

EFEKTIVITAS PELAYANAN PUBLIK MELALUI APLIKASI SENTUH TANAHKU DI KANTOR PERTANAHAN KOTA TANJUNGPINANG

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis efektivitas pelayanan publik melalui aplikasi Sentuh Tanahku di Kantor Pertanahan Kota Tanjungpinang. Latar belakang penelitian didasarkan upaya mewujudkan transformasi pelayanan publik digital yang efisien dan transparan, Aplikasi Sentuh Tanahku telah diimplementasikan di Kantor Pertanahan Kota Tanjungpinang. Namun demikian, observasi awal pra-penelitian mengindikasikan bahwa adopsi aplikasi ini belum optimal di kalangan masyarakat, sehingga memunculkan tantangan signifikan dalam implementasinya. Penelitian menggunakan pendekatan kualitatif deskriptif melalui wawancara dengan staf kantor dan pengguna aplikasi, dianalisis dengan teori efektivitas program Sutrisno dengan indikator pemahaman program, ketepatan sasaran, ketepatan waktu, tercapainya tujuan, dan perubahan nyata. Aplikasi Sentuh Tanahku terbukti efektif dalam mempercepat akses layanan pertanahan, meningkatkan transparansi, dan memberikan kepastian waktu penyelesaian layanan. Pengguna mengapresiasi kemudahan pelacakan berkas, notifikasi otomatis, dan fitur peta tematik. Namun, tantangan tetap ada seperti keterbatasan pemahaman kelompok lansia, ketidakstabilan jaringan internet, serta kebutuhan sosialisasi yang lebih proaktif. Secara keseluruhan, aplikasi telah berhasil meningkatkan kualitas layanan, namun perlu penyempurnaan pada aspek infrastruktur dan inklusivitas. Diharapkan penelitian ini dapat menjadi dasar bagi penelitian lanjutan untuk merumuskan kebijakan yang lebih adaptif terhadap tantangan literasi digital.

**Kata Kunci : Efektivitas, Pelayanan Publik, Sentuh Tanahku, Pelayanan
Pertanahan Berbasis Digital**

THE EFFECTIVENESS OF PUBLIC SERVICES THROUGH SENTUH TANAHKU APPLICATION AT THE TANJUNGPINANG CITY LAND OFFICE

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ABSTRACT

This study aims to analyze the effectiveness of public services through the Sentuh Tanahku application at the Tanjungpinang City Land Office. The research context is based on efforts to realize an efficient and transparent digital transformation of public services. The Sentuh Tanahku application has been implemented at the Tanjungpinang City Land Office. However, initial observations suggest that the application's adoption is not yet optimal within the community, creating significant challenges during implementation. The study uses a descriptive qualitative method through interviews with office staff and application users, and analyzes the results using Sutrisno's program effectiveness theory with indicators of program understanding, accuracy of objectives, timeliness, achievement of objectives, and tangible changes. The Sentuh Tanahku application has proven effective in accelerating access to land services, increasing transparency, and ensuring timely service completion. Users appreciate the ease of profile tracking, automatic notifications, and thematic map features. However, challenges remain, such as limited understanding among the elderly population, internet network instability, and the need for more proactive outreach. Overall, the application has been successful in improving service quality, but improvements are needed in infrastructure and comprehensiveness. It is hoped that this study can serve as a basis for further research aimed at developing policies that better adapt to the challenges of digital literacy.

Keywords: *Effectiveness, Public Service, Sentuh Tanahku, Digital-Based Land Services*