnya jumlah permohonan pelayanan pada waktu tertentu sehingga memengaruhi kelancaran pelayanan.

Kata kunci: *Efektivitas, Program SIPOLA (Sistem Pelayanan Online Langsung Ambil)*

ABSTRACT

Muhammad Rasyid, 2022143. **"*The Effectiveness of the SIPOLA Program (Online Service, Direct Collection System) at the Daha Selatan District Office, Hulu Sungai Selatan Regency*"**. *Supervised by* **Dr. Irza Setiawan, S.Sos., M.AP.** *as Advisor I and* **Muhammad Afriaji, S.AP., M.AP.** *as Advisor II.*

Digital-based public services have become one of the government's efforts to improve the quality of public service delivery. The Daha Selatan District Office developed the SIPOLA Program (Online Service, Direct Collection System) as a digital administrative service innovation by utilizing the WhatsApp application. However, several obstacles remain, including the suboptimal utilization of the service, limited public socialization, varying levels of digital literacy among community members, and internet network disruptions. This study aims to analyze the effectiveness of the SIPOLA Program and identify the factors affecting its effectiveness at the Daha Selatan District Office, Hulu Sungai Selatan Regency.

This study employed a descriptive qualitative research method. Data were collected through observation, interviews, and documentation. Informants were selected using purposive sampling and consisted of district government officials, village officials, and community members who had used the SIPOLA service. Data were analyzed using the Miles and Huberman interactive model, including data reduction, data display, and conclusion drawing. Data validity was ensured through source triangulation and technique triangulation.

The results indicate that the SIPOLA Program has been implemented quite effectively based on Duncan's organizational effectiveness theory, which consists of goal attainment, integration, and adaptation. In terms of goal attainment, the program has improved administrative services by making them faster, easier, and more efficient than the previous manual system. Regarding integration, coordination and communication among government officials have been carried out effectively through direct communication and WhatsApp, although public socialization still needs improvement. In terms of adaptation, both government officials and the community have gradually adapted to digital-based services, although some community members still require assistance in using online services.

The supporting factors influencing the effectiveness of the SIPOLA Program include the capability of government officials in operating the system, effective coordination and communication among officials, the use of WhatsApp as a service medium, and the commitment of officials to providing quality public services. Meanwhile, the inhibiting factors include unstable internet connectivity, limited socialization, varying levels of community digital literacy, and the increasing number of service requests during certain periods, which affect the smooth implementation of administrative services.

Keywords: *Effectiveness, SIPOLA Program (Online Service, Direct Collection System)*