

ABSTRAK

Penelitian ini membahas inovasi pelayanan publik melalui aplikasi Pos Aja di Kantor Pos Kota Lhokseumawe, yang dilatar belakangi oleh belum optimalnya penerapan inovasi tersebut di lapangan. Penelitian bertujuan untuk mengetahui inovasi pelayanan publik melalui aplikasi Pos Aja ditinjau dari aspek kesesuaian, kerumitan, kemungkinan dicoba, dan kemudahan diamati, serta untuk mengidentifikasi kendala dalam penerapannya. Penelitian ini menggunakan teori difusi inovasi dari Everett M. Rogers dengan empat indikator, yaitu compatibility, complexity, trialability, dan observability. Metode yang digunakan adalah metode kualitatif dengan pendekatan deskriptif analisis melalui observasi, wawancara dan dokumentasi terhadap informan di Kantor Pos Lhokseumawe. Hasil penelitian menunjukkan bahwa aplikasi Pos Aja secara umum memiliki kesesuaian yang baik dengan sistem pelayanan sebelumnya maupun kebutuhan masyarakat, khususnya pelaku UMKM; prosedur penggunaannya tergolong sederhana dan mudah dipahami; sosialisasi melalui media sosial, spanduk, dan demonstrasi kepada mitra usaha cukup efektif dalam mendorong minat masyarakat untuk mencoba; serta manfaat aplikasi, seperti kemudahan pemesanan penjemputan tanpa harus datang ke kantor, telah dirasakan secara nyata oleh pengguna aktif. Namun demikian, penerapan inovasi ini masih menghadapi kendala internal berupa kapasitas server yang sesekali mengalami overload dan gangguan saat pembaruan sistem, serta kendala eksternal berupa keterbatasan sosialisasi, keterbatasan jaringan internet di beberapa wilayah, dan kesenjangan literasi digital pada kelompok masyarakat lanjut usia. Dengan demikian, inovasi pelayanan publik melalui aplikasi Pos Aja di Kantor Pos Kota Lhokseumawe secara umum telah berjalan dengan baik, meskipun stabilitas sistem dan sosialisasi masih perlu disempurnakan agar dapat diterima secara lebih luas dan merata oleh masyarakat.

Kata Kunci : Inovasi, Pelayanan Publik, Aplikasi Pos Aja

ABSTRACT

This research examines public service innovation through the Pos Aja application at the Lhokseumawe City Post Office, motivated by the suboptimal implementation of this innovation in practice. The study aims to analyze public service innovation through the Pos Aja application in terms of compatibility, complexity, trialability, and observability, as well as to identify obstacles in its implementation. This research employs Everett M. Rogers' diffusion of innovation theory with four indicators: compatibility, complexity, trialability, and observability. The method used is qualitative with a descriptive analytical approach through observation, interviews, and documentation with informants at the Lhokseumawe Post Office. The results show that the Pos Aja application generally has good compatibility with previous service systems and community needs, particularly for MSME actors; its usage procedures are relatively simple and easy to understand; socialization through social media, banners, and demonstrations to business partners has been quite effective in encouraging public interest to try the application; and the application's benefits, such as ease of scheduling pickups without having to visit the office, have been tangibly experienced by active users. However, the implementation of this innovation still faces internal constraints, including server capacity that occasionally experiences overload and disruptions during system updates, as well as external constraints such as limited socialization, limited internet network coverage in some areas, and digital literacy gaps among elderly community groups. Thus, public service innovation through the Pos Aja application at the Lhokseumawe City Post Office has generally been running well, although system stability and socialization efforts still need improvement to achieve wider and more equitable acceptance by the community.

Keywords: *Innovation, Public Service, Pos Aja Application*