RINGKASAN

Penelitian ini mengkaji adopsi *cloud computing* dalam pelayanan publik di MPP Banyumas sebagai bagian dari implementasi Sistem Pemerintahan Berbasis Elektronik (SPBE) di Indonesia. *Cloud computing* menjadi solusi strategis untuk mengatasi keterbatasan infrastruktur TI lokal dan geografis, dengan dukungan kebijakan nasional seperti Perpres 95/2018 dan PP 71/2019 serta inisiatif seperti SiCantik Cloud dan Pusat Data Nasional (PDN). MPP merupakan tempat pelayanan terintegrasi yang menyediakan layanan perizinan dan non-perizinan untuk pemerintah daerah dan masyarakat, menawarkan kemudahan akses, efisiensi, dan inovasi layanan digital. Namun, masih ditemukan kendala seperti format data yang belum seragam dan sebagian besar layanan yang belum terintegrasi *cloud*, khususnya di sistem lama seperti SIPANJIMAS.

Metode penelitian menggunakan pendekatan kualitatif dengan wawancara terbuka, observasi, dan analisis dokumen terhadap pengelola DPMPTSP dan MPP Banyumas. DPMPTSP mengelola pelayanan perizinan berusaha dan non-OSS, sedangkan MPP menyelenggarakan berbagai layanan terpadu. Temuan menunjukkan bahwa teknologi *cloud* memiliki kompatibilitas tinggi dengan kebutuhan instansi tersebut, namun migrasi dari sistem lama perlu dilakukan hati-hati untuk menghindari gangguan layanan. Dukungan manajemen puncak sudah tampak melalui kebijakan dan tim pengelola digital, namun keterbatasan anggaran (sekitar 3,08% dari belanja) dan kurangnya SDM berkompeten menjadi penghambat utama. Di sisi lingkungan, diperlukan regulasi dan pedoman teknis tingkat daerah terkait tata kelola *cloud*, manajemen risiko, backup, serta perlindungan data pribadi agar implementasi *cloud computing* aman dan berkelanjutan.

Adopsi *cloud computing* membawa keuntungan relatif berupa kemudahan akses layanan digital, efisiensi operasional, dan potensi inovasi yang tinggi bagi MPP Banyumas. Keberhasilan penerapan sangat ditentukan oleh kesiapan infrastruktur teknis, dukungan manajemen yang menyeluruh termasuk peningkatan kapasitas SDM, serta regulasi yang kuat di tingkat daerah. Rekomendasi utama meliputi peningkatan koordinasi antar instansi, pengembangan kompetensi teknis cloud, dan penyusunan pedoman pengelolaan *cloud* untuk memastikan layanan publik yang aman, terintegrasi, dan berkualitas.

Kata kunci: *Cloud Computing, TOE Framework,* Adopsi Teknologi, Pelayanan Publik, Mal Pelayanan Publik

SUMMARY

This study examines the adoption of cloud computing in public services at the Banyumas Public Service Mall (MPP) as part of the implementation of the Electronic-Based Government System (SPBE) in Indonesia. Cloud computing serves as a strategic solution to overcome local and geographical IT infrastructure limitations, supported by national policies such as Presidential Regulation No. 95/2018 and Government Regulation No. 71/2019, as well as initiatives like SiCantik Cloud and the National Data Center (PDN). MPP functions as an integrated service center providing licensing and non-licensing services for local governments and the public, offering ease of access, efficiency, and digital service innovation. However, challenges remain, such as non-standardized data formats and the limited integration of services into the cloud, particularly in legacy systems like SIPANJIMAS.

The research employs a qualitative approach through open-ended interviews, observations, and document analysis involving the management of DPMPTSP and MPP Banyumas. DPMPTSP manages business licensing services and non-OSS licensing, while MPP delivers a variety of integrated services. Findings indicate that cloud technology has high compatibility with the needs of these institutions; however, migration from legacy systems must be carried out cautiously to avoid service disruptions. Top management support is evident through policy direction and the establishment of a digital management team, but limited budget allocation (approximately 3.08% of total expenditure) and a shortage of competent human resources remain major obstacles. From an environmental perspective, regional-level regulations and technical guidelines are needed regarding cloud governance, risk management, backups, and personal data protection to ensure secure and sustainable cloud computing implementation.

Cloud computing adoption offers relative advantages in the form of easier access to digital services, operational efficiency, and high innovation potential for MPP Banyumas. The success of its implementation is largely determined by the readiness of technical infrastructure, comprehensive management support including human resource capacity building, and strong regional regulations. Key recommendations include improving inter-agency coordination, developing technical competencies in cloud computing, and formulating cloud management guidelines to ensure secure, integrated, and high-quality public services.

Keyword: Cloud Computing, TOE Framework, Technology adoption, Public service, Mal Pelayanan Publik