

ABSTRAK

Pelayanan administrasi kependudukan di Dinas Kependudukan dan Pencatatan Sipil Kota Padang telah memanfaatkan aplikasi SIRANCAK sebagai media pelayanan berbasis digital. Penelitian ini bertujuan untuk mengetahui proses komunikasi digital masyarakat dalam penggunaan aplikasi SIRANCAK, mengidentifikasi gangguan komunikasi yang terjadi, serta memahami pemaknaan masyarakat terhadap pesan yang disampaikan melalui aplikasi tersebut. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Informan penelitian terdiri atas masyarakat pengguna aplikasi SIRANCAK dan pihak Dinas Kependudukan dan Pencatatan Sipil Kota Padang. Data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi, kemudian dianalisis melalui reduksi data, penyajian data, dan penarikan kesimpulan. Analisis penelitian menggunakan Model Komunikasi Shannon dan Weaver. Hasil penelitian menunjukkan bahwa proses komunikasi digital melalui aplikasi SIRANCAK telah membantu masyarakat memperoleh informasi dan layanan administrasi kependudukan. Namun, dalam proses penggunaannya masih ditemukan gangguan komunikasi berupa *noise* semantik, *noise* psikologis, dan *noise* teknis. *Noise* semantik terlihat dari kesulitan memahami istilah dan petunjuk administrasi, *noise* psikologis muncul dalam bentuk keraguan dan kekhawatiran melakukan kesalahan, sedangkan *noise* teknis ditemukan dalam kendala pengunggahan dokumen serta keterbatasan akses perangkat pada sebagian masyarakat. Gangguan tersebut memengaruhi cara masyarakat menerima dan memahami pesan sehingga menghasilkan pengalaman komunikasi dan pemaknaan yang beragam. Masyarakat yang dapat memahami informasi dengan baik cenderung menggunakan SIRANCAK secara mandiri, sedangkan masyarakat yang mengalami kesulitan cenderung mencari informasi tambahan, meminta bantuan, mencoba kembali, menunda proses, atau beralih ke pelayanan secara langsung. Dengan demikian, efektivitas komunikasi digital dalam pelayanan administrasi kependudukan tidak hanya dipengaruhi oleh tersedianya informasi dalam aplikasi, tetapi juga oleh kejelasan pesan, kondisi pengguna, dan gangguan yang muncul selama proses komunikasi.

Kata Kunci: Komunikasi Digital, Pengalaman Komunikasi, Noise, Shannon dan Weaver, SIRANCAK

ABSTRACT

Population administration services at the Department of Population and Civil Registration of Padang City have utilized the SIRANCAK application as a digital public service platform. This study aims to examine the digital communication process experienced by the public in using the SIRANCAK application, identify communication barriers encountered during the service process, and understand how users interpret the messages delivered through the application. This study employed a qualitative descriptive approach. The research informants consisted of members of the public who had used the SIRANCAK application and officers from the Department of Population and Civil Registration of Padang City. Data were collected through in-depth interviews, observation, and documentation, and were analyzed through data reduction, data display, and conclusion drawing. The Shannon and Weaver Communication Model was used as the analytical framework. The findings show that the digital communication process through the SIRANCAK application has facilitated public access to population administration information and services. However, three forms of communication noise were identified: semantic noise, psychological noise, and technical noise. Semantic noise was reflected in difficulties in understanding administrative terms and service instructions, psychological noise appeared in the form of doubt and concern about making mistakes, while technical noise was found in difficulties uploading documents and limited access to digital devices among some users. These barriers affected how users received and understood the messages, resulting in diverse communication experiences and interpretations. Users who were able to understand the information well tended to use SIRANCAK independently, while those who experienced difficulties tended to seek additional information, ask for assistance, retry the process, postpone the application, or switch to direct services. Therefore, the effectiveness of digital communication in population administration services is influenced not only by the availability of information in the application but also by message clarity, user conditions, and communication barriers that arise during the process.

Keywords: *Digital Communication, Communication Experience, Noise, Shannon & Weaver, SIRANCAK*