

ABSTRAK

Aneu Fitriani, 1218010016, 2025: “Inovasi Pelayanan Publik Pelajar Senior (Pelayanan Banjaran Senin Sore) Di Kecamatan Banjaran Kabupaten Bandung”

Pelayanan publik merupakan elemen vital dalam penyelenggaraan pemerintahan yang bertujuan untuk memenuhi kebutuhan masyarakat secara efektif dan efisien. Namun, kualitas pelayanan publik di berbagai daerah masih menghadapi tantangan, termasuk di Kecamatan Banjaran Kabupaten Bandung. Indeks Kepuasan Masyarakat (IKM) di kecamatan ini mengalami penurunan, dan banyak masyarakat merasa kesulitan mengakses layanan administrasi pada jam kerja reguler. Merespons kondisi tersebut, Kecamatan Banjaran meluncurkan inovasi pelayanan publik bernama Pelajar Senior (Pelayanan Banjaran Senin Sore), yakni pelayanan kependudukan yang dilaksanakan pada hari Senin sore guna memfasilitasi warga yang sibuk di siang hari.

Penelitian ini bertujuan mengevaluasi efektivitas inovasi Pelajar Senior dalam meningkatkan kualitas pelayanan publik. Fokus utama mencakup analisis keunggulan relatif, kesesuaian dengan kebutuhan masyarakat, tingkat kerumitan, kemungkinan uji coba, serta keterlihatan dampaknya. Selain itu, penelitian ini juga mengkaji faktor-faktor yang memengaruhi partisipasi masyarakat dan tantangan dalam pelaksanaannya.

Penelitian ini menggunakan teori atribut inovasi dari Everett M. Rogers (2003), yang mencakup lima karakteristik: keunggulan relatif (*relative advantage*), kesesuaian (*compatibility*), kerumitan (*complexity*), kemungkinan diuji coba (*trialability*), dan Dapat Diamati (*observability*). Teori ini digunakan untuk menilai penerimaan masyarakat terhadap inovasi serta memahami hambatan dan peluang pengembangannya dalam konteks pelayanan publik yang semakin responsif dan inklusif.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data diperoleh melalui observasi, wawancara dengan aparatur kecamatan dan masyarakat, serta dokumentasi. Analisis data mengacu pada model Miles dan Huberman, yakni reduksi data, penyajian, dan penarikan kesimpulan. Penelitian dilakukan di Kecamatan Banjaran dengan informan utama pegawai kecamatan dan pengguna layanan Pelajar Senior.

Hasil penelitian menunjukkan bahwa inovasi Pelajar Senior memiliki keunggulan relatif dalam fleksibilitas waktu, kemudahan akses, serta penghematan waktu dan biaya, tingkat kesesuaian yang tinggi dengan kebutuhan masyarakat, dan tingkat kerumitan yang rendah namun masih menghadapi kendala sosialisasi dan sumber daya. Inovasi ini diterapkan tanpa uji coba awal, sehingga perlu evaluasi berkelanjutan. Meskipun manfaatnya mudah diamati, partisipasi masyarakat belum meningkat secara signifikan.

Kata Kunci: Inovasi, Pelayanan Publik, Pelajar Senior, Kualitas, Masyarakat

ABSTRACT

Aneu Fitriani, 1218010016, 2025: “Inovasi Pelayanan Publik Pelajar Senior (Pelayanan Banjaran Senin Sore) Di Kecamatan Banjaran Kabupaten Bandung”

Public service is a vital element in the implementation of government aimed at meeting community needs effectively and efficiently. However, the quality of public services in various regions still faces challenges, including in Banjaran District, Bandung Regency. The Community Satisfaction Index (IKM) in this district has declined, and many citizens find it difficult to access administrative services during regular working hours. In response to this issue, the Banjaran District launched a public service innovation called Pelajar Senior (Banjaran Monday Evening Service), which provides population administration services every Monday evening to accommodate residents who are busy during the day. This study aims to evaluate the effectiveness of the Pelajar Senior innovation in improving the quality of public services. The main focus includes analysis of its relative advantage, compatibility with community needs, service complexity, trialability, and observability. In addition, the study explores the factors that influence community participation and the challenges encountered during its implementation.

The study uses Everett M. Rogers' (2003) theory of innovation attributes, which includes five key characteristics: relative advantage, compatibility, complexity, trialability, and observability. This theory is applied to assess community acceptance of the innovation and to understand barriers and opportunities for its further development, particularly in the context of increasingly responsive and inclusive public services.

The research employs a qualitative method with a descriptive approach. Data were collected through observation, interviews with district officials and service users, and documentation. Data analysis follows the Miles and Huberman model, consisting of data reduction, data display, and conclusion drawing. The study was conducted in Banjaran District with key informants including sub-district staff and users of the Pelajar Senior service.

The findings indicate that Pelajar Senior offers time flexibility and improved access to services, especially for residents who are busy during the day. However, the program still faces challenges in terms of outreach, limited resources, and fluctuating public participation. Despite these issues, the public response has been generally positive. The study recommends strengthening public outreach, improving supporting infrastructure, and conducting regular evaluations to ensure the program's sustainability.

Keywords: Innovation, Public Service, Pelajar Senior, Quality, Public