

IMPLEMENTASI KEBIJAKAN LAYANAN SISTEM INFORMASI INDUSTRI NASIONAL (SIINas) PADA PELAKU IKM DI SENTRA INDUSTRI FASHION SERI KUALA LOBAM KABUPATEN BINTAN

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ABSTRAK

Penelitian ini dilatarbelakangi oleh tuntutan transformasi digital dalam sistem administrasi publik melalui sistem pemerintahan berbasis elektronik (e-government) guna mewujudkan pelayanan yang efektif dan transparan. Salah satu instrumen strategis yang diluncurkan adalah Sistem Informasi Industri Nasional (SIINas) untuk mengintegrasikan data industri di seluruh Indonesia. Permasalahan utama dalam penelitian ini adalah adanya kesenjangan antara kebijakan nasional SIINas dengan realitas implementasinya di tingkat lokal, di mana pelaku Industri Kecil dan Menengah (IKM) sering kali menghadapi kendala dalam pengoperasian sistem tersebut. Tujuan penelitian ini adalah untuk menganalisis secara mendalam implementasi kebijakan layanan SIINas pada pelaku IKM di Sentra Industri Fashion Seri Kuala Lobam, Kabupaten Bintan pada tahun 2025. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan jenis deskriptif. Data primer diperoleh melalui teknik observasi dan wawancara mendalam dengan para informan terkait, sedangkan data sekunder dikumpulkan melalui studi dokumentasi. Teknik analisis data mengikuti model Miles, Huberman, dan Saldaña yang meliputi tahap reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa implementasi kebijakan SIINas di Sentra Industri Fashion Seri Kuala Lobam dipengaruhi oleh beberapa variabel krusial, antara lain kualitas komunikasi antar instansi, ketersediaan sumber daya manusia dan infrastruktur pendukung, serta sikap proaktif dari pelaksana kebijakan di Dinas Koperasi, UMKM, Perindustrian dan Perdagangan (DKUPP) Kabupaten Bintan. Meskipun pendampingan usaha telah dilakukan, masih ditemukan kendala terkait literasi digital pelaku IKM dalam mengelola akun mandiri. Kesimpulan dari penelitian ini adalah implementasi layanan SIINas telah berjalan namun belum mencapai hasil maksimal karena tantangan pada aspek teknis dan adaptasi digital pelaku usaha. Diperlukan penguatan pembinaan yang berkelanjutan dan penyempurnaan fitur sistem agar lebih ramah pengguna (*user-friendly*) bagi pelaku IKM lokal.

Kata Kunci: Implementasi Kebijakan, Industri Kecil dan Menengah, SIINas.

**IMPLEMENTATION OF THE NATIONAL INDUSTRIAL INFORMATION
SYSTEM (SIINas) SERVICE POLICY FOR SME PLAYERS IN THE SERI
KUALA LOBAM FASHION INDUSTRY CENTER, BINTAN REGENCY**

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ABSTRACT

This research is motivated by the demands of digital transformation in the public administration system through electronic-based government systems (e-government) to achieve effective and transparent services. One of the strategic instruments launched is the National Industrial Information System (SIINas) to integrate industrial data throughout Indonesia. The main problem in this research is the gap between the national SIINas policy and the reality of its implementation at the local level, where Small and Medium Industry (SMI) players often face obstacles in operating the system. The purpose of this study is to analyze in depth the implementation of the SIINas service policy for SMI players in the Seri Kuala Lobam Fashion Industry Center, Bintan Regency in 2025. The research method used is a qualitative approach with a descriptive type. Primary data were obtained through observation techniques and in-depth interviews with relevant informants, while secondary data were collected through documentation studies. Data analysis techniques followed the Miles, Huberman, and Saldaña model, which includes data reduction, data display, and conclusion drawing. The results showed that the implementation of the SIINas policy in the Seri Kuala Lobam Fashion Industry Center is influenced by several crucial variables, including the quality of communication between agencies, the availability of human resources and supporting infrastructure, and the proactive attitude of policy implementers at the Office of Cooperatives, SMEs, Industry, and Trade (DKUPP) of Bintan Regency. Although business assistance has been carried out, obstacles were still found related to the digital literacy of SMI players in managing independent accounts. The conclusion of this study is that the implementation of SIINas services has been running but has not yet achieved maximum results due to challenges in technical aspects and the digital adaptation of business players. Sustained guidance and improvements to system features are needed to make them more user-friendly for local SMI players.

Keywords: Policy Implementation, Small and Medium Industries (SMI), SIINas.