

MANAJEMEN STRATEGI DALAM INOVASI PELAYANAN PUBLIK MELALUI IDENTITAS KEPENDUDUKAN DIGITAL DI KABUPATEN BANYUMAS

¹ Iqbal Julian Fachruddin, ² Indah Ayu Permana Pribadi, ³ Chamid Sutikno,
⁴ Ariesta Amanda, ⁵ Zaula Rizqi Atika

^{1,2,3,4,5} Program Studi Administrasi Publik Universitas Nahdlatul Ulama
Purwokerto

¹ iqbalfachruddin07@gmail.com ² iap.pribadi@unupurwokerto.ac.id
³ c.sutikno@unupurwokerto.ac.id ⁴ ariestaamanda92@gmail.com
⁵ zr.atika@unupurwokerto.ac.id

ABSTRAK

Penelitian ini bertujuan untuk menganalisis manajemen strategi dalam inovasi pelayanan publik melalui Identitas Kependudukan Digital (IKD) di Kabupaten Banyumas. Penelitian menggunakan metode kualitatif dengan pendekatan studi kasus yang dilaksanakan di Dinas Kependudukan dan Pencatatan Sipil Kabupaten Banyumas. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi dengan informan yang dipilih secara purposive sampling. Analisis penelitian mengacu pada fungsi manajemen menurut George R. Terry, yaitu perencanaan, pengorganisasian, pelaksanaan, dan pengawasan. Hasil penelitian menunjukkan bahwa aspek perencanaan (*planning*) dilakukan melalui penyusunan target aktivasi IKD, analisis kebutuhan masyarakat, kesiapan infrastruktur digital serta penyusunan strategi sosialisasi dan pelayanan jemput bola. Pada aspek pengorganisasian (*organizing*), Dinas Kependudukan dan Pencatatan Sipil Kabupaten Banyumas membentuk pembagian tugas yang terstruktur antarpegawai, termasuk penempatan operator dan petugas pelayanan guna mendukung efektivitas aktivasi IKD. Selanjutnya, aspek pelaksanaan (*actuating*) diwujudkan melalui sosialisasi secara langsung kepada masyarakat, kerja sama dengan instansi lain, pelayanan aktivasi di berbagai kegiatan publik serta pendampingan penggunaan aplikasi IKD kepada masyarakat. Adapun pada aspek pengawasan (*controlling*), dilakukan monitoring dan evaluasi secara berkala terhadap capaian aktivasi IKD, kendala pelayanan serta efektivitas strategi yang telah diterapkan.

Kata Kunci: *E-Government*, Inovasi, Identitas Kependudukan Digital, Manajemen Strategi, Pelayanan Publik.

ABSTRACT

This study aims to analyze strategic management in public service innovation through Digital Population Identity (Identitas Kependudukan Digital/IKD) in Banyumas Regency. The research employed a qualitative method with a case study approach conducted at the Department of Population and Civil Registration of Banyumas Regency. Data collection techniques were carried out through interviews, observations, and documentation with informants selected using purposive sampling. The analysis of this research refers to the management functions proposed by George R. Terry, namely planning, organizing, actuating, and controlling. The results of the study indicate that the planning aspect was carried out through the preparation of IKD activation targets, analysis of community needs, readiness of digital infrastructure, as well as the formulation of socialization strategies and outreach services. In the organizing aspect, the Department of Population and Civil Registration of Banyumas Regency established a structured division of tasks among employees, including the placement of operators and service officers to support the effectiveness of IKD activation. Furthermore, the actuating aspect was implemented through direct socialization to the community, collaboration with other institutions, activation services at various public activities, and assistance in the use of the IKD application for the community. Meanwhile, in the controlling aspect, monitoring and evaluation were conducted periodically regarding the achievement of IKD activation targets, service constraints, and the effectiveness of the implemented strategies.

Keywords: E-Government, Innovation, Digital Population Identity, Strategic Management, Public Service.