

## ABSTRAK

**Sherly Ira Liana, Abdi, Nur Wahid, 2026 “Inovasi Kepemimpinan dalam Digitalisasi Pelayanan Publik di Kantor Kecamatan Rappocini Kota Makassar**

Perkembangan teknologi informasi serta meningkatnya ekspektasi masyarakat menuntut instansi pemerintah menghadirkan pelayanan publik yang lebih cepat, efektif, transparan, dan mudah dijangkau. Di tingkat kecamatan, keberhasilan digitalisasi layanan tidak cukup hanya mengandalkan ketersediaan aplikasi atau sistem, tetapi sangat dipengaruhi oleh kepemimpinan yang mampu mendorong perubahan, membangun budaya kerja adaptif, dan memastikan inovasi berjalan berkelanjutan. Penelitian ini bertujuan mengkaji inovasi kepemimpinan dalam penguatan digitalisasi pelayanan publik di Kantor Kecamatan Rappocini Kota Makassar, dengan menitikberatkan pada aspek kreativitas, dukungan inovasi, kolaborasi dan adaptasi, serta orientasi visi dan perubahan.

Penelitian menggunakan pendekatan kualitatif deskriptif. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi, dengan informan yang dipilih secara purposive sebanyak 8 orang. Keabsahan data diperkuat melalui triangulasi sumber, teknik, dan waktu, sedangkan analisis dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa inovasi kepemimpinan di Kecamatan Rappocini tergolong cukup baik namun belum optimal dalam mendorong digitalisasi pelayanan publik. Kreativitas pimpinan tercermin dari pembaruan layanan berbasis teknologi, penyederhanaan alur layanan, serta pemanfaatan kanal digital untuk penyebaran informasi. Dukungan inovasi tampak pada komitmen pimpinan dalam pembinaan aparatur, penguatan koordinasi, pendampingan bagi masyarakat yang mengalami kendala, serta upaya penyelesaian masalah teknis agar layanan tetap berjalan. Kolaborasi dan adaptasi terwujud melalui kerja sama antaraparatur dan koordinasi dengan pihak terkait sehingga pelayanan lebih fleksibel mengikuti kebutuhan. Namun, implementasi digitalisasi masih menghadapi hambatan, antara lain literasi digital masyarakat yang belum merata, resistensi sebagian aparatur, serta adanya tumpang tindih antara mekanisme layanan manual dan digital yang perlu ditangani agar pelaksanaan lebih optimal.

**Kata Kunci:** Inovasi Kepemimpinan, Digitalisasi, Pelayanan Publik, Kecamatan Rappocini, Transformasi Digital.

## ABSTRACT

*Sherly Ira Liana, Abdi, Nur Wahid, 2026 "Leadership Innovation in the Digitalization of Public Services at the Rappocini District Office, Makassar City*

*The development of information technology and increasing public expectations demand that government agencies provide faster, more effective, transparent, and accessible public services. At the sub-district level, the success of service digitalization does not simply rely on the availability of applications or systems; it is greatly influenced by leadership capable of driving change, building an adaptive work culture, and ensuring sustainable innovation. This study aims to examine leadership innovation in strengthening the digitalization of public services at the Rappocini District Office, Makassar City, with an emphasis on creativity, innovation support, collaboration and adaptation, and vision and change orientation.*

*The study used a descriptive qualitative approach. Data were collected through observation, interviews, and documentation, with eight informants selected purposively. Data validity was strengthened through triangulation of sources, techniques, and time, while analysis was conducted through data reduction, data presentation, and conclusion drawing. The results indicate that leadership innovation at the Rappocini District Rappocini is considered quite successful in promoting the digitalization of public services. The leadership's creativity is reflected in technology-based service updates, streamlined service flows, and the use of digital channels for information dissemination. Support for innovation is evident in the leadership's commitment to developing civil servants, strengthening coordination, assisting the public experiencing challenges, and resolving technical issues to ensure services continue to operate. Collaboration and adaptation are realized through cooperation between officials and coordination with relevant parties, resulting in more flexible services that meet needs. However, the implementation of digitalization still faces obstacles, including unequal digital literacy among the public, resistance from some officials, and overlapping manual and digital service mechanisms that need to be addressed for optimal implementation.*

**Keywords:** *Leadership Innovation, Digitalization, Public Services, Rappocini District, Digital Transformation.*