

ABSTRAK

Waruwu Aditya. 2025, *“Tantangan Dalam Implementasi Rekrutmen dan Seleksi Pegawai Berbasis Digital di Badan Kepegawaian dan Pengembangan Sumber Daya Manusia (BKPSDM) Kabupaten Nias Utara”* skripsi. Pembimbing Delipiter Lase, S.E.,M.Pd.

Transformasi rekrutmen Aparatur Sipil Negara (ASN) di Indonesia telah beralih dari mekanisme manual ke sistem berbasis digital melalui platform terintegrasi, yaitu Sistem Seleksi Calon Aparatur Sipil Negara (SSCASN). Sistem ini diterapkan oleh BKPSDM Kabupaten Nias Utara sejak tahun 2018 untuk mencapai proses rekrutmen yang lebih efektif, efisien, dan transparan. Namun, implementasinya dihadapkan pada tantangan spesifik, terutama terkait kesiapan infrastruktur dan kompetensi sumber daya manusia di daerah kepulauan. Tujuan utama penelitian ini adalah untuk mengidentifikasi tantangan-tantangan spesifik tersebut, menganalisis kesiapan infrastruktur teknologi dan SDM, serta merumuskan strategi BKPSDM dalam mengatasi kendala selama proses rekrutmen digital. Penelitian ini melibatkan pendekatan kualitatif dengan menggunakan wawancara mendalam dan observasi partisipatif untuk mengumpulkan data. Hasil penelitian menunjukkan bahwa implementasi sistem rekrutmen dan seleksi digital di BKPSDM Nias Utara telah berjalan secara sistematis dan berhasil meningkatkan aspek transparansi serta akuntabilitas proses penerimaan pegawai. Namun, terdapat tantangan signifikan yang menghambat kelancaran proses. Tantangan utama meliputi keterbatasan infrastruktur teknologi dan akses internet yang belum stabil di beberapa wilayah, yang dapat menghambat proses pendaftaran daring dan ujian berbasis komputer (CAT). Kesimpulan dari penelitian ini adalah bahwa meskipun telah mencapai peningkatan integritas dan efisiensi, keberhasilan transformasi digital rekrutmen ASN di Nias Utara sangat dipengaruhi oleh upaya peningkatan dan pemerataan infrastruktur digital, serta kesiapan kompetensi Sumber Daya Manusia dan instansi terkait baik di lingkungan instansi maupun masyarakat pelamar.

Kata Kunci : Rekrutmen Digital, Seleksi ASN, SSCASN, BKPSDM Nias Utara, Tantangan Implementasi.

ABSTRACT

Waruwu Aditya. 2025, "*Challenges in Implementing Digital-Based Employee Recruitment and Selection at the North Nias Regency Human Resources Development and Personnel Agency (BKPSDM)*" mini thesis Advisor Delipiter Lase, S.E.,M.Pd.

The transformation of recruitment for State Civil Apparatus (ASN) in Indonesia has shifted from a manual mechanism to a digital-based system through an integrated platform, namely the State Civil Apparatus Candidate Selection System (SSCASN). This system has been implemented by BKPSDM North Nias Regency since 2018 to achieve a more effective, efficient and transparent recruitment process. However, its implementation is faced with specific challenges, especially related to infrastructure readiness and human resource competency in island areas. The main objective of this research is to identify these specific challenges, analyze the readiness of technology infrastructure and human resources, and formulate BKPSDM strategies in overcoming obstacles during the digital recruitment process. This research involves a qualitative approach using in-depth interviews and participant observation to collect data. The research results show that the implementation of the digital recruitment and selection system at BKPSDM North Nias has been carried out systematically and has succeeded in increasing aspects of transparency and accountability in the employee recruitment process. However, there are significant challenges that hinder the smooth running of the process. The main challenges include limited technological infrastructure and unstable internet access in some areas, which can hinder the online registration process and computer-based exams (CAT). The conclusion of this research is that although it has achieved increased integrity and efficiency, the success of the digital transformation of ASN recruitment in North Nias is greatly influenced by efforts to improve and distribute digital infrastructure as well as the readiness of Human Resources competencies, both within the agency and the applicant community.

Keywords : Digital Recruitment, ASN Selection, SSCASN, North Nias BKPSDM, Implementation Challenges.