

## ABSTRAK

Efektivitas Pelayanan Kartu Identitas Anak untuk mendeskripsikan kurangnya ketersediaan & keterbukaan informasi prosedur pelayanan KIA, masih minimnya edukasi dan sikap masyarakat terhadap Kartu Identitas Anak (KIA). Kurang efektivitasnya Program “Jemput Bola” dalam menyampaikan informasi tentang manfaat KIA. Penelitian ini menggunakan teori Martina dan Hari Lubis terdapat 3 aspek yaitu Pendekatan sasaran, Pendekatan sumber, dan Pendekatan proses. Tujuan dari penelitian menganalisis proses pelayanan Kartu Identitas Anak dan hambatan pelayanan Kartu Identitas Anak Dinas Kependudukan dan Pencatatan Sipil Aceh Tamiang. Penelitian menggunakan metode penelitian deskriptif kualitatif metode pengumpulan data melalui observasi, wawancara, dan dokumentasi. Berdasarkan hasil penelitian menunjukkan bahwa secara umum pelaksanaan Pelayanan Kartu Identitas Anak (KIA) Dinas Kependudukan dan Pencatatan Sipil Aceh Tamiang sudah terlaksana sejak tahun 2019, Efektifitas Pelayanan Kartu Identitas Anak Disducapil Aceh Tamiang dalam meningkatkan pelayanan publik menunjukkan dapat dilihat dari persyaratan, sistem mekanisme dan prosedur, jangka waktu penyelesaian, biaya/tarif, sarana, prasarana, kompetensi pelaksana, Berdasarkan fenomena persyaratan KIA yang belum di ketahui oleh masyarakat menyebabkan pemohon mengalami kebingungan dan harus kembali untuk melengkapi persyaratan. Sistem, mekanisme dan prosedur Disducapil Aceh Tamiang belum baik hal ini di lihat dari banyaknya masyarakat belum mengetahui prosedur dan tidak mendapatkan informasi yang jelas dan lengkap KIA. Sarana dan prasarana perlu di tingkatkan. Hal ini menyebabkan pelayanan menjadi kurang efisien dalam pelaksanaan pelayanan, dan hambatan pelayanan yang di ukur berdasarkan teori Martina dan Hari Lubis terdapat 3 aspek yaitu pendekatan proses terdapat adanya pegawai yang kurang baik dalam menyampaikan informasi, pendekatan sasaran sangat minimnya sosialisasi sehingga pemahaman serta pengetahuan masyarakat terhadap masyarakat Kartu Identitas Anak (KIA) sangat kurang, pendekatan sumber terdapat kurangnya sumber daya manusia dalam layanan kartu identitas anak, sumberdaya finansial juga sangat tidak memadai, dan sarana prasana masih perlu di tingkatkan. Penelitian ini menyimpulkan Efektivitas pelayanan KIA di Disducapil Aceh Tamiang belum optimal karena kurangnya sosialisasi, kompetensi petugas, sarana prasarana, dan anggaran. Untuk meningkatkan efektivitas pelayanan, perlu dilakukan sosialisasi baik ke sekolah, puskesmas, berbagai media, melibatkan kegiatan masyarakat, pelatihan petugas, peningkatan sarana prasarana, dan anggaran khusus pemerintah.

**Kata Kunci:** Efektifitas, Pelayanan, Kartu Identitas Anak (KIA), Publik, Program

## ABSTRACT

Effectiveness of Child Identity Card Services to describe the lack of availability & openness of information on KIA service procedures, the lack of education and public attitudes towards Child Identity Cards (KIA). The “Pick Up the Ball” Program is less effective in conveying information about the benefits of KIA. This research uses Martina and Hari Lubis' theory, there are 3 aspects, namely target approach, source approach and process approach. The aim of the research is to analyze the Child Identity Card service process and obstacles to the Child Identity Card service at the Aceh Tamiang Population and Civil Registration Service. The research uses descriptive qualitative research methods, data collection methods through observation, interviews and documentation. Based on the research results, it shows that in general the implementation of the Aceh Tamiang Population and Civil Registration Service's Child Identity Card (KIA) Service has been implemented since 2019. The effectiveness of the Aceh Tamiang Disducapil Child Identity Card Service in improving public services can be seen from the requirements, system mechanisms and procedures, completion time period, costs/tariffs, facilities, infrastructure, implementing competency. Based on the phenomenon of KIA requirements which are not yet known to the public, this causes applicants to experience confusion and have to return to complete the requirements. The Aceh Tamiang Disducapil Disducapil system, mechanisms and procedures are not yet good, this can be seen from the fact that many people do not know the procedures and do not receive clear and complete KIA information. Facilities and infrastructure need to be improved. This causes services to become less efficient in implementing services, and service barriers which are measured based on Martina and Hari Lubis's theory, there are 3 aspects, namely the process approach, there are employees who are not good at conveying information, the target approach is very minimal socialization so that the public's understanding and knowledge of There is a lack of Child Identity Cards (KIA) in the community, the source approach is a lack of human resources in child identity card services, financial resources are also very inadequate, and infrastructure still needs to be improved. This research concludes that the effectiveness of KIA services at the Aceh Tamiang Dukcapil Office is not optimal due to a lack of socialization, officer competency, infrastructure and budget. To increase the effectiveness of services, it is necessary to conduct outreach to schools, health centers, various media, involve community activities, train officers, improve infrastructure and special government budgets.

**Keywords:** *Effectiveness, Service, Child Identity Card (KIA), Public, Program*