

ABSTRAK

Sisilia Elsy Nuranggeriati, 1228010201, 2026. "Implementasi *Agile Governance* Dalam Layanan Digital Pariwisata Di Dinas Pariwisata Provinsi Jawa Barat".

Perkembangan teknologi informasi mendorong transformasi digital dalam sektor pariwisata, termasuk pada layanan yang diselenggarakan oleh Dinas Pariwisata Provinsi Jawa Barat. Dalam pelaksanaannya masih ditemukan beberapa kendala, seperti pembaruan layanan yang belum optimal, pemanfaatan umpan balik masyarakat yang belum maksimal, serta perlunya penguatan koordinasi dan pengembangan layanan secara berkelanjutan. Kondisi tersebut menunjukkan pentingnya Implementasi *Agile Governance* dalam mendukung kualitas layanan digital pariwisata.

Penelitian ini bertujuan untuk menganalisis implementasi *Agile Governance* dalam layanan digital pariwisata di Dinas Pariwisata Provinsi Jawa Barat. Secara khusus, penelitian ini mendeskripsikan pelaksanaan dimensi *Responsiveness*, *Iterative Process*, *Collaboration*, *Adaptability*, serta *Feedback and Transparency* dalam penyelenggaraan layanan digital pariwisata.

Penelitian ini menggunakan teori *Agile Governance* menurut Luna et al. (2014) yang terdiri atas lima dimensi, yaitu *Responsiveness*, *Iterative Process*, *Collaboration*, *Adaptability*, serta *Feedback and Transparency*. Kelima dimensi tersebut digunakan sebagai kerangka analisis untuk mengkaji implementasi *Agile Governance* dalam layanan digital pariwisata.

Metode penelitian yang digunakan adalah metode deskriptif dengan pendekatan kualitatif. Data diperoleh melalui observasi, wawancara, dan dokumentasi. Informan penelitian dipilih menggunakan teknik purposive sampling. Analisis data menggunakan model Miles dan Huberman yang meliputi kondensasi data, penyajian data, serta penarikan dan verifikasi kesimpulan.

Hasil penelitian menunjukkan bahwa implementasi *Agile Governance* dalam layanan digital pariwisata di Dinas Pariwisata Provinsi Jawa Barat secara umum telah berjalan dengan baik. Dimensi *Responsiveness*, *Collaboration*, dan *Adaptability* telah terlaksana secara optimal, sedangkan dimensi *Iterative Process* serta *Feedback and Transparency* telah diterapkan namun belum berjalan secara maksimal karena mekanisme evaluasi layanan dan pemanfaatan umpan balik masyarakat masih perlu ditingkatkan. Oleh karena itu, diperlukan penguatan pada kedua dimensi tersebut guna mendukung implementasi *Agile Governance* yang lebih efektif dan berkelanjutan.

Kata Kunci: *Agile Governance*, Layanan Digital, Pariwisata.

ABSTRACT

Sisilia Elsy Nuranggeriati, 1228010201, 2026. "Implementation of Agile Governance in Digital Tourism Services at the Department of Tourism of West Java Province."

The development of information technology has encouraged digital transformation in the tourism sector, including services provided by the Department of Tourism of West Java Province. In practice, several challenges remain, such as suboptimal service updates, limited utilization of public feedback, and the need to strengthen coordination and continuous service development. These conditions indicate the importance of implementing Agile Governance to support the quality of digital tourism services.

This study aims to analyze the implementation of Agile Governance in digital tourism services at the Department of Tourism of West Java Province. Specifically, it describes the implementation of the dimensions of Responsiveness, Iterative Process, Collaboration, Adaptability, and Feedback and Transparency in the provision of digital tourism services.

This study employs the Agile Governance theory proposed by Luna et al. (2014), which consists of five dimensions: Responsiveness, Iterative Process, Collaboration, Adaptability, and Feedback and Transparency. These dimensions serve as the analytical framework for examining the implementation of Agile Governance in digital tourism services.

The study used a descriptive method with a qualitative approach. Data were collected through observation, interviews, and documentation. Research informants were selected using purposive sampling. Data analysis employed the Miles and Huberman model, which includes data condensation, data display, and conclusion drawing and verification.

The findings indicate that the implementation of Agile Governance in digital tourism services at the Department of Tourism of West Java Province has generally been carried out well. The dimensions of Responsiveness, Collaboration, and Adaptability have been implemented effectively, while the dimensions of Iterative Process and Feedback and Transparency have been applied but are not yet optimal due to the need for more structured service evaluation mechanisms and greater utilization of public feedback. Therefore, strengthening these two dimensions is necessary to support a more effective and sustainable implementation of Agile Governance.

Keywords: Agile Governance, Digital Services, Tourism.