

ABSTRAK

Yaqub Nur Afriansyah. 105611117018. Penerapan E-government dalam Pelayanan Publik di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Provinsi Sulawesi Selatan. (dibimbing oleh Dr. Nur Wahid, S.Sos., M.Si dan Iswadi Amiruddin, S.Sos., M.AP). Program Studi Ilmu Administrasi Negara Fakultas Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Makassar.

Penelitian ini bertujuan untuk menganalisis penerapan e-government dalam pelayanan publik di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Provinsi Sulawesi Selatan. Dengan mengacu pada model balanced e-government scorecard, penelitian ini mengidentifikasi lima dimensi utama: manfaat, efisiensi, partisipasi, transparansi, dan manajemen perubahan. Metode penelitian yang digunakan adalah deskriptif dengan pendekatan kualitatif, melibatkan wawancara, observasi, dan dokumentasi.

Hasil penelitian menunjukkan bahwa penerapan e-government di DPMPTSP memberikan berbagai manfaat signifikan, seperti peningkatan efisiensi layanan, kemudahan akses, dan penghematan biaya bagi masyarakat. Beberapa aplikasi utama seperti Online Single Submission (OSS), Neni Si Lincih, Pro PTSP dan Peta Investasi terbukti membantu proses perizinan dan pelayanan publik. Namun, masih terdapat kendala seperti kurangnya pembaruan informasi secara online dan keterbatasan sumber daya manusia dalam pengelolaan teknologi.

Kata Kunci: Efisiensi, E-Government, Pelayanan Publik, Transformasi Digital

ABSTRACT

Yaqub Nur Afriansyah. 105611117018. *Public Services at the Investment and One-Stop Integrated Service Office of South Sulawesi Province.* (supervised by Dr. Nur Wahid, S.Sos., M.Si and Iswadi Amiruddin, .Sos., M.AP). Public Administration Study Program, Faculty of Social and Political Sciences, Muhammadiyah University of Makassar.

This study aims to analyze the implementation of e-government in public services at the Investment and One-Stop Integrated Service Office (DPMPTSP) of South Sulawesi Province. By referring to the balanced e-government scorecard model, this study identifies five main dimensions: benefits, efficiency, participation, transparency, and change management. The research method used is descriptive with a qualitative approach, involving interviews, observations, and documentation..

The results of the study indicate that the implementation of e-government at DPMPTSP provides various significant benefits, such as increased service efficiency, ease of access, and cost savings for the community. Several main applications such as Online Single Submission (OSS), Neni Si Lincah, Pro PTSP and Investment Map have been proven to help the licensing process and public services. However, there are still obstacles such as the lack of online information updates and limited human resources in technology management.

Keywords: *Efficiency, E-Government, Public Service, Digital Transformation*