

# **EVALUASI INOVASI PELAYANAN MELALUI SISTEM PELAPORAN PENERANGAN JALAN UMUM (SILAJANG) DI DINAS PERUMAHAN RAKYAT KAWASAN PERMUKIMAN DAN PERTAMANAN KOTA TANJUNGPINANG**

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## **ABSTRAK**

Sistem Pelaporan Penerangan Jalan Umum (SILAJANG) diluncurkan oleh Walikota Tanjungpinang pada bulan Oktober tahun 2022, namun baru diterapkan di Dinas Perkim Kota Tanjungpinang pada awal tahun 2021. SILAJANG merupakan suatu inovasi yang bertujuan untuk mempercepat pelaporan kerusakan lampu jalan yang dapat diakses melalui *website:perkimtanjungpinang.com*. Tujuan penelitian ini adalah untuk melakukan evaluasi inovasi pelayanan dan mengetahui faktor pendukung dan faktor penghambat melalui SILAJANG di Dinas Perkim Kota Tanjungpinang dengan menggunakan teori William N. Dunn, yaitu efektivitas, efisiensi, kecukupan, perataan, responsivitas, dan ketepatan. Metode yang digunakan dalam penelitian ini yaitu metode deskriptif kualitatif dengan informan sebanyak 10 orang serta menggunakan teknik dan alat pengumpulan data berupa observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan (1) efektivitas penerapan SILAJANG belum terlaksana secara optimal karena SILAJANG masih dalam tahap pengembangan (2) efisiensi belum optimal dikarenakan anggaran yang disediakan oleh Pemerintah belum digunakan secara penuh oleh Dinas Perkim Kota Tanjungpinang (3) kecukupan belum optimal ditandai dengan kurangnya sumber daya manusia dibidang teknisi maupun operator serta sarana dan prasarana penunjang SILAJANG (4) perataan belum terlaksana karena sosialisasi belum diberikan kepada publik, hanya melalui media massa saja (5) responsivitas belum terlaksana secara optimal karena belum dapat mengirimkan balasan dengan cepat (6) ketepatan belum terlaksana karena kurangnya minat masyarakat dalam hal penggunaan SILAJANG yang bertujuan untuk mempercepat proses pelaporan kerusakan lampu jalan. Kesimpulan dari evaluasi inovasi pelayanan melalui SILAJANG di Dinas Perkim Kota Tanjungpinang yaitu pada indikator efektivitas, efisiensi, kecukupan, perataan, responsivitas, dan ketepatan menunjukkan bahwa semua indikator tersebut belum terlaksana secara optimal. Direkomendasikan kepada Dinas Perkim Kota Tanjungpinang untuk melakukan sosialisasi secara merata dan terus melakukan pengembangan hingga update data SILAJANG.

**Kata kunci: Evaluasi, Inovasi Pelayanan, SILAJANG**

**EVALUATION OF SERVICE INNOVATION THROUGH THE REPORTING  
SYSTEM OF PUBLIC STREET LIGHTING (SILAJANG) AT THE  
DEPARTEMENT OF PUBLIC HOUSING FOR SETTLEMENTS AND PARK IN  
TANJUNGPINANG CITY**

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**ABSTRACT**

*The Reporting System of Public Street Lighting (SILAJANG) was launched by the Mayor of Tanjungpinang in October 2022, but was only implemented at the Departement of Public Housing for Settlements and Park in Tanjungpinang City in early 2021. SILAJANG is an innovation that aims to speed up reporting of lamp damage which can be accessed through the website:perkintanjungpinang.com. The purpose of this study was to evaluate service innovation and determine the supporting factors and inhibiting factors through SILAJANG at Departement of Perkim in Tanjungpinang City using William N. Dunn theory, namely effectiveness, efficiency, adequacy, equity, responsiveness, and appropriateness. The method used in this study is a qualitative descriptive method with 10 informants and using data collection techniques and tools in the form of observation, interviews, and documentation. The result showed (1) the effectiveness of the implementation of SILAJANG has not been implemented optimally because SILAJANG is still in the development stage (2) efficiency is not optimal because the budget provided by the government has not been fully utilized by the Departement of Perkim (3) adequacy is not optimal marked by a lack of human resources in the field of technicians an operators as well as supporting facilities and infrastructure SILAJANG (4) equity has not been implemented because socialization has not been given to the public, only through mass media (5) responsiveness has not been implemented optimally because it has not been able to send replies quickly (6) appropriateness has not been implemented due to a lack of public interest in the use of SILAJANG which aims to speed up the process of reporting damage to street lights. The conclusion from the evaluation of service innovation through SILAJANG at the Departement of Perkim, namely on the indicators of effectiveness, efficiency, adequacy, equity, responsiveness, and appropriateness shows that all these indicators have not been implemented optimally. It is recommended to the Departement of Perkim in Tanjungpinang City to carry out socialization evenly and continue to develop to update the SILAJANG.*

**Keyword: Evaluation, Innovation Service, SILAJANG**