

ABSTRAK

Valentinus Ndruru. 2025. Analisis Implementasi Manajemen Perubahan dalam Pengelolaan Administrasi Pemerintahan di Kelurahan Ilir Gunungsitoli. Skripsi. Pembimbing: Palindungan Lahagu, S.E., M.M., C.PS.

Manajemen perubahan merupakan strategi penting dalam menghadapi dinamika birokrasi modern, khususnya di tingkat kelurahan. Penelitian ini bertujuan menganalisis implementasi manajemen perubahan dalam pengelolaan administrasi pemerintahan di Kelurahan Ilir Gunungsitoli, mengidentifikasi kendala yang dihadapi, serta merumuskan strategi peningkatan efektivitasnya.

Penelitian menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi. Informan penelitian terdiri dari aparat kelurahan dan pemangku kepentingan terkait, yang ditentukan secara purposive. Data dianalisis melalui tahapan reduksi, penyajian, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa penerapan manajemen perubahan di Kelurahan Ilir sudah mengarah positif melalui restrukturisasi organisasi dan adopsi teknologi digital, namun belum sepenuhnya terintegrasi. Kendala utama meliputi keterbatasan SDM, infrastruktur digital, dan budaya kerja konvensional. Faktor kepemimpinan dan partisipasi pegawai menjadi kunci keberhasilan adaptasi perubahan. Penelitian merekomendasikan penguatan kapasitas SDM, perbaikan infrastruktur digital, serta transformasi budaya kerja untuk mewujudkan pelayanan publik yang lebih efektif, responsif, dan transparan.

Kata Kunci: Manajemen Perubahan, Administrasi Pemerintahan, Perubahan Organisasi, Kelurahan, Pelayanan Publik.

ABSTRACT

Valentinus Ndruru. 2025. Analysis of Change Management Implementation in Government Administration at Ilir Subdistrict, Gunungsitoli. Thesis. Supervisor: Palindungan Lahagu, S.E., M.M., C.PS.

Change management is an essential strategy for addressing the dynamics of modern bureaucracy, particularly at the subdistrict level. This study aims to analyze the implementation of change management in government administration at Ilir Subdistrict, Gunungsitoli, to identify the challenges encountered, and to formulate strategies to enhance its effectiveness.

This research employed a descriptive qualitative method, with data collected through in-depth interviews, observations, and documentation. Informants consisted of subdistrict officials and relevant stakeholders, selected using a purposive sampling technique. Data were analyzed through the stages of reduction, presentation, and conclusion drawing.

The findings reveal that the implementation of change management in Ilir Subdistrict is moving in a positive direction through organizational restructuring and the adoption of digital technology, although it has not yet been fully integrated. The main challenges include limited human resources, inadequate digital infrastructure, and a conventional work culture. Leadership and employee participation serve as key factors in the adaptation process. This study recommends strengthening human resource capacity, improving digital infrastructure, and transforming work culture to achieve more effective, responsive, and transparent public services.

Keywords: Change Management, Public Administration, Organizational Change, Subdistrict, Public Service.