

## ABSTRAK

### **Widia Astuti, Nuryanti Mustari, Nur Wahid, Implementasi Teknologi Anjungan Dukcapil Mandiri di Kota Makassar**

Penelitian ini bertujuan untuk menganalisis implementasi teknologi Anjungan Dukcapil Mandiri (ADM) sebagai inovasi pelayanan publik berbasis digital di Dinas Kependudukan dan Pencatatan Sipil Kota Makassar. Penelitian ini dilatarbelakangi oleh tingginya kebutuhan masyarakat terhadap pelayanan administrasi kependudukan serta tuntutan transformasi digital dalam meningkatkan kualitas layanan publik. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan tipe deskriptif. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi dengan informan yang terdiri dari aparatur Disdukcapil dan masyarakat pengguna ADM.

Hasil penelitian menunjukkan bahwa implementasi teknologi ADM di Kota Makassar secara umum telah berjalan dengan baik, namun belum optimal. Berdasarkan teori implementasi kebijakan George C. Edward III, aspek komunikasi menunjukkan bahwa sosialisasi telah dilakukan melalui media sosial dan kecamatan, tetapi belum merata sehingga masih banyak masyarakat yang belum mengetahui layanan ADM. Pada aspek sumber daya, ketersediaan petugas pendamping dan fasilitas pendukung sudah cukup memadai, meskipun masyarakat masih memerlukan bantuan dalam penggunaan teknologi. Pada aspek disposisi, sikap aparatur menunjukkan komitmen yang baik dalam memberikan pelayanan kepada masyarakat. Sementara itu, pada aspek struktur birokrasi, prosedur pelayanan telah tersedia, namun masih memerlukan penyempurnaan agar lebih adaptif terhadap layanan berbasis digital.

Faktor pendukung dalam implementasi ADM meliputi adanya dukungan teknologi, komitmen aparatur, serta kemudahan akses layanan. Adapun faktor penghambat meliputi kurangnya sosialisasi, keterbatasan literasi digital masyarakat, serta kendala teknis seperti jaringan dan fasilitas pendukung. Dengan demikian, diperlukan peningkatan strategi komunikasi yang lebih luas dan inklusif, penguatan kapasitas sumber daya manusia, serta perbaikan infrastruktur teknologi guna mengoptimalkan implementasi ADM dalam meningkatkan kualitas pelayanan administrasi kependudukan di Kota Makassar.

**Kata kunci:** Implementasi Kebijakan, Pelayanan Publik, Digitalisasi, Anjungan Dukcapil Mandiri (ADM)

## ABSTRACT

**Widia Astuti, Nuryanti Mustari, Nur Wahid, *Implementation of the Self-Service Dukcapil Kiosk Technology in Makassar City.***

*This study aims to analyze the implementation of the Anjungan Dukcapil Mandiri (ADM) technology as a digital-based public service innovation at the Department of Population and Civil Registration of Makassar City. This research is motivated by the increasing demand for population administration services and the need for digital transformation to improve the quality of public services. The research method used is a qualitative approach with a descriptive type. Data collection techniques were conducted through observation, interviews, and documentation involving informants from Disdukcapil officers and community members as ADM users.*

*The results of the study indicate that the implementation of ADM technology in Makassar City has generally been carried out well but has not yet been optimal. Based on George C. Edward III's policy implementation theory, the communication aspect shows that socialization has been conducted through social media and sub-district offices; however, it has not been evenly distributed, resulting in limited public awareness of ADM services. In terms of resources, the availability of supporting staff and facilities is considered adequate, although many users still require assistance in operating the system. From the disposition aspect, government officials demonstrate a positive attitude and commitment in delivering public services. Meanwhile, the bureaucratic structure aspect shows that service procedures are available but still need improvement to better adapt to digital-based services.*

*Supporting factors in the implementation of ADM include technological support, strong commitment from officials, and ease of service access. On the other hand, inhibiting factors consist of limited socialization, low digital literacy among the community, and technical issues such as network instability and supporting facilities. Therefore, it is necessary to strengthen communication strategies, enhance human resource capacity, and improve technological infrastructure to optimize the implementation of ADM in improving the quality of population administration services in Makassar City.*

**Keywords:** *Policy Implementation, Public Service, Digitalization, Anjungan Dukcapil Mandiri (ADM)*