

ABSTRAK

STUDI FAKTOR-FAKTOR YANG MEMPENGARUHI KETIDAKEFEKTIFAN PELAYANAN INFORMASI PUBLIK MELALUI WEBSITE PADA BALITBANGDA PROVINSI LAMPUNG

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Pelayanan informasi publik melalui website Balitbangda Provinsi Lampung merupakan bagian dari implementasi *e-government* dalam meningkatkan keterbukaan informasi dan efisiensi layanan publik. Idealnya, website ini berfungsi sebagai jembatan interaksi antara masyarakat dan pemerintah, memberikan akses informasi yang akurat, transparan, dan interaktif. Namun, secara faktual, masih terdapat tantangan dalam implementasi layanan, seperti masih kesulitan akses pelayanan informasi publik melalui website balitbangda, kualitas penyelenggara masih rendah, rendahnya literasi digital dan navigasi website, serta tidak ada ruang partisipasi publik. Penelitian ini berusaha untuk menganalisis bagaimana penerapan pelayanan informasi publik melalui website Balitbangda Provinsi Lampung serta menganalisis mengapa pelayanan informasi publik melalui website tidak efektif. Secara teoritis, penelitian ini mengacu pada dimensi implementasi *e-government* yang mencakup aspek *Support, Capacity, Value*. Faktor-faktor yang mempengaruhi implementasi pelayanan informasi publik *e-government* mencakup aspek ketepatan sasaran program, sosialisasi program, tujuan program, dan pemantauan program. Metode yang digunakan adalah penelitian kualitatif dengan pendekatan deskriptif. Data diperoleh melalui wawancara dengan pengelola website dan masyarakat pengguna, observasi langsung, serta dokumentasi. Analisis data dilakukan dengan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa implementasi pelayanan informasi publik melalui website Balitbangda Provinsi Lampung belum efektif.

Kata Kunci : Implementasi, Pelayanan Informasi Publik, *E-Government*

ABSTRACT

An Analysis of the Factors Contributing to the Ineffectiveness of Public Information Services via the Website of the Research and Development Agency Balitbangda of Lampung Province

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Public information services through the Balitbangda Province of Lampung website are part of the implementation of e-government to enhance information transparency and public service efficiency. Ideally, this website serves as a bridge for interaction between the public and the government, providing accurate, transparent, and interactive information access. However, in reality, there are still challenges in service implementation, such as low service provider quality, limited digital literacy among the public, lack of socialization regarding online service procedures, and limited interactive features on the website. This study aims to analyze the implementation of public information services through the Balitbangda Province of Lampung website and identify the factors influencing it. Theoretically, this study refers to the public service implementation model, which includes aspects such as information accuracy, accessibility, responsiveness, transparency, interactivity, data security, system efficiency, and user satisfaction. The factors influencing the implementation of public information services include program target accuracy, program socialization, program objectives, and program monitoring. The research method used is qualitative research with a descriptive approach. Data were collected through interviews with website administrators and public users, direct observations, and documentation. Data analysis was conducted through data reduction, data presentation, and conclusion drawing. The results of the study show that the implementation of public information services through the Balitbangda Lampung Province website is still not effective. This is due to several obstacles, such as new policies introducing different service systems that the public is not yet accustomed to, lack of socialization resulting in many people being unaware of the web-based service system, which in turn leads to a lack of understanding of how to use the website, and frequent server network issues that hinder the service process.

Keywords : Implementation, Public Information Services, E-Government