

ABSTRAK

Penelitian ini menggunakan metode Research and Development (R&D) dengan pendekatan model pengembangan ADDIE yang meliputi lima tahapan utama, yaitu Analysis, Design, Development, Implementation, dan Evaluation. Tahap analisis dilakukan untuk mengidentifikasi kebutuhan layanan informasi publik di Kelurahan Pulokerto. Data dikumpulkan melalui observasi lapangan, wawancara dengan staf kelurahan, dokumentasi kegiatan pelayanan, serta studi pustaka yang relevan. Hasil analisis menunjukkan bahwa proses pelayanan masyarakat masih dilakukan secara manual sehingga membutuhkan solusi berbasis teknologi informasi yang lebih efisien. Pada tahap desain, dibuat rancangan antarmuka dan struktur website yang mudah diakses oleh berbagai kalangan masyarakat. Tahap pengembangan menghasilkan website yang memiliki fitur utama berupa informasi alur pengurusan surat, pengumuman program kelurahan, jadwal kegiatan masyarakat, serta fitur pengaduan daring untuk menampung keluhan maupun saran warga. Implementasi dilakukan dengan uji coba langsung kepada perangkat kelurahan dan beberapa perwakilan masyarakat untuk memastikan fungsi berjalan optimal. Evaluasi dilakukan guna mengukur kemudahan penggunaan, kejelasan informasi, serta tingkat kepuasan pengguna terhadap layanan yang disediakan. Hasil penelitian menunjukkan bahwa website mampu meningkatkan aksesibilitas informasi, transparansi, dan akuntabilitas pelayanan publik. Selain itu, sistem ini mempermudah komunikasi dua arah antara warga dan pemerintah kelurahan secara interaktif. Dengan kemampuan pembaruan konten secara berkala, website ini dapat menjadi sarana komunikasi yang adaptif sekaligus mendukung peningkatan efektivitas dan efisiensi pelayanan. Harapannya, sistem informasi ini mampu membangun kepercayaan masyarakat, memperkuat partisipasi publik, dan memperluas jangkauan layanan pemerintah kelurahan Pulokerto.

Kata kunci: *Pelayanan masyarakat, Sistem informasi, Website, Wix, ADDIE*

ABSTRACT

This research uses the Research and Development (R&D) method with the ADDIE development model approach, which consists of five main stages: Analysis, Design, Development, Implementation, and Evaluation. The analysis stage was conducted to identify the needs of public information services in Pulokerto Village. Data were collected through field observations, interviews with village office staff, documentation of public service activities, and relevant literature studies. The analysis results showed that the public service process was still carried out manually, requiring a more efficient information technology-based solution. In the design stage, the website interface and structure were created to ensure easy access for various community groups. The development stage produced a website with main features such as information on the process of managing official letters, announcements of village programs, community activity schedules, and an online complaint feature to accommodate residents' feedback and suggestions. Implementation was carried out through direct trials with village officials and several community representatives to ensure the functions worked optimally. Evaluation was conducted to measure ease of use, clarity of information, and user satisfaction with the services provided. The research results indicate that the website successfully improves accessibility of information, transparency, and accountability in public services. Moreover, the system facilitates two-way communication between residents and the village government interactively. With the ability to update content periodically, this website serves as an adaptive communication medium while supporting the improvement of service effectiveness and efficiency. It is expected that this information system will build public trust, strengthen citizen participation, and expand the coverage of Pulokerto Village government services.

Keywords: *Public service, Information system, Website, Wix, ADDIE*