

**EFEKTIVITAS PENGGUNAAN APLIKASI IDENTITAS
KEPENDUDUKAN DIGITAL (IKD) DALAM PELAYANAN
DISDUKCAPIL KOTA TANJUNGPINANG**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis efektivitas penggunaan Aplikasi Identitas Kependudukan Digital (IKD) dalam pelayanan administrasi kependudukan di Dinas Kependudukan dan Pencatatan Sipil Kota Tanjungpinang serta mengidentifikasi faktor pendukung dan penghambatnya. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi, kemudian dianalisis menggunakan model interaktif Miles, Huberman, dan Saldaña. Analisis penelitian mengacu pada teori efektivitas John P. Campbell yang terdiri atas lima indikator, yaitu keberhasilan program, keberhasilan sasaran, kepuasan pengguna, tingkat input dan output, serta pencapaian tujuan. Hasil penelitian menunjukkan bahwa penggunaan Aplikasi Identitas Kependudukan Digital (IKD) dalam pelayanan administrasi kependudukan di Dinas Kependudukan dan Pencatatan Sipil Kota Tanjungpinang secara keseluruhan belum efektif. Hal ini ditunjukkan oleh indikator keberhasilan program, keberhasilan sasaran, tingkat input dan output, serta pencapaian tujuan yang belum efektif, sedangkan indikator kepuasan pengguna tergolong cukup efektif. Faktor pendukung meliputi komitmen organisasi, ketersediaan sumber daya manusia, serta sarana dan prasarana. Adapun faktor penghambat meliputi gangguan jaringan dan sistem, sosialisasi yang belum optimal, keterbatasan perangkat telepon pintar, belum meratanya pemahaman masyarakat, kekhawatiran terhadap keamanan data pribadi, serta penggunaan IKD yang masih bersifat himbuan. Oleh karena itu, diperlukan peningkatan sosialisasi, edukasi masyarakat, dan optimalisasi pemanfaatan fitur layanan IKD agar tujuan digitalisasi pelayanan administrasi kependudukan dapat tercapai.

Kata Kunci: Efektivitas, Identitas Kependudukan Digital (IKD), Pelayanan Publik, Administrasi Kependudukan.

**EFFECTIVENESS OF USING THE DIGITAL POPULATION IDENTITY
(IKD) APPLICATION IN TANJUNGPINANG CITY DISDUKCAPIL
SERVICES**

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ABSTRACT

This study aims to analyze the effectiveness of the Digital Population Identity (IKD) application in population administration services at the Tanjungpinang City Population and Civil Registration Agency, as well as to identify the supporting and inhibiting factors. A qualitative approach with a descriptive method was employed. Data were collected through observation, interviews, and documentation, and subsequently analyzed using the interactive model developed by Miles, Huberman, and Saldaña. The analysis was grounded in John P. Campbell's theory of effectiveness, comprising five indicators: program success, target success, user satisfaction, input and output levels, and goal achievement. The results indicate that the overall use of the IKD application for population administration services at the agency is not yet effective. This conclusion is drawn from the fact that the indicators for program success, target success, input and output levels, and goal achievement showed a lack of effectiveness, whereas the user satisfaction indicator was rated as reasonably effective. Supporting factors include organizational commitment, the availability of human resources, and the presence of necessary facilities and infrastructure. Conversely, inhibiting factors include network and system disruptions, suboptimal public outreach, smartphone limitations, uneven public understanding, concerns regarding personal data security, and the fact that IKD usage remains voluntary (based on encouragement rather than a mandate). Therefore, there is a need for enhanced public outreach and education, as well as the optimization of IKD service features, to achieve the goal of digitizing population administration services.

Keywords: *Effectiveness, Digital Population Identity (IKD), Public Service, Population Administration.*