

ABSTRAK

Nur Ana Asis, 2026. Tata Kelola Digital Dalam Pelayanan Publik : Studi Kasus Penerapan Aplikasi SEGAR (Sistem Informasi Harga Pasar) Di Kabupaten Pinrang. (Dibimbing oleh Dr.Rudi Hardi, S.Sos., M.Si dan Nursaleh Hataman, S.IP., M.IP).

Penelitian ini bertujuan untuk menganalisis penerapan Aplikasi SEGAR (Sistem Informasi Harga Pasar) sebagai bentuk tata kelola digital dalam pelayanan publik di Kabupaten Pinrang. Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif untuk menggambarkan secara mendalam implementasi aplikasi berdasarkan indikator digital governance, yaitu usability, services, citizen and social engagement, tangibles, dan reliability.

Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi dengan melibatkan pihak Dinas Ketahanan Pangan Kabupaten Pinrang serta masyarakat pengguna aplikasi sebagai informan penelitian. Hasil penelitian menunjukkan bahwa Aplikasi SEGAR telah memberikan kemudahan bagi masyarakat dalam memperoleh informasi harga kebutuhan pokok secara cepat, transparan, dan efisien tanpa harus datang langsung ke pasar. Dari aspek usability, aplikasi dinilai cukup mudah digunakan meskipun masih berbasis website. Dari aspek services, aplikasi mampu menyediakan informasi harga secara berkala dan membantu masyarakat dalam pengambilan keputusan ekonomi. Pada aspek citizen and social engagement, partisipasi masyarakat mengalami perkembangan, namun masih memerlukan peningkatan sosialisasi. Dari aspek tangibles, tampilan aplikasi cukup sederhana dan mudah dipahami, sedangkan aspek reliability menunjukkan bahwa data harga relatif akurat karena diperbarui secara rutin oleh petugas lapangan. Meskipun demikian, implementasi aplikasi masih menghadapi hambatan berupa keterbatasan jaringan internet, kurangnya sosialisasi, keterbatasan anggaran, dan cakupan pasar yang belum menyeluruh.

Penelitian ini menyimpulkan bahwa Aplikasi SEGAR merupakan inovasi pelayanan publik berbasis digital yang cukup efektif dalam mendukung tata kelola digital di Kabupaten Pinrang, namun masih memerlukan pengembangan lebih lanjut agar penggunaannya lebih optimal dan menjangkau masyarakat secara luas.

Kata Kunci: Tata Kelola Digital, Pelayanan Publik, E-Government, Aplikasi SEGAR, Kabupaten Pinrang.

ABSTRACT

Nur Ana Asis, 2026. Digital Governance in Public Services: Case Study of the Implementation of the SEGAR Application (Market Price Information System) in Pinrang Regency. (Supervised by Dr. Rudi Hardi, S.Sos., M.Si and Nursaleh Hataman, S.IP., M.IP).

This study aims to analyze the implementation of the SEGAR Application (Market Price Information System) as a form of digital governance in public services in Pinrang Regency. This research employed a descriptive qualitative approach to comprehensively examine the application's implementation based on digital governance indicators, namely usability, services, citizen and social engagement, tangibles, and reliability.

Data collection techniques included observation, interviews, and documentation involving the Department of Food Security of Pinrang Regency and community users of the application as research informants. The results showed that the SEGAR Application has provided convenience for the public in accessing information on basic commodity prices quickly, transparently, and efficiently without having to visit markets directly. In terms of usability, the application is considered fairly easy to use although it is still web-based. From the services aspect, the application provides regularly updated price information and assists the community in making economic decisions. In the citizen and social engagement aspect, public participation has shown progress, although broader socialization is still needed. From the tangibles aspect, the application's interface is relatively simple and easy to understand, while the reliability aspect indicates that the price data is relatively accurate as it is routinely updated by field officers. However, the implementation of the application still faces several challenges, including limited internet access, lack of socialization, budget constraints, and incomplete market coverage.

This study concludes that the SEGAR Application is a fairly effective digital public service innovation in supporting digital governance in Pinrang Regency, although further development is still needed to optimize its use and expand its reach to the wider community.

Keywords: *Digital Governance, Public Service, E-Government, SEGAR Application, Pinrang Regency.*