

# Postur ideal kualitas sumber daya manusia pada Pelayanan Registrasi dan Identifikasi Kendaraan Bermotor Ditlintas Polda Metro Jaya dalam menghadapi ancaman degradasi di era digital = The ideal posture of human resource quality in the Registration and Identification Service of Motor Vehicles at the Directorate of Traffic Polda Metro Jaya in facing the threat of degradation in the digital era

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## Abstrak

Penelitian ini membahas pelayanan registrasi dan identifikasi (Regident) BPKB & STNK kendaraan bermotor pada Direktorat Lalulintas Polda Metro Jaya. Tujuan penelitian untuk mencari postur ideal kualitas sumber daya manusia (SDM) dalam menghadapi ancaman degradasi di era digitalisasi. Landasan teori terdiri dari teori kompetensi SDM, public service, new public service, service excellence, dan public trust. Sedangkan metode penelitian menggunakan pendekatan kualitatif dengan desain kualitatif eksplanatori. Melalui analisis penalaran induktif, penelitian menemukan pentingnya faktor kunci untuk membangun postur ideal dalam menghadapi transformasi digital. Untuk faktor kunci meliputi komposisi dan kompetensi SDM, dan sarana prasarana digital berkaitan dengan efisiensi mekanisme pelayanan. Adapun postur ideal untuk menghadapi ancaman degradasi era digital, penelitian mensyaratkan adanya kesesuaian kompetensi dengan bidang kerja, motivasi kerja tinggi, budaya kerja yang mendukung, bersikap proaktif, serta memiliki komunikasi dan negosiasi yang baik. Hal yang harus dilakukan untuk membangun postur ideal SDM, diperlukan peningkatan kompetensi melalui: (1) pendidikan dan pelatihan; (2) pendidikan kejuruan; (3) pendidikan pengembangan spesial; (4) transfer pengetahuan; dan (5) sertifikasi teknologi dan informasi komputer. Penelitian menyimpulkan bahwa dengan memiliki postur ideal SDM, maka pelayanan Regident BPKB dan STNK pada Direktorat Lalu Lintas Polda Metro Jaya tidak saja mampu menghadapi ancaman degradasi pelayanan digital, namun juga dapat berperan sebagai agen perubahan dalam meningkatkan kualitas pelayanan dan kepuasan masyarakat untuk menuju Smart Public Service.

.....This research discusses the registration and identification service (Regident) of BPKB & STNK motor vehicles at the Directorate of Traffic Polda Metro Jaya. The purpose of the research is to find the ideal posture of human resource (HR) quality in facing the threat of degradation in the digitalization era. The theoretical foundation consists of HR competency theory, public service, new public service, service excellence, and public trust. Meanwhile, the research method uses a qualitative approach with an explanatory qualitative design. Through inductive reasoning analysis, the research found the importance of key factors in building an ideal posture in facing digital transformation. For key factors include the composition and competence of HR, and digital infrastructure related to service mechanism efficiency. As for the ideal posture to face the threat of digital era degradation, the research requires the competence to match the field of work, high work motivation, a supportive work culture, being proactive, and having good communication and negotiation. What needs to be done to build an ideal HR posture, competency improvement is needed through: (1) education and training; (2) vocational education; (3) special development education; (4) knowledge transfer; and (5) computer technology and information certification. The research concludes that by having an ideal HR posture, the Regident BPKB and STNK service at the

Directorate of Traffic Polda Metro Jaya is not only able to face the threat of digital service degradation, but can also act as an agent of change in improving service quality and public satisfaction towards Smart Public Service.