

ABSTRAK

Penelitian ini membahas tentang Inovasi Layanan Program Jemput Online (Jempol) dalam Pembayaran Pajak Kendaraan Bermotor di Kota Lhokseumawe. Proses pembayaran pajak kendaraan bermotor melalui program ini menjadi fokus penelitian, karena bisa mempersingkat waktu pembayaran hanya dalam 5 menit. Perspektif teoritis yang digunakan dalam penelitian ini adalah teori dari Rogers melalui indikator, Keunggulan Relatif (*Relative Advantage*), Kesesuaian (*Compatibility*), Kerumitan (*Complexity*), Diujicobakan (*Triability*), dan Kemudahan Diamati (*Observability*). Metode penelitian yang digunakan adalah metode kualitatif dengan pendekatan deskriptif analisis. Hasil penelitian menunjukkan bahwa aspek Keuntungan Relatif (*Relative Advantage*) dilihat dari segi efektivitas mengalami peningkatan karena penyederhanaan prosedur tanpa antrian, sedangkan segi efisiensi membuat transaksi diselesaikan dalam waktu kurang dari lima menit.. Kedua aspek Kesesuaian (*Compatibility*) mengadaptasi kebiasaan lokal masyarakat Kota Lhokseumawe dengan menempatkan layanan di Warung Kopi, menciptakan kedekatan humanis dan mendorong kepatuhan wajib pajak. Ketiga aspek Kerumitan (*Complexity*) menyederhanakan birokrasi dengan memusatkan seluruh alur administrasi pada satu meja, mengubah persepsi pembayaran pajak menjadi "cepat dan tidak susah" sambil tetap menjaga akuntabilitas. Keempat aspek Diujicobakan (*Triability*) kegagalan uji coba awal di Aceh Utara yang kemudian mendorong penyesuaian inovasi pelayanan ke Warung Kopi. Kelima aspek Kemudahan Diamati (*Observability*) proses pelayanan dilakukan di ruang publik, sehingga masyarakat menyaksikan langsung proses dan kemudahan layanan. Terdapat beberapa kendala dalam inovasi layanan Program Jempol di Kota Lhokseumawe, meliputi gangguan listrik dan jaringan, serta keterbatasan sistem pembayaran yang masih mengandalkan uang tunai. Saran penelitian ini yaitu kepada Polda Aceh melalui Satuan Lalu Lintas (Satlantas) Polres Lhokseumawe sebagai perwakilan Polri dalam Samsat dan Badan Pengelola Keuangan Aceh (BPKA) sebagai pengelola keuangan daerah, untuk memperbaiki inovasi layanan Program Jempol demi kesempurnaan inovasi ini.

Kata Kunci: Inovasi, Pelayanan, Program, Jempol.

ABSTRACT

This study examines the Service Innovation of the Online Pick-Up Program (Jempol) in Motor Vehicle Tax Payments in Lhokseumawe City. The motor vehicle tax payment process through this program is the main focus of the research, as it is able to shorten the payment time to only five minutes. The theoretical perspective used in this study is Rogers' diffusion of innovation theory, employing the indicators of Relative Advantage, Compatibility, Complexity, Trialability, and Observability. The research method applied is a qualitative method with a descriptive-analytical approach. The results show that the aspect of Relative Advantage, in terms of effectiveness, has improved due to simplified procedures without queues, while efficiency allows transactions to be completed in less than five minutes. The Compatibility aspect adapts to the local habits of the people of Lhokseumawe City by placing services in coffee shops, creating a humanistic closeness and encouraging taxpayer compliance. The Complexity aspect simplifies bureaucracy by centralizing the entire administrative process at a single desk, changing the perception of tax payment into one that is "fast and easy" while still maintaining accountability. The Trialability aspect reflects the failure of the initial trial in North Aceh, which subsequently encouraged adjustments to the service innovation by relocating it to coffee shops. The Observability aspect is demonstrated through service processes carried out in public spaces, allowing the community to directly observe the process and the ease of the service. Several obstacles were identified in the innovation of the Jempol Program service in Lhokseumawe City, including disruptions to electricity and network connectivity, as well as limitations in the payment system, which still relies on cash transactions. This study recommends that the Aceh Regional Police, through the Traffic Unit (Satlantas) of the Lhokseumawe Police as the representative of the National Police in the Samsat office, and the Aceh Financial Management Agency (BPKA) as the regional financial manager, improve the Jempol Program service innovation to enhance and perfect this innovation.

Keywords: Innovation, Service, Program, Jempol.