

INTISARI

Transformasi digital dalam sektor pelayanan publik menjadi urgensi di tengah meningkatnya tuntutan efisiensi, transparansi, dan akuntabilitas, termasuk dalam pengelolaan Tempat Pelelangan Ikan (TPI). Kabupaten Pati sebagai salah satu sentra perikanan di pesisir utara Jawa mengembangkan inovasi lokal berupa Sistem Informasi Pelelangan Ikan Pati (SIPIPA) untuk memperbaiki mekanisme lelang ikan yang sebelumnya berjalan secara manual dan rawan manipulasi. Penelitian ini bertujuan untuk menganalisis dampak penerapan SIPIPA terhadap efisiensi pelayanan pelelangan ikan di TPI Juwana Unit II, serta mengidentifikasi faktor-faktor yang mendorong dan menghambat keberhasilan implementasinya. Penelitian ini menggunakan pendekatan deskriptif kualitatif. Teknik pengumpulan data dilakukan melalui observasi partisipatif, wawancara mendalam dengan berbagai pihak yang terlibat dalam proses pelelangan, serta dokumentasi arsip internal. Analisis data dilakukan secara tematik untuk menggali narasi empiris terkait transformasi digital dalam sistem pelayanan pelelangan ikan. Hasil penelitian menunjukkan bahwa SIPIPA memberikan kontribusi positif terhadap efisiensi waktu pelayanan, kecepatan proses transaksi, peningkatan akurasi data, serta transparansi dan akuntabilitas pembayaran. Namun demikian, implementasi sistem ini masih menghadapi berbagai hambatan, antara lain resistensi dari pelaku tradisional (bakul dan nelayan), keterbatasan infrastruktur teknologi, minimnya pelatihan SDM, dan belum adanya regulasi yang mengikat secara hukum. Faktor pendukung utama dalam penerapan SIPIPA meliputi komitmen kepemimpinan, kolaborasi multipihak, dan keterlibatan pemuda lokal dalam pengelolaan sistem. Dengan demikian, SIPIPA dapat dikategorikan sebagai inovasi lokal yang berpotensi menjadi model transformasi digital sektor publik di daerah pesisir. Keberlanjutan dan perluasan sistem ini memerlukan penguatan kebijakan, dukungan anggaran berkelanjutan, serta pendekatan partisipatif yang mengedepankan adaptasi sosial dan budaya masyarakat setempat.

Kata kunci: *SIPIPA, inovasi lokal, pelelangan ikan, efisiensi pelayanan, transformasi digital, Kabupaten Pati*

ABSTRACT

Digital transformation in public service sectors has become increasingly urgent in response to growing demands for efficiency, transparency, and accountability—particularly in the management of fish auction systems. As a prominent coastal fisheries hub in northern Java, Pati Regency introduced a local innovation known as *Sistem Informasi Pelelangan Ikan Pati (SIPIPA)*, aiming to improve the traditional fish auction mechanism, which was previously conducted manually and vulnerable to manipulation. This study seeks to analyze the impact of SIPIPA implementation on service efficiency at the Juwana Fish Auction Center Unit II, as well as to identify the supporting and inhibiting factors that affect its effectiveness. This research adopts a qualitative descriptive approach with a case study method. Data were collected through participatory observation, in-depth interviews with various stakeholders involved in the auction process, and review of institutional documents. Thematic analysis was employed to interpret the empirical findings and understand the dynamics of digital transformation within a public service context. The findings reveal that SIPIPA has made a positive contribution to improving service efficiency in terms of auction timing, transaction speed, data accuracy, and payment accountability. However, the implementation still faces several challenges, including resistance from traditional actors (such as fish traders and fishermen), limited technological infrastructure, insufficient digital training for staff, and the absence of binding legal regulations. Key enabling factors include leadership commitment, multi-stakeholder collaboration, and the active involvement of local youth in system management. In conclusion, SIPIPA represents a locally driven innovation with strong potential to serve as a model for digital transformation in public services, particularly in coastal regions. Its sustainability and broader implementation will require policy reinforcement, consistent financial support, and participatory approaches that are sensitive to the socio-cultural dynamics of local communities.

Keywords: *SIPIPA, local innovation, fish auction, service efficiency, digital transformation, Pati Regency*