

TECHNOLOGY IMPLEMENTATION IN SAMSAT SERVICES: A STUDY OF THE SIGNAL APPLICATION (NATIONAL DIGITAL SAMSAT)

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis implementasi teknologi dalam pelayanan publik melalui aplikasi SIGNAL (Samsat Digital Nasional) di Samsat Kota Tanjungpinang. Aplikasi SIGNAL merupakan inovasi berbasis digital yang diluncurkan oleh Korlantas Polri untuk mempermudah masyarakat dalam melakukan pembayaran pajak kendaraan bermotor secara daring tanpa harus datang langsung ke kantor Samsat. Namun, dalam praktiknya, pelaksanaan aplikasi ini masih menghadapi berbagai kendala di lapangan. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik pengumpulan data dilakukan melalui wawancara mendalam dengan petugas Samsat dan masyarakat pengguna aplikasi SIGNAL, serta observasi dan dokumentasi. Analisis data dilakukan menggunakan model implementasi kebijakan George C. Edward III yang mencakup empat variabel: komunikasi, sumber daya, disposisi, dan struktur birokrasi. Hasil penelitian menunjukkan bahwa implementasi aplikasi SIGNAL di Samsat Tanjungpinang secara umum telah memberikan kemudahan dan efisiensi dalam pelayanan publik. Namun demikian, masih terdapat kendala pada aspek komunikasi yang belum merata, keterbatasan infrastruktur dan SDM teknis, serta kurangnya kesiapan dalam menghadapi perubahan regulasi seperti pajak opsen. Di sisi lain, sikap petugas terhadap aplikasi ini cukup positif dan mendukung proses digitalisasi pelayanan. Kesimpulannya, meskipun aplikasi SIGNAL telah membawa perubahan positif, keberhasilan implementasinya masih sangat bergantung pada penguatan sumber daya, sosialisasi yang inklusif, serta koordinasi yang adaptif antara instansi pusat dan daerah. Penelitian ini juga memberikan kontribusi dalam pengembangan kajian implementasi kebijakan digital dan pelayanan publik di Indonesia.

Kata Kunci: Implementasi kebijakan, pelayanan publik, aplikasi SIGNAL, teknologi digital, Samsat Tanjungpinang.

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ABSTRACT

This study aims to analyze the implementation of technology in public service delivery through the SIGNAL application (Samsat Digital Nasional) at the Samsat Office of Tanjungpinang City. The SIGNAL application is a digital-based service innovation developed by the Indonesian National Police Traffic Corps (Korlantas Polri) to facilitate the public in paying Motor Vehicle Tax online without the need to visit the Samsat office directly. However, in its implementation, this application still encounters various challenges in practice. This research employs a qualitative approach with a case study method. Data collection techniques include in-depth interviews with Samsat officers and members of the public who use the SIGNAL application, as well as observation and documentation. Data analysis is conducted using George C. Edward III's policy implementation model, which consists of four variables: communication, resources, disposition, and bureaucratic structure. The results indicate that the implementation of the SIGNAL application at the Tanjungpinang Samsat Office has generally provided convenience and improved efficiency in public service delivery. Nevertheless, several obstacles remain, particularly related to uneven communication and socialization to the public, limitations in infrastructure and technical human resources, and organizational readiness in responding to regulatory changes, such as the implementation of the vehicle tax surcharge (opsen tax). On the other hand, the disposition or attitude of the officers toward the application is relatively positive and supportive of public service digitalization. Based on these findings, it can be concluded that although the SIGNAL application has brought positive changes to public service delivery, the success of its implementation largely depends on strengthening resources, enhancing more inclusive public outreach, and fostering adaptive coordination between central and local government institutions. This study is expected to contribute to the development of studies on digital policy implementation and the improvement of public service quality in Indonesia.

Keywords: *policy implementation, public service, SIGNAL application, digital technology, Tanjungpinang Samsat.*