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INOVASI "MENYALA" DALAM MENINGKATKAN KUALITAS PELAYANAN PUBLIK DI KELURAHAN DADAPREJO KECAMATAN JUNREJO KOTA BATU

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RINGKASAN

Pentingnya inovasi dalam pelayanan publik sebagai upaya meningkatkan kualitas layanan administrasi di tingkat kelurahan. Penelitian ini dilatarbelakangi oleh kebutuhan masyarakat akan pelayanan yang lebih cepat, efektif, dan responsif, seiring dengan tuntutan reformasi birokrasi. Data dikumpulkan menggunakan metodologi kualitatif yang mencakup studi dokumentasi, wawancara mendalam, dan observasi. Empat karakteristik inovasi menurut Rogers 2003 keuntungan relatif *(relative advantage)*, kompatibel *(Compatibility)*, kompleksitas *(Complexity)*, trialabilitas *(Trialability)*, dapat diamati *(Observability)* yang menjadi subjek penelitian. Inovasi "Menyala" di kelurahan dadaprejo dihadirkan sebagai upaya pembaruan sistem pelayanan administrasi berbasis digital guna meningkatkan kualitas tata kelola pelayanan. Penelitian menunjukkan bahwa inovasi tersebut telah berjalan cukup baik dan memberikan dampak positif terhadap percepatan proses pelayanan, kemudahan akses informasi, serta peningkatan keteraturan administrasi. Dukungan sarana dan prasarana seperti perangkat komputer, jaringan internet, serta pembagian tugas yang terstruktur menjadi faktor penting dalam menunjang efektivitas layanan. Namun pelaksanaan inovasi masih menghadapi beberapa kendala, keterbatasan literasi digital sebagian masyarakat dan ketergantungan pada stabilitas jaringan internet. Selain itu, optimalisasi pemanfaatan sistem masih memerlukan peningkatan kapasitas aparatur dan sosialisasi yang lebih luas dan mendalam kepada masyarakat. Untuk meningkatkan kualitas pelayanan yang mutu memerlukan penguatan infrastruktur, kompetensi sumber daya manusia, serta dukungan partisipasi masyarakat secara berkelanjutan.

Kata Kunci: Inovasi, Pelayanan Publik, Kelurahan Dadaprejo

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"LIGHTING" INNOVATION IN IMPROVING THE QUALITY OF PUBLIC SERVICES IN DADAPREJO VILLAGE JUNREJO DISTRICT BATU CITY

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SUMMARY

The importance of innovation in public services as an effort to improve the quality of administrative services at the village level. This research was motivated by the public's need for faster, more effective, and more responsive services, in line with the demands of bureaucratic reform. This research employs a qualitative methodology that included documentation studies, in-depth interviews, and observations. The four characteristics of innovation according to Rogers (2003) relative advantage, compatibility, complexity, trialability, and observability were the subject of the study. The "light up" innovation in Dadaprejo village was introduced as an effort to update the digital-based administrative service system to improve the quality of service governance. Research shows that this innovation has been quite successful and has had a positive impact on accelerating the service process, facilitating access to information, and improving administrative order. Supporting facilities and infrastructure, such as computers, an internet network, and a structured division of tasks, are crucial factors in enhancing service effectiveness. However, the implementation of this innovation still faces several obstacles, including limited digital literacy among some residents and dependence on a stable internet network. Furthermore, optimizing system utilization requires increased capacity building for the apparatus and broader and more in-depth outreach to the community. Improving the quality of service requires strengthening infrastructure, human resource competency, and ongoing support for community participation.

Keywords: Innovation, Public Service, Dadaprejo Village