

ABSTRAK

KOHERENSI KEBIJAKAN SIGNAL DALAM Mendukung EFEKTIVITAS PELAYANAN SAMSAT KOTA BANDAR LAMPUNG

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Kebijakan Samsat Digital Nasional (SIGNAL) merupakan inovasi pelayanan pajak kendaraan bermotor berbasis aplikasi yang dirancang untuk meningkatkan efisiensi, kemudahan, dan integrasi sistem administrasi. Kebijakan ini telah terintegrasi secara nasional melalui sistem Electronic Registration and Identification (E-RI), akan tetapi tingkat adopsi layanan digital di Kota Bandar Lampung masih relatif rendah dibandingkan layanan konvensional. Penelitian ini bertujuan menganalisis keterpaduan dimensi dalam aspek internal kebijakan SIGNAL mencakup goal coherence, means coherence, dan implementation coherence. Penelitian menggunakan pendekatan kualitatif dengan jenis studi kasus dan menggunakan pendekatan theory-driven analysis, di mana kerangka analisis disusun sebelum pengumpulan data berdasarkan konsep policy coherence. Pengumpulan data dilakukan dengan wawancara, observasi, studi dokumen serta kuisioner. Hasil penelitian menunjukkan bahwa koherensi internal kebijakan SIGNAL di Kota Bandar Lampung relatif kuat pada level desain dan regulasi, akan tetapi masih parsial pada level sosial dan operasional. Literasi digital masyarakat, dinamika teknis aplikasi, dan preferensi layanan tatap muka menjadi faktor utama yang memengaruhi integrasi kebijakan dalam mendukung efektivitas pelayanan samsat Kota Bandar Lampung. Penelitian ini menegaskan bahwa efektivitas kebijakan digital tidak hanya ditentukan oleh konsistensi desain, tetapi oleh keterpaduan antara tujuan, instrumen, dan praktik implementasi secara utuh.

Kata Kunci: *Policy coherence, policy design, SIGNAL, pelayanan publik, integrasi kebijakan*

ABSTRACT

COHERENCE OF SIGNAL POLICY IN SUPPORTING THE EFFECTIVENESS OF SAMSAT SERVICES IN BANDAR LAMPUNG CITY

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The National Digital Samsat (SIGNAL) policy is an innovation in motor vehicle tax services based on an application designed to enhance efficiency, convenience, and integration of the administrative system. This policy has been nationally integrated thru the Electronic Registration and Identification (E-RI) system; however, the adoption rate of digital services in Bandar Lampung City is still relatively low compared to conventional services. This research aims to analyze the coherence of dimensions within the internal aspects of the SIGNAL policy, including goal coherence, means coherence, and implementation coherence. The study employs a qualitative approach with a case study type and utilizes a theory-driven analysis approach, where the analytical framework is constructed before data collection based on the concept of policy coherence. Data collection was conducted thru interviews, observations, document studies, and questionnaires. The research results indicate that the internal coherence of the SIGNAL policy in Bandar Lampung City is relatively strong at the design and regulatory levels, but still partial at the social and operational levels. Digital literacy of the community, technical dynamics of the application, and preference for face-to-face services are the main factors influencing policy integration in supporting the effectiveness of the Samsat service in Bandar Lampung City. This research emphasizes that the effectiveness of digital policies is not only determined by design consistency but also by the integration of objectives, instruments, and implementation practices as a whole.

Keywords: *Policy coherence, policy design, SIGNAL, public service, policy integration*