

## RINGKASAN

Pandemi Covid-19 berdampak pada perubahan pelayanan administrasi kependudukan dari yang bersifat konvensional menjadi layanan berbasis digital. Perubahan pelayanan tersebut menuntut seluruh pelayan publik tetap harus melakukan pelayanan secara efektif dan efisien. Belum optimalnya implementasi layanan administrasi kependudukan dan belum maksimalnya partisipasi masyarakat untuk ikut dalam pelayanan publik menyebabkan belum efektifnya layanan digital administrasi kependudukan. Merujuk pada permasalahan tersebut, maka penelitian ini akan mengkaji: Tingkat Efektivitas Layanan Digital di Era Pandemi Covid-19 pada Dinas Kependudukan dan Pencatatan Sipil Kabupaten Banyumas. Penelitian ini bertujuan untuk melihat pengaruh implementasi layanan administrasi kependudukan dan partisipasi masyarakat terhadap efektivitas layanan administrasi kependudukan di era pandemi Covid-19 pada Dinas Kependudukan dan Pencatatan Sipil (Dindikcapil) Kabupaten Banyumas.

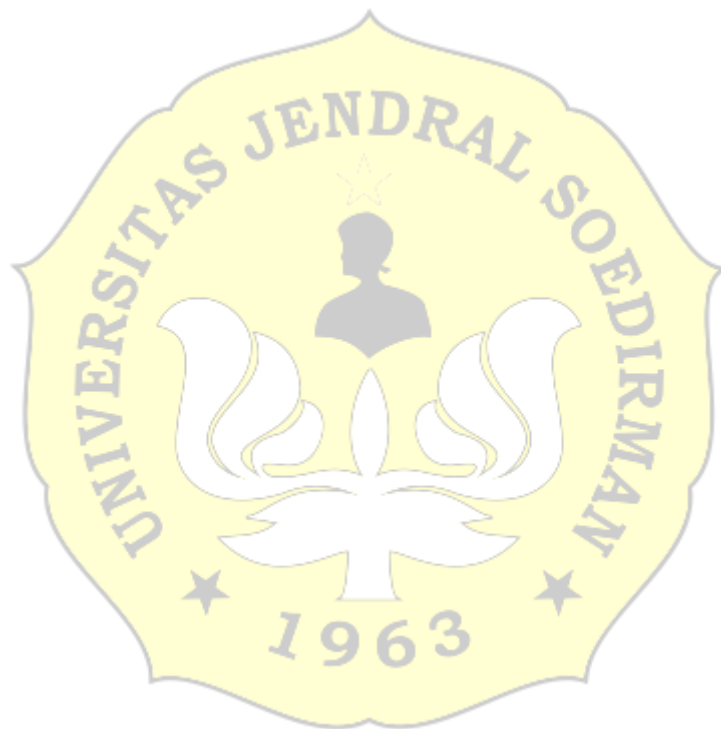
Implementasi layanan administrasi kependudukan dapat diukur dari manajemen implementasi kebijakan (perencanaan, pengorganisasian, pengumpulan sumber, pengarahan, dan pengendalian). Partisipasi masyarakat dapat diukur dari partisipasi dalam pelaksanaan, pemanfaatan hasil, dan evaluasi. Sedangkan efektivitas layanan digital dapat diukur dari pencapaian tujuan, integrasi, dan adaptasi.

Penelitian ini menggunakan metode kuantitatif asosiatif, dengan mengumpulkan kuesioner, observasi, dan dokumentasi. Teknik analisis data pada penelitian ini menggunakan Korelasi Kendall Tau-b, Koefisien Konkordinasi Kendal W, dan Analisis Regresi Ordinal dengan bantuan *software* SPSS 19 *for windows*. Sample dari penelitian ini berjumlah 98 responden yang didapatkan dari teknik *accidental sampling* dengan metode *simple random sampling*. Hasil penelitian ini menunjukkan bahwa: (1) Terdapat pengaruh yang positif dan signifikan antara implementasi layanan administrasi kependudukan terhadap efektivitas layanan digital di era pandemi Covid-19 sebesar 15,4 persen, (2) Terdapat pengaruh yang positif dan signifikan antara partisipasi masyarakat terhadap efektivitas layanan digital di era pandemi Covid-19 sebesar 30,8 persen, (3) Terdapat pengaruh yang positif dan signifikan secara bersama antara implementasi layanan administrasi kependudukan dan partisipasi masyarakat terhadap efektivitas layanan digital di era pandemi Covid-19 sebesar 38,4 persen.

