ABSTRAK

**EFEKTIVITAS PROGRAM SENSUS PENDUDUK BERBASIS ONLINE
PADA MASA PANDEMI DI BADAN PUSAT STATISTIK
LAMPUNG SELATAN**

Oleh

SUGIYANTI

Pemerintah Indonesia melakukan beberapa kebijakan pencegahan untuk mengurangi persebaran COVID-19 salah satunya adalah penerapan kebijakan sensus penduduk berbasis online. Penelitian ini bertujuan untuk mengetahui dan menganalisis efektivitas program sensus penduduk berbasis online pada masa pandemi di Badan Pusat Statistik Lampung Selatan. Penelitian ini merupakan penelitian deskriptif kualitatif yang dikaji menggunakan 4 indikator efektivitas program menurut Budiani yang terdiri dari ketepatan sasaran program, sosialisasi program, tujuan program, dan pemantauan program. Hasil penelitian menunjukkan efektivitas program sensus penduduk berbasis online pada masa pandemi di Badan Pusat Statistik Lampung Selatan dikategorikan efektif pada indikator ketepatan sasaran program meskipun program sensus penduduk online pada masa pandemi di BPS Lampung Selatan hanya 17% dari jumlah penduduk Lampung Selatan, untuk indikator sosialisasi program dikategorikan efektif dikarenakan sosialisasi program berjalan dengan lancar meskipun adanya pembatasan sosial berskala besar dan tidak meratanya jaringan internet di beberapa wilayah kabupaten Lampung Selatan, untuk indikator tujuan program dikategorikan tidak efektif dikarenakan ketersediaan data kependudukan yang sangat minim yaitu hanya sebesar 17% dari total penduduk, sehingga tujuan tersedianya satu data kependudukan belum mampu terlaksana dengan efektif, sedangkan pemantauan program dikategorikan efektif dikarenakan berdasarkan sasaran program, sosialisasi program dan tujuan program berjalan dengan efektif dan program berjalan sesuai dengan batas waktu yang telah ditentukan.

Kata kunci: Efektivitas program, sensus penduduk berbasis online.

ABSTRACT

THE EFFECTIVENESS OF THE ONLINE-BASED POPULATION CENSUS PROGRAM DURING THE PANDEMIC AT THE SOUTH LAMPUNG CENTRAL BUREAU OF STATISTICS

By

SUGIYANTI

The Indonesian government has implemented several preventive policies to reduce the spread of COVID-19, one of which is implementing an online-based population census policy. This research aims to determine and analyze the effectiveness of the online-based population census program during the pandemic at the South Lampung Central Statistics Agency. This research is a qualitative descriptive study which was studied using 4 indicators of program effectiveness according to Budiani which consist of accuracy of program targets, program socialization, program objectives and program monitoring. The results of the research show that the effectiveness of the online population census program during the pandemic at the South Lampung Central Bureau of Statistics was categorized as effective in terms of the accuracy of program targets, even though the online population census program during the pandemic at BPS South Lampung was only 17% of the total population of South Lampung, for the program socialization indicator categorized as effective because the socialization of the program ran smoothly despite large-scale social restrictions and uneven internet networks in several areas of South Lampung district, The program's goal indicators are categorized as ineffective due to the very limited availability of population data, accounting for only 17% of the total population of South Lampung Regency. As a result, the objective of having a comprehensive population data has not been effectively achieved, while program monitoring was categorized as effective because based on program targets, program socialization and program objectives were running effectively and the program was running according to the predetermined time limit.

Keywords: Program effectiveness, online-based population census.