

ABSTRAK

Implementasi *e-government* merupakan salah satu strategi pemerintah dalam meningkatkan kualitas pelayanan publik yang efektif, efisien, transparan, dan akuntabel. Penelitian ini bertujuan untuk menganalisis implementasi *e-government* dalam pelayanan perizinan di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Kabupaten Bireuen serta mengidentifikasi hambatan yang dihadapi dalam pelaksanaannya. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi dengan informan yang terdiri dari Kepala Dinas, aparatur DPMPTSP, pengguna layanan, dan akademisi. Analisis penelitian ini menggunakan teori implementasi kebijakan Edward III yang meliputi empat dimensi, yaitu komunikasi, sumber daya, disposisi, dan struktur birokrasi. Hasil penelitian menunjukkan bahwa implementasi *e-government* di DPMPTSP Kabupaten Bireuen telah memberikan kemudahan akses pelayanan perizinan bagi masyarakat melalui sistem pelayanan berbasis elektronik. Namun, implementasi tersebut belum berjalan secara optimal. Hambatan yang ditemukan meliputi kendala teknis sistem pelayanan berbasis *e-government*, keterbatasan sumber daya manusia khususnya pada aspek kompetensi digital aparatur, serta rendahnya pemahaman masyarakat terhadap penggunaan pelayanan berbasis elektronik. Dari dimensi komunikasi, sosialisasi kepada masyarakat belum sepenuhnya efektif. Pada dimensi sumber daya, keterbatasan kompetensi aparatur dan infrastruktur teknologi masih menjadi kendala. Sementara itu, dari dimensi disposisi dan struktur birokrasi, aparatur pada dasarnya memiliki komitmen dan sikap positif terhadap implementasi *e-government*, namun masih memerlukan penguatan kapasitas dan penyesuaian prosedur pelayanan. Penelitian ini menyimpulkan bahwa keberhasilan implementasi *e-government* di DPMPTSP Kabupaten Bireuen memerlukan peningkatan kualitas sistem teknologi, penguatan kapasitas sumber daya manusia, serta strategi komunikasi dan sosialisasi yang lebih efektif agar pelayanan publik berbasis elektronik dapat berjalan secara optimal dan berkelanjutan.

Kata Kunci: *E-Government*, implementasi, pelayanan, DPMPTSP Kabupaten Bireuen.

ABSTRACT

The implementation of e-government is one of the government's strategies to improve the quality of public services that are effective, efficient, transparent, and accountable. This study aims to analyze the implementation of e-government in Dinas Penanaman Modal Pelayanan Terpadu Satu Pintu of Bireuen Regency and to identify the obstacles encountered in its implementation. This research employs a qualitative method with a descriptive approach. Data were collected through interviews, observations, and documentation involving informants consisting of the Head of the Office, DPMPTSP staff, service users, and academics. This study is analyzed using Edward III's policy implementation theory, which consists of four dimensions: communication, resources, disposition, and bureaucratic structure. The results show that the implementation of e-government at DPMPTSP of Bireuen Regency has facilitated public access to licensing services through an electronic-based service system. However, its implementation has not yet been fully optimal. Several obstacles were identified, including technical problems in the e-government service system, limitations in human resources particularly in the digital competence of staff and the low level of public understanding of electronic-based services. From the communication dimension, socialization to the community has not been fully effective. In terms of resources, limited staff competence and technological infrastructure remain significant challenges. Meanwhile, from the disposition and bureaucratic structure dimensions, staff generally demonstrate a positive attitude and commitment toward e-government implementation, although further capacity building and procedural adjustments are still required. This study concludes that the successful implementation of e-government at DPMPTSP of Bireuen Regency requires improvements in system reliability, strengthening human resource capacity, and more effective communication and socialization strategies to ensure that electronic-based public services can operate optimally and sustainably.

Keywords: E-Government, Public Service, Policy Implementation, DPMPTSP Of Bireuen Regency.