

## ABSTRACT

With the rapid advancement of information technology, the Government of the Republic of Indonesia issued Ministerial Regulation ATR/Ka BPN No. 1 of 2021 on Electronic Certificates and Government Regulation No. 18 of 2021 on Management Rights, Land Rights, Condominium Units, and Land Registration. Electronic land registration is essential to enhance