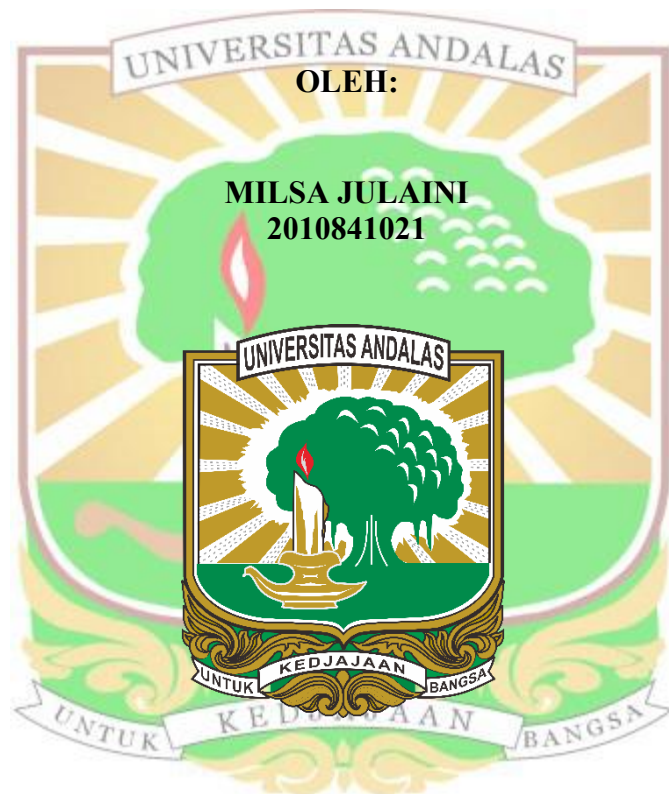


**EFEKTIVITAS PELAYANAN PERIZINAN NON-USAHA
MELALUI APLIKASI SICANTIK *CLOUD* PADA DPMPTSP DI
KABUPATEN PASAMAN**

SKRIPSI

*Diajukan Sebagai Syarat Untuk Mendapatkan Gelar Sarjana Administrasi Publik
Pada Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Andalas*



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ABSTRAK

Milsa Julaini, 2010841021, Efektivitas Pelayanan Perizinan Non-Usaha Melalui Aplikasi SICANTIK *Cloud* Pada DPMPTSP di Kabupaten Pasaman, Departemen Administrasi Publik, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Andalas, Padang, 2025, Dibimbing oleh: Dr. Malse Yulivestra, S. Sos., M. AP dan Dr. Hendri Koeswara, S.IP., M. Soc. Sc. Skripsi ini terdiri dari 168 halaman dengan referensi buku teori, buku metode, skripsi, artikel, jurnal, dokumen, dan website internet.

Penelitian ini bertujuan untuk menganalisis efektivitas pelayanan perizinan non-usaha melalui Aplikasi SICANTIK *Cloud* di DPMPTSP Kabupaten Pasaman. Penerapan aplikasi SICANTIK *Cloud* merupakan bagian dari upaya digitalisasi pelayanan publik yang diharapkan mampu meningkatkan kecepatan, transparansi, dan kemudahan akses pelayanan perizinan bagi masyarakat. Namun, dalam pelaksanaannya masih ditemukan berbagai kendala yang memengaruhi efektivitas pelayanan.

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi, dengan penentuan informan menggunakan teknik *purposive sampling*. Keabsahan data diuji melalui triangulasi sumber. Analisis penelitian didasarkan pada teori efektivitas menurut Campbell yang meliputi lima variabel, yaitu keberhasilan program, keberhasilan sasaran, kepuasan pengguna, kesesuaian *input* dan *output*, serta pencapaian tujuan menyeluruh.

Hasil penelitian menunjukkan bahwa pelayanan perizinan non-usaha melalui Aplikasi SICANTIK *Cloud* di DPMPTSP Kabupaten Pasaman belum sepenuhnya efektif. Meskipun aplikasi telah diterapkan dan memberikan kemudahan dalam proses pengajuan perizinan, efektivitas pelayanan masih terhambat oleh gangguan sistem, ketergantungan pada server pusat, keterbatasan infrastruktur jaringan, serta belum konsistennya penerapan pelayanan digital sesuai standar operasional prosedur. Kondisi tersebut menyebabkan manfaat pelayanan digital belum dirasakan secara merata oleh seluruh masyarakat.

Oleh karena itu, penelitian ini merekomendasikan penguatan kapasitas sumber daya manusia, peningkatan stabilitas dan dukungan teknis sistem, konsistensi penerapan pelayanan digital tanpa prosedur manual, serta peningkatan literasi dan partisipasi masyarakat agar efektivitas pelayanan perizinan berbasis digital dapat tercapai secara optimal.

Kata kunci: Efektivitas, Pelayanan Perizinan Non-Usaha, SICANTIK *Cloud*, DPMPTSP Kabupaten Pasaman.

ABSTRACT

Milsa Julaini, 2010841021, The Effectiveness of Non-Business Licensing Services through the SICANTIK Cloud Application at DPMPTSP of Pasaman Regency, Department of Public Administration, Faculty of Social and Political Sciences, Andalas University, Padang, 2025. Supervised by Dr. Malse Yulivestra, S. Sos., M. AP and Dr. Hendri Koeswara, S. IP., M. Soc. Sc. This undergraduate thesis consists of 168 pages and is supported by references from theoretical books, methodological books, undergraduate theses, articles, journals, official documents, and internet sources.

This study aims to analyze the effectiveness of non-business licensing services through the SICANTIK Cloud Application at the DPMPTSP of Pasaman Regency. The implementation of the SICANTIK Cloud application is part of public service digitalization efforts, which are expected to improve service speed, transparency, and ease of access for the community. However, in practice, various constraints are still encountered that affect the effectiveness of service delivery.

This research employs a qualitative approach using a descriptive method. Data were collected through interviews, observations, and documentation, with informants selected using purposive sampling techniques. Data validity was examined through source triangulation. The analysis is based on Campbell's effectiveness theory, which consists of five variables: program success, target achievement, user satisfaction, input-output suitability, and overall goal attainment.

The results of the study indicate that non-business licensing services through the SICANTIK Cloud Application at the DPMPTSP of Pasaman Regency have not yet been fully effective. Although the application has been implemented and has provided convenience in the licensing application process, service effectiveness is still constrained by system disruptions, dependence on central servers, limited network infrastructure, and the inconsistent implementation of digital services in accordance with standard operating procedures. These conditions result in the benefits of digital services not being evenly experienced by all members of the community.

Therefore, this study recommends strengthening human resource capacity, improving system stability and technical support, ensuring consistent implementation of fully digital services without manual procedures, and enhancing public literacy and participation so that the effectiveness of digital-based licensing services can be achieved optimally.

Keywords: Effectiveness, Non-Business Licensing Services, SICANTIK Cloud, DPMPTSP of Pasaman Regency.