Kesimpulan hasil penelitian ini adalah baik implementasi layanan administrasi kependudukan maupun partisipasi masyarakat secara bersama berpengaruh terhadap tingkat efektivitas layanan digital di era pandemi Covid-19 pada Dinas Kependudukan dan Pencatatan Sipil Kabupaten Banyumas. Implikasi yang dapat diberikan terhadap hasil penelitian ini adalah pentingnya Pemerintah Kabupaten Banyumas melalui Dinas Kependudukan dan Pencatatan Sipil Kabupaten Banyumas memberikan sosialisasi ulang mengenai penggunaan layanan administrasi kependudukan digital melalui *link* Gratis Kabeh kepada masyarakat agar layanan administrasi kependudukan melalui *link* Gratis Kabeh ini dapat dikenali lagi oleh masyarakat, sehingga layanan digital dapat terus

teralisasi dan berkelanjutan secara efektif dan efisien meski pandemi Covid-19 telah usai.

**Kata kunci:** *Covid-19, Efektivitas, Implementasi, Partisipasi Masyarakat, Layanan Publik, Administrasi Kependudukan*



## SUMMARY

The Covid-19 pandemic has had an impact on changing population administration services from conventional to digital-based services. This service change requires all public servants to continue to provide services effectively and efficiently. The not yet optimal implementation of population administration services and the not optimal participation of the public to participate in public services has resulted in the ineffectiveness of digital population administration services. Referring to these problems, this research will examine: Levels of Effectiveness of Digital Services in the Era of the Covid-19 Pandemic at the Department of Population and Civil Registration of Banyumas Regency. This study aims to look at the effect of the implementation of population administration services and community participation on the effectiveness of population administration services in the era of the Covid-19 pandemic at the Department of Population and Civil Registration (Dindikcapil) of Banyumas Regency.

The implementation of population administration services can be measured from the management of policy implementation (planning, organizing, assembling resources, directing and controlling). Community participation can be measured from participation in implementation, utilization of results, and evaluation. Meanwhile, the effectiveness of digital services can be measured by achieving goals, integration and adaptation.

This study uses associative quantitative methods, by collecting questionnaires, observations, and documentation. The data analysis technique in this study uses the Kendall Tau-b Correlation, the Kendall W Coordination Coefficient, and Ordinal Regression Analysis with the help of *software* SPSS 19 for windows. The sample of this research is 98 respondents obtained from the *accidental sampling* technique by *simple random sampling* method. The results of this study indicate that: (1) There is a positive and significant influence between the implementation of population administration services on the effectiveness of digital services in the Covid-19 pandemic era of 15.4 percent, (2) There is a positive and significant influence between community participation on effectiveness digital services during the Covid-19 pandemic era by 30.8 percent, (3) There was a joint positive and significant influence between the implementation of population administration services and community participation on the effectiveness of digital services in the Covid-19 pandemic era of 38.4 percent.

The conclusion of the results of this study is that both the implementation of population administration services and community participation jointly affect the level of effectiveness of digital services in the Covid-19 pandemic era at the Dindikcapil of Banyumas Regency. The implication that can be given to the results of this study is the importance of the Government of Banyumas Regency through the Dindikcapil of Banyumas Regency to provide re-socialization regarding the use of digital population administration services through *link* Gratis Kabeh for the community so that population administration services go through this *link* Gratis Kabeh can be recognized again by the public, so that digital

services can continue to be realized and sustainable in an effective and efficient manner even though the Covid-19 pandemic is over.

**Keywords:** *Covid-19, Effectiveness, Implementation, Community Participation, Public Service, Population Administration*

