

ABSTRAK

Permasalahan utama dalam penerapan sistem Persetujuan Bangunan Gedung (PBG) melalui aplikasi SIMBG adalah proses yang dinilai lebih rumit dibandingkan sistem manual. Masyarakat mengalami kesulitan dalam mengakses dan memahami aplikasi, lambatnya proses verifikasi, serta kurangnya respons dan pendampingan dari petugas, sehingga berdampak pada efektivitas pelayanan publik. Penelitian ini bertujuan untuk mengetahui implementasi serta hambatan pelaksanaan Program Aplikasi SIMBG dalam proses perizinan PBG pada Dinas PUPR Kabupaten Aceh Barat Daya. Penelitian menggunakan pendekatan kualitatif dengan teknik pengumpulan data melalui observasi dan wawancara. Mengacu pada teori implementasi kebijakan George C. Edwards III, keberhasilan implementasi ditentukan oleh empat faktor utama: komunikasi, disposisi, sumber daya, dan struktur birokrasi. Hasil penelitian menunjukkan bahwa pelaksanaan SIMBG secara umum telah berjalan cukup baik. Komunikasi dilakukan melalui pertemuan langsung dan media digital untuk menyampaikan informasi kepada masyarakat. Disposisi pelaksana menunjukkan adanya kerja sama dan komitmen dalam menerapkan kebijakan. Sumber daya manusia yang memiliki keahlian teknologi telah diarahkan secara tepat untuk menangani layanan SIMBG. Struktur birokrasi pun telah terorganisasi sesuai tugas dan fungsi masing-masing. Meski demikian, masih terdapat hambatan, baik internal maupun eksternal. Hambatan internal mencakup keterbatasan jumlah pegawai yang kompeten di bidang teknologi informasi. Sementara hambatan eksternal berupa rendahnya literasi digital masyarakat, terutama di wilayah terpencil, yang menyebabkan kesulitan dalam mengakses dan memahami sistem SIMBG. Untuk mengatasi hambatan tersebut, perlu adanya penambahan dan pelatihan SDM yang memadai, serta peningkatan sosialisasi dan edukasi digital kepada masyarakat. Dengan demikian, implementasi SIMBG dapat berjalan lebih efektif, efisien, dan merata di seluruh wilayah Kabupaten Aceh Barat Daya.

Kata Kunci : Implementasi, Sistem Informasi, Manajemen, Perizinan Bangunan, Pelayanan Publik.

ABSTRACT

The main issue in implementing the Building Approval System (PBG) through the SIMBG application is that the process is perceived to be more complicated than the manual system. The public faces difficulties in accessing and understanding the application, slow verification processes, and a lack of responsiveness and assistance from the relevant officials, which affects the overall effectiveness of public services. This study aims to examine the implementation and obstacles in the use of the SIMBG application in the PBG licensing process at the Public Works and Spatial Planning Office (PUPR) of Southwest Aceh Regency. The research uses a qualitative approach with data collection techniques including observation and interviews. Referring to George C. Edwards III's policy implementation theory, success is determined by four key factors: communication, disposition, resources, and bureaucratic structure. The results show that the implementation of SIMBG has generally been running well. Communication is conducted through direct meetings and digital media to disseminate information to the public. The disposition of implementers reflects cooperation and commitment to policy enforcement. Technologically skilled human resources have been appropriately assigned to handle SIMBG services. The bureaucratic structure is also organized according to respective duties and functions. However, several internal and external obstacles remain. Internal challenges include a limited number of competent staff in information technology. External challenges involve low digital literacy among the public, especially in remote areas, leading to difficulties in accessing and understanding the SIMBG system. To address these challenges, additional and well-trained human resources are needed, along with increased digital outreach and education for the community. Therefore, SIMBG implementation can become more effective, efficient, and equitable across all areas of Southwest Aceh Regency.

Keywords: *Implementation, Information System, Management, Building Permit, Public Service.*