

## ABSTRAK

### IMPLEMENTASI *E-BILLING SYSTEM* DALAM MENGOPTIMALKAN PENDISTRIBUSIAN PUPUK BERSUBSIDI DI KOTA METRO

Oleh

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Pupuk bersubsidi menjadi salah satu komoditi penting dalam sektor pertanian. Sebagai upaya pemerataan distribusi pupuk bersubsidi, Pemerintah Provinsi Lampung mengeluarkan Peraturan Gubernur Nomor 99 Tahun 2016 tentang Pola Distribusi Pupuk Bersubsidi Sektor Pertanian Provinsi Lampung. Dalam peraturan tersebut dijelaskan bahwa sistem pendistribusian pupuk bersubsidi akan dilaksanakan melalui sistem *online* yaitu *e-billing system*. Salah satu Kabupaten/Kota yang telah menerapkan *e-billing system* adalah Kota Metro.

Penelitian ini bertujuan untuk menganalisis pelaksanaan *e-billing system* dan hambatan-hambatan pelaksanaan *e-billing system* di Kota Metro. Tipe penelitian deskriptif dengan pendekatan kualitatif. Dalam penelitian ini, peneliti menggunakan teknik wawancara dan dokumentasi dan teori yang digunakan oleh peneliti adalah teori kesiapan pelaksanaan *e-governance* oleh Heeks dan indikator tingkat keoptimalan pendistribusian pupuk bersubsidi. Hasil temuan dari penelitian ini mengungkapkan bahwa *e-billing system* telah memenuhi konsep *governance as innovation*, *governance as collaboration* dan *governance as public service*. Namun dalam pelaksanaannya dinilai belum baik karena belum mampu memenuhi indikator kesiapan pelaksanaan *e-governance* dan indikator tingkat keoptimalan pendistribusian pupuk bersubsidi melalui *e-billing system* di Kota Metro.

Penelitian ini merekomendasikan saran kepada Dinas Ketahanan Pangan, Pertanian dan Perikanan Kota Metro guna mengoptimalkan kesiapan pelaksanaan *e-billing system* di Kota Metro, supaya pemerataan distribusi pupuk bersubsidi di KotaMetro dapat terwujud sesuai dengan azas enam tepat.

**Kata Kunci:** Implementasi, optimalisasi, *e-governance*, pupuk bersubsidi.

## **ABSTRACT**

### ***IMPLEMENTATION OF E-BILLING SYSTEM IN OPTIMIZING THE DISTRIBUTION OF SUBSIDIZED FERTILIZERS IN METRO CITY***

*By*

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*Subsidized fertilizer has become an important commodity in the agricultural sector. As an effort to equalize the distribution of subsidized fertilizers, the Government of Lampung Province issued Governor Regulation Number 99 Year 2016 concerning the Pattern of Distribution of Subsidized Fertilizer Agriculture Sector in Lampung Province. The regulation explained that the subsidized fertilizer distribution system would be implemented through an online system, e-billing system. One of the regencies / cities that has implemented an e-billing system is Metro City.*

*This study aims to analyze the implementation of e-billing system and the obstacles in implementing e-billing system in Metro City. This type of research is descriptive with a qualitative approach. In this study, researchers used interview and documentation techniques and the theory used by researchers was the theory of the readiness of e-governance by Heeks and indicators of the optimal level of distribution of subsidized fertilizers. The findings of this study reveal that e-billing systems have met the concepts of governance as innovation, governance as collaboration and governance as public service. However, in its implementation it is considered not good because it has not been able to meet the readiness indicators for the implementation of e-governance and indicators of the optimal level of distribution of subsidized fertilizer through the e-billing system in Metro City.*

*This study recommends suggestions to Metro City's Department of Food Security, Agriculture and Fisheries in order to optimize the readiness of the implementation of e-billing systems in Metro City, so that the distribution of subsidized fertilizer distribution in the City of Metro can be realized in accordance with the six principles correctly.*

*Keywords: Implementation, optimization, e-governance, subsidized fertilizer.*