

## ABSTRAK

**Putri Dana, 2026. Manajemen Pengaduan Publik Berbasis Digital (Studi Sistem Pengaduan Terintegrasi BPJS Kesehatan Di Kabupaten Gowa) (dibimbing oleh Nurbiah Tahir dan Riskasari)**

Penelitian ini bertujuan untuk menganalisis manajemen pengaduan publik berbasis digital pada Sistem Pengaduan Terintegrasi BPJS Kesehatan di Kabupaten Gowa. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif dengan jumlah informan 7 orang. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Analisis data yang digunakan adalah reduksi data, penyajian data, dan penarikan kesimpulan, serta diuji keabsahannya menggunakan triangulasi sumber, teknik, dan waktu.

Hasil penelitian menunjukkan bahwa manajemen pengaduan publik berbasis digital di BPJS Kesehatan Kabupaten Gowa telah optimal. Komitmen organisasi tercermin melalui penerapan Standar Operasional Prosedur (SOP), Service Level Agreement (SLA), serta dukungan sumber daya manusia dan infrastruktur teknologi yang memadai. Prinsip keadilan diterapkan melalui sistem pengaduan terintegrasi yang memperlakukan seluruh pengaduan secara objektif tanpa diskriminasi. Kejelasan informasi diwujudkan melalui penyediaan berbagai media informasi dan fitur pemantauan status pengaduan. Responsivitas terlihat dari adanya respons awal yang cepat serta mekanisme tindak lanjut yang terukur. Sementara itu, kemudahan layanan dirasakan melalui beragam kanal digital seperti Mobile JKN dan PANDAWA, meskipun masih terdapat kendala bagi masyarakat dengan literasi digital rendah. Secara keseluruhan, sistem pengaduan digital BPJS Kesehatan Kabupaten Gowa berkontribusi dalam meningkatkan kualitas pelayanan publik, namun tetap memerlukan penguatan sosialisasi dan pendampingan bagi masyarakat.

**Kata Kunci:** Manajemen Pengaduan Publik, Pelayanan Publik Berbasis Digital, BPJS Kesehatan, Sistem Pengaduan Terintegrasi.

## ABSTRACT

**Putri Dana, 2026. *Digital-Based Public Complaint Management (A Study of the Integrated Complaint System of BPJS Kesehatan in Gowa Regency)* (supervised by Nurbiah Tahir and Riskasari)**

*This study aims to analyze digital-based public complaint management in the Integrated Complaint System of BPJS Kesehatan in Gowa Regency. The research employed a descriptive qualitative method with seven informants. Data were collected through observation, interviews, and documentation. Data analysis was conducted using data reduction, data presentation, and conclusion drawing, while data validity was ensured through source, technique, and time triangulation.*

*The results indicate that digital-based public complaint management at BPJS Kesehatan Gowa Regency has been implemented fairly well. Organizational commitment is reflected in the application of Standard Operating Procedures (SOP), Service Level Agreements (SLA), as well as the support of adequate human resources and technological infrastructure. The principle of fairness is applied through an integrated complaint system that treats all complaints objectively without discrimination. Information clarity is realized through the provision of various information media and complaint status tracking features. Responsiveness is demonstrated by prompt initial responses and measurable follow-up mechanisms. Meanwhile, service accessibility is facilitated through various digital channels such as Mobile JKN and PANDAWA, although challenges remain for communities with low digital literacy. Overall, the digital complaint system of BPJS Kesehatan in Gowa Regency contributes to improving the quality of public services; however, it still requires strengthened socialization and assistance for the community.*

**Keywords:** *Public Complaint Management, Digital-Based Public Services, BPJS Kesehatan, Integrated Complaint System.*