

ABSTRAK
**ANALISIS *CITIZEN CENTRIC* PADA IMPLEMENTASI SP4N-
LAPOR DI OMBUDSMAN RI PERWAKILAN LAMPUNG**

Oleh :
Sinta Cempaka

Ketidakpuasan masyarakat terhadap pelayanan publik membuat masyarakat banyak melakukan keluhan di sosial media, namun mengeluh atau menyampaikan laporan pada sosial media dapat menimbulkan dampak negatif seperti menggiring opini publik, semua orang dapat ikut campur didalamnya dan identitas personal dapat tersebar. Dari latar belakang tersebut dibuatlah sebuah sistem untuk menampung pengaduan pelayanan publik yang bersifat nasional bernama Sistem Pengelolaan Pengaduan Pelayanan Publik Nasional Layanan Aspirasi Online Rakyat (SP4N-LAPOR). Penulis menggali informasi pada kantor Ombudsman Lampung yang ditugaskan sebagai pengawas dalam SP4N-LAPOR, untuk mengetahui apakah sistem ini sudah sesuai dengan kebutuhan masyarakat, penulis menggunakan konsep *Citizen Centric* yang didalamnya terdapat 5 indikator yaitu dari *business collaboration*, *needs recognition*, *data sharing and exchanging*, *service delivery* serta *feedback and improvement*. Dari 5 indikator tersebut indikator *business collaboration*, *data sharing and exchanging*, *service delivery* sudah optimal, namun terdapat dua indikator yang perlu di optimalkan lagi agar SP4N-LAPOR dapat diandalkan sebagai sarana pengaduan publik yakni indikator *needs recognition* serta *feedback and improvement*.

Kata Kunci : *Citizen Centric*, Ombudsman, Pengaduan, SP4N-LAPOR

ABSTRACT
CITIZEN CENTRIC ANALYSIS OF SP4N-LAPOR
IMPLEMENTATION AT THE OMBUDSMAN OF THE REPUBLIC
OF INDONESIA LAMPUNG REPRESENTATIVE

By :
Sinta Cempaka

Public dissatisfaction with public services has led to numerous complaints on social media. However, complaining or reporting on social media can have negative impacts, such as influencing public opinion, allowing anyone to intervene, and exposing personal identities. Based on this background, a system was created to handle national public service complaints called the National Public Service Complaint Management System for People's Online Aspiration Services (SP4N-LAPOR). The author sought information from the Lampung Ombudsman Office, which is tasked with overseeing SP4N-LAPOR. To determine whether this system meets public needs, the author used the Citizen-Centric concept, which includes five indicators: needs recognition, business collaboration, data sharing and exchanging, service delivery, and feedback and improvement. Of the five indicators, business collaboration, data sharing and exchanging, and service delivery are optimal. However, two indicators require further optimization to ensure SP4N-LAPOR remains a reliable public complaints platform: needs recognition and feedback and improvement.

Keywords : *Citizen-Centric, Complaints, Ombudsman, SP4N-LAPOR*