

RINGKASAN

Herlina Novi Bimantara Putri, NIM : 202102020131. Model MSN Approach Dalam Implementasi Digital Ticketing Objek Wisata Taman Rekreasi Anjuk Ladang. Pembimbing 1: Dr. M. Daimul Abror, M.Si; Pembimbing 2: Dr. Teguh Pramono, M.Si

Perkembangan teknologi mendorong Pemkab Nganjuk menerapkan SPBE melalui Perbup No. 41 tahun 2023 yang menjadi dasar lahirnya aplikasi *Nganjuk Smart City*. Aplikasi ini mengintegrasikan layanan publik termasuk pariwisata, namun penerapannya masih belum optimal. Hal ini tampak di TRAL yang masih dikelola secara konvensional sehingga memunculkan masalah administrasi dan keuangan. Untuk mengatasinya, pemerintah menggencarkan Digital Ticketing TRAL sebagai bagian dari konsep Smart City.

Penelitian ini menggunakan pendekatan deskriptif dengan kerangka MSN (Mentality, System, Networking) melalui wawancara lima responden: pembuat kebijakan, pengelola, operator, pengguna, dan penyedia IT. Hasil penelitian menunjukkan : (1) Mentality: kesiapan psikologis aktor mulai terbentuk; pemerintah berani menerapkan e-ticketing, pengelola dan petugas mau belajar, masyarakat cukup menerima; komitmen kelembagaan semakin kuat melalui pelatihan dan pendampingan. (2) System: perubahan digital belum stabil karena literasi dan jaringan masih kurang optimal; standar dasar sudah ada, tetapi SOP aplikasi belum tersedia; evaluasi rutin tetap dilakukan. (3) Networking: kerja sama antarinstansi sudah terbentuk namun belum maksimal; dukungan masih parsial, sosialisasi publik kurang, dan kepercayaan antaraktor belum kuat.

Faktor pendorong program antara lain komitmen pemerintah, dukungan Smart City, semangat belajar petugas, kemudahan platform, dukungan IT vendor, kolaborasi, dan antusiasme pengunjung. Faktor penghambatnya meliputi rendahnya literasi digital, pengunjung lansia yang kesulitan teknologi, jaringan tidak stabil, error aplikasi saat ramai, kesiapan infrastruktur yang belum optimal, lambatnya respons birokrasi, koordinasi petugas yang perlu ditingkatkan, serta minimnya sosialisasi.

Kata Kunci : MSN Approach, Digital ticketing, Implementasi, Taman Rekreasi Anjuk Ladang (TRAL)

SUMMARY

Herlina Novi Bimantara Putri, Student ID: 202102020131. The MSN Approach Model in the Implementation of Digital Ticketing at the Anjuk Ladang Recreation Park (Taman Rekreasi Anjuk Ladang) Tourism Object. Supervisor 1: Dr. M. Daimul Abror, M.Si; Supervisor 2: Dr. Teguh Pramono, M.Si

Technological developments encouraged the Nganjuk Regency Government to implement SPBE through Regent Regulation No. 41/2023, which became the basis for the Nganjuk Smart City application. The application integrates public services including tourism, but its implementation is not yet optimal. This is evident at TRAL, which is still managed conventionally and faces administrative and financial issues. To address this, the government introduced the TRAL Digital Ticketing program as part of the Smart City initiative.

This study uses a descriptive approach with the MSN (Mentality, System, Networking) framework through interviews with five respondents: policymakers, managers, operators, users, and the IT provider. The results show: (1) Mentality: actors are increasingly ready; the government supports e-ticketing, staff are willing to learn, and the public is receptive. (2) System: digital transition is unstable due to low literacy and weak networks; basic standards exist but no detailed SOP; evaluations are ongoing. (3) Networking: inter-agency cooperation exists but remains limited, with weak support, insufficient outreach, and low trust.

Supporting factors include government commitment, Smart City backing, staff motivation, platform ease of use, IT vendor support, and visitor enthusiasm. Inhibiting factors include low digital literacy, elderly users' difficulties, unstable networks, application errors during peak times, limited infrastructure, slow bureaucratic response, weak coordination, and minimal outreach.

Keywords: MSN Approach, Digital Ticketing, Implementation, Taman Rekreasi Anjuk Ladang (TRAL)