

ABSTRAK

Digo Ari Nugroho (3013251018)

Analisis Efektivitas dan Efisiensi Digitalisasi Pelaporan Penyaluran Bantuan Sosial Melalui Implementasi Aplikasi Makna Pada Bri Unit Pasar Kota Rangkasbitung
xiv + 120 hlm

Penelitian ini bertujuan untuk menganalisis implementasi Aplikasi Makna dalam digitalisasi pelaporan penyaluran bantuan sosial pada BRI Unit Pasar Kota Rangkasbitung. Penelitian ini juga bertujuan menganalisis efektivitas dan efisiensi digitalisasi pelaporan penyaluran bantuan sosial melalui implementasi Aplikasi Makna sesuai dengan proses kerja yang berlangsung pada objek penelitian.

Penelitian ini menggunakan metode deskriptif kualitatif. Data penelitian diperoleh melalui wawancara, observasi, dan dokumentasi dengan informan yang memiliki keterkaitan dengan proses penyaluran bantuan sosial dan penggunaan sistem digital. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Keabsahan data diperiksa melalui triangulasi sumber dan triangulasi teknik.

Hasil penelitian menunjukkan bahwa implementasi Aplikasi Makna mendukung kegiatan operasional penyaluran bantuan sosial, terutama dalam pengelolaan informasi dan koordinasi antarpihak. Efektivitas digitalisasi terlihat dari ketepatan informasi, kemudahan memperoleh data, dan keteraturan proses kerja. Efisiensi tercermin melalui penyederhanaan pekerjaan administratif, berkurangnya proses manual, serta penggunaan waktu dan tenaga yang lebih terarah. SIKS-NG turut mendukung pencarian data penerima bantuan dalam persiapan penyaluran. Temuan penelitian menunjukkan bahwa implementasi Aplikasi Makna memberikan dukungan terhadap efektivitas dan efisiensi pelaporan penyaluran bantuan sosial pada BRI Unit Pasar Kota Rangkasbitung.

Kata Kunci: Digitalisasi, Efektivitas, Efisiensi, Bantuan Sosial, Aplikasi Makna.

ABSTRACT

Digo Ari Nugroho (3013251018)

Analysis of the Effectiveness and Efficiency of Digitizing Social Assistance Distribution Reporting Through the Implementation of the MAKNA Application at the BRI Pasar Kota Rangkasbitung Branch

xiv + 120 hlm

This study aims to analyze the implementation of the Makna application in the digitization of social assistance distribution reporting at the BRI Pasar Kota Rangkasbitung Branch. This study also aims to analyze the effectiveness and efficiency of digitizing social assistance distribution reporting through the implementation of the Makna application in accordance with the work processes taking place at the research site.

This study employs a qualitative descriptive method. Research data were obtained through interviews, observations, and documentation from informants involved in the social assistance distribution process and the use of digital systems. Data analysis was conducted through the stages of data reduction, data presentation, and drawing conclusions. Data validity was verified through source triangulation and methodological triangulation.

The research results indicate that the implementation of the Makna application supports the operational activities of social assistance distribution, particularly in information management and coordination among parties. The effectiveness of digitization is evident in the accuracy of information, ease of accessing data, and the regularity of work processes. Efficiency is reflected in the simplification of administrative tasks, a reduction in manual processes, and a more focused use of time and labor. SIKS-NG also supports the search for beneficiary data in preparation for distribution. The research findings indicate that the implementation of the Makna application supports the effectiveness and efficiency of social assistance distribution reporting at the BRI Unit in Rangkasbitung City Market.

Keywords: *Digitization, Effectiveness, Efficiency, Social Assistance, Makna Application.*