

Strategi Komunikasi dalam Optimalisasi Pelayanan PTSP (Pelayanan Terpadu Satu Pintu) Melalui JAKEVO: Studi Kasus di Kelurahan Manggarai Selatan

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ABSTRAK

Penelitian ini dilatarbelakangi oleh digitalisasi pelayanan publik melalui sistem Pelayanan Terpadu Satu Pintu (PTSP) berbasis aplikasi JAKEVO di Kelurahan Manggarai Selatan. Dalam pelaksanaannya, masih ditemukan berbagai kendala, seperti rendahnya pemahaman masyarakat terhadap penggunaan layanan digital serta hambatan teknis pada sistem pelayanan. Penelitian ini bertujuan untuk mengetahui kendala dan tantangan dalam difusi inovasi pelayanan PTSP melalui JAKEVO serta strategi komunikasi yang dilakukan PTSP dalam optimalisasi pelayanan di Kelurahan Manggarai Selatan. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dokumentasi, dan studi pustaka. Informan penelitian terdiri dari petugas PTSP serta masyarakat pengguna layanan JAKEVO yang dipilih menggunakan teknik purposive sampling. Teknik analisis data menggunakan model Miles dan Huberman, sedangkan keabsahan data dilakukan melalui triangulasi sumber. Hasil penelitian menunjukkan bahwa kendala dalam pelayanan JAKEVO meliputi rendahnya literasi digital masyarakat, kurangnya pemahaman penggunaan layanan online, serta kendala teknis pada sistem pelayanan. Strategi komunikasi PTSP dilakukan melalui media digital, pelayanan tatap muka, dan pendampingan langsung kepada masyarakat dalam penggunaan JAKEVO. Penelitian ini menyimpulkan bahwa strategi komunikasi PTSP cukup membantu optimalisasi pelayanan, namun masih diperlukan peningkatan edukasi digital kepada masyarakat.

Kata Kunci: strategi komunikasi, difusi inovasi, pelayanan PTSP, JAKEVO, pelayanan publik digital.

*Communication Strategy in Optimizing PTSP (Integrated One-Stop Service)
Services Through JAKEVO: A Case Study in South Manggarai Urban Village*

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ABSTRACT

This research is motivated by the digitalization of public services through the Integrated One-Stop Service (PTSP) system based on the JAKEVO application in South Manggarai Village. In its implementation, several obstacles are still found, such as the low level of public understanding regarding the use of digital services and technical barriers within the service system. This study aims to identify the obstacles and challenges in the diffusion of innovation in PTSP services through JAKEVO, as well as the communication strategies implemented by PTSP in optimizing services in South Manggarai Village. This study employed a qualitative approach using a case study method. Data collection techniques were conducted through interviews, observations, documentation, and literature studies. The informants consisted of PTSP officers and community members who had used the JAKEVO service, selected through purposive sampling techniques. Data analysis was carried out using the Miles and Huberman model, while data validity was tested through source triangulation. The results showed that the obstacles in JAKEVO services included low digital literacy among the community, limited understanding of online service usage, and technical issues within the service system. PTSP communication strategies were carried out through digital media, face-to-face services, and direct assistance to the community in using JAKEVO. This study concludes that PTSP communication strategies have helped optimize services; however, further improvement in digital education for the community is still needed.

Keywords: *communication strategy, diffusion of innovation, PTSP services, JAKEVO, digital public services.*