

ABSTRAK

Restu Anugrah, Abdul Kadir Adys, Andriana, Efektivitas Layanan Pengaduan Publik SP4N-LAPOR! Di Dinas Kominfo Kabupaten Bulukumba

Pelayanan pengaduan publik merupakan bagian penting dalam penyelenggaraan pemerintahan yang responsif dan akuntabel. Pemerintah melalui Sistem Pengelolaan Pengaduan Pelayanan Publik Nasional – Layanan Aspirasi dan Pengaduan Online Rakyat (SP4N-LAPOR!) menyediakan kanal resmi berbasis digital untuk menampung aspirasi dan pengaduan masyarakat. Namun, dalam implementasinya di tingkat daerah, SP4N-LAPOR! masih menghadapi berbagai kendala, seperti rendahnya partisipasi masyarakat dan dominasi penggunaan media sosial sebagai sarana pengaduan. Penelitian ini bertujuan untuk menganalisis efektivitas layanan pengaduan publik melalui SP4N-LAPOR! di Kabupaten Bulukumba. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Data dikumpulkan melalui wawancara dengan pegawai Dinas Komunikasi, Informatika dan Persandian Kabupaten Bulukumba serta masyarakat, yang didukung oleh observasi dan dokumentasi. Analisis data dilakukan menggunakan model analisis data kualitatif interaktif Miles dan Huberman dengan keabsahan data melalui triangulasi sumber. Hasil penelitian menunjukkan bahwa layanan pengaduan publik melalui SP4N-LAPOR! di Kabupaten Bulukumba belum berjalan secara optimal. Berdasarkan indikator pencapaian tujuan, efisiensi, adaptasi, dan kepuasan pengguna, sistem telah berfungsi sebagai kanal pengaduan resmi, namun belum dimanfaatkan secara maksimal oleh masyarakat. Rendahnya tingkat pemanfaatan dipengaruhi oleh keterbatasan adaptasi sistem terhadap pola komunikasi masyarakat yang lebih memilih media sosial serta persepsi bahwa pengaduan melalui media sosial lebih cepat mendapatkan respons. Oleh karena itu, peningkatan efektivitas SP4N-LAPOR! memerlukan penguatan sosialisasi, inovasi layanan, dan peningkatan responsivitas pengelola.

Kata Kunci: efektivitas, pelayanan publik, pengaduan masyarakat.

ABSTRACT

Restu Anugrah, Abdul Kadir Adys, Andriana, Effectiveness of Public Complaint Services Through SP4N-LAPOR! At the Bulukumba Regency Communication and Information Agency

Public complaint services are an important part of responsive and accountable governance. Through the National Public Complaint Management System – Online Public Aspiration and Complaint Service (SP4N-LAPOR!), the government provides an official digital channel for receiving public aspirations and complaints. However, in its implementation at the regional level, SP4N-LAPOR! still faces various obstacles, such as low public participation and the dominance of social media as a means of complaint. This study aims to analyze the effectiveness of public complaint services through SP4N-LAPOR! in Bulukumba Regency. This study uses a qualitative approach with a descriptive method. Data was collected through interviews with employees of the Bulukumba Regency Communication, Informatics, and Encryption Agency and the community, supported by observation and documentation. Data analysis was conducted using Miles and Huberman's interactive qualitative data analysis model with data validity through source triangulation. The results of the study show that the public complaint service through SP4N-LAPOR! in Bulukumba Regency is not yet functioning optimally. Based on indicators of goal achievement, efficiency, adaptation, and user satisfaction, the system has functioned as an official complaint channel, but has not been utilized to its full potential by the community. The low level of utilization is influenced by the system's limited adaptation to the communication patterns of the community, which prefers social media, as well as the perception that complaints submitted through social media receive a faster response. Therefore, improving the effectiveness of SP4N-LAPOR! requires strengthening socialization, service innovation, and increasing the responsiveness of administrators.

Keywords: *effectiveness, public services, public complaints.*