

ABSTRAK

Indi Ramadantica : PENERAPAN INOVASI PELAYANAN PUBLIK MELALUI APLIKASI POLRI SUPER APP DALAM PEMBUATAN SKCK DI KEPOLISIAN RESOR CIMAH

Penerapan aplikasi Polri Super App dalam pembuatan SKCK memberikan kemudahan bagi masyarakat, namun di sisi lain menghadapi sejumlah kendala teknis yang memengaruhi proses pelayanan, seperti rendahnya literasi digital, gangguan sistem aplikasi saat lonjakan pengguna, serta keterbatasan tenaga kerja pada saat pendaftaran massal. Banyak masyarakat tetap mengalami kesulitan dalam menggunakan aplikasi ini, khususnya dalam hal verifikasi dan pengunggahan dokumen, ditambah kendala koneksi internet di beberapa daerah. Polres Cimahi mengatasi hambatan ini dengan memberikan pendampingan intensif kepada masyarakat serta melakukan upaya perbaikan sistem untuk mengoptimalkan pelayanan.

Penelitian ini bertujuan untuk mengetahui penerapan inovasi pelayanan publik melalui aplikasi Polri Super App dalam proses pembuatan SKCK di Kepolisian Resor Cimahi, serta mengetahui sejauh mana aplikasi ini menghadirkan pelayanan publik yang prima.

Kerangka berpikir dalam penelitian ini mengacu pada teori inovasi Rogers yang meliputi lima dimensi: keuntungan relatif, kesesuaian, kerumitan, percobaan, dan dapat diamati. Penelitian ini menggunakan metode kualitatif dengan pendekatan fenomenologi, teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi, dengan pemilihan informan secara *purposive sampling* serta analisis data melalui empat tahapan: pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa penerapan inovasi pelayanan publik melalui aplikasi Polri Super App dalam pembuatan SKCK di Polres Cimahi berjalan cukup efektif. Berdasarkan teori inovasi Rogers, aplikasi ini memiliki keuntungan relatif berupa efisiensi waktu dan kemudahan akses, kesesuaian dengan kebutuhan masyarakat modern, serta tingkat kompleksitas yang rendah meskipun menghadapi kendala seperti kurangnya literasi digital masyarakat, gangguan error saat pendaftaran massal, dan kebutuhan penambahan tenaga pelayanan. Namun, Polres Cimahi mampu mengatasi kendala tersebut dengan baik. Selain itu, inovasi ini mudah dicoba oleh masyarakat dan dampaknya teramati melalui meningkatnya efisiensi serta kepuasan pelayanan, serta tercapainya pelayanan prima.

Kata Kunci : Polri Super App, SKCK, Inovasi Pelayanan Publik

ABSTRACT

Indi Ramadantica: IMPLEMENTATION OF PUBLIC SERVICE INNOVATION THROUGH THE POLRI SUPER APP IN THE ISSUANCE OF SKCK AT CIMAHI POLICE RESORT

The implementation of the Polri Super App application in the process of making SKCK provides convenience for the community; however, it also faces several technical challenges that affect the service process, such as low digital literacy, system disruptions during user surges, and limited workforce during mass registration. Many community members still experience difficulties in using the application, especially in verification and document uploading, compounded by internet connection issues in some areas. The Cimahi Police have addressed these obstacles by providing intensive assistance to the community and undertaking system improvements to optimize service delivery.

This study aims to examine the implementation of public service innovation through the Polri Super App in the SKCK creation process at the Cimahi Police Resort and to assess the extent to which the application delivers excellent public services.

The theoretical framework of this study refers to Rogers' innovation theory, which includes five dimensions: relative advantage, compatibility, complexity, trialability, and observability. This study employs a qualitative method with a phenomenological approach, using data collection techniques such as observation, interviews, and documentation, with purposive sampling for informant selection and data analysis conducted through four stages: data collection, data reduction, data presentation, and conclusion drawing.

The results indicate that the implementation of public service innovation through the Polri Super App in SKCK creation at the Cimahi Police Resort is fairly effective. Based on Rogers' innovation theory, this application has a relative advantage in terms of time efficiency and ease of access, compatibility with the needs of modern society, and a low level of complexity despite challenges such as low digital literacy among the community, errors during mass registration, and the need for additional service personnel. However, the Cimahi Police have successfully overcome these obstacles. Additionally, the innovation is easy for the community to try, and its impact is observed through increased efficiency and service satisfaction, resulting in the achievement of excellent service.

Keywords: Polri Super App, SKCK, Public Service Innovation