

ABSTRAK

Nama: Akmal Ats-Tsaqofi, 1188010015 : “Evaluasi Program *Hotline* Pelayanan Kependudukan dan Pencatatan Sipil Berbasis Elektronik Melalui Waterblue (Whatsapp Terpadu Berbasis Layanan Umum Elektronik) Pada Kantor Kecamatan Cibiru Kota Bandung”

Penelitian ini bertujuan untuk mengevaluasi program hotline pelayanan kependudukan dan pencatatan sipil berbasis elektronik melalui Waterblue (WhatsApp Terpadu Berbasis Layanan Umum Elektronik) di Kantor Kecamatan Cibiru Kota Bandung. Latar belakang penelitian ini didasarkan pada masih terbatasnya literasi digital masyarakat dan ketimpangan akses terhadap teknologi, yang berdampak pada efektivitas pelayanan berbasis digital. Permasalahan seperti miskomunikasi antara masyarakat, petugas, dan RT/RW menunjukkan perlunya evaluasi terhadap inovasi pelayanan ini. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data berupa observasi, wawancara, dan dokumentasi. Teknik analisis data mengacu pada model Miles dan Huberman melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Evaluasi dilakukan berdasarkan teori William N. Dunn, yang mencakup dimensi efektivitas, efisiensi, kecukupan, pemerataan, responsivitas, dan ketepatan. Hasil penelitian menunjukkan bahwa program Waterblue dalam hal Efektifitas cukup efektif dalam mempercepat pelayanan dan memberikan kemudahan akses informasi kepada masyarakat. Namun, terdapat kendala teknis seperti keterbatasan perangkat, jaringan internet, dan literasi digital, terutama di kalangan lansia. Efisiensi layanan dirasakan tinggi karena penggunaan WhatsApp lebih familiar dibanding aplikasi lain. Kecukupan dan pemerataan layanan masih perlu ditingkatkan melalui penambahan SDM, penguatan infrastruktur, dan intensifikasi sosialisasi. Responsivitas petugas tergolong cepat, namun perlu penguatan sistem untuk menghadapi permasalahan administratif yang kompleks. Dari sisi ketepatan, penggunaan WhatsApp sebagai media utama dinilai sesuai dengan karakteristik sosial masyarakat Kecamatan Cibiru yang lebih familiar dengan aplikasi tersebut dibandingkan platform digital lain. Meskipun begitu, masih dibutuhkan peningkatan sosialisasi, integrasi sistem, serta penguatan SDM untuk memastikan pelayanan benar-benar merata dan tepat sasaran.

Kata Kunci : *Evaluasi, Waterblue, Pelayanan*

ABSTRACT

Nama: Akmal Ats-Tsaqofi, 1188010015 : "Evaluation of the Electronic Population and Civil Registration Service Hotline Program Through Waterblue (Integrated Whatsapp Based on Electronic Public Services) at the Cibiru District Office, Bandung City"

This study aims to evaluate the hotline program for population administration and civil registration services based on electronic media through Waterblue (Integrated WhatsApp-Based Public Service) at the Cibiru District Office, Bandung City. The background of this research is based on the limited digital literacy of the community and unequal access to technology, which affects the effectiveness of digital-based public services. Issues such as miscommunication between citizens, officers, and neighborhood leaders (RT/RW) highlight the need for evaluating this service innovation. This study employs a descriptive qualitative method with data collection techniques including observation, interviews, and documentation. Data analysis refers to the Miles and Huberman model, which consists of data reduction, data display, and conclusion drawing. The evaluation is based on William N. Dunn's theory, covering the dimensions of effectiveness, efficiency, adequacy, equity, responsiveness, and accuracy. The results show that, in terms of effectiveness, the Waterblue program is reasonably effective in accelerating services and providing easier access to information for the public. However, technical obstacles such as device limitations, internet connectivity, and digital literacy—especially among the elderly—still hinder optimal implementation. The efficiency of the service is perceived to be high due to the familiarity of WhatsApp compared to other platforms. Adequacy and equity of service still require improvement through the addition of human resources, infrastructure enhancement, and intensified socialization. The responsiveness of service officers is relatively quick, but the system needs strengthening to deal with more complex administrative issues. Regarding accuracy, the use of WhatsApp as the primary medium is deemed appropriate given the social characteristics of Cibiru's residents, who are more familiar with the app than with other digital platforms. Nonetheless, further efforts are needed in socialization, system integration, and HR development to ensure the service is truly equitable and well-targeted.

Keywords: *Evaluation, Waterblue, Public Service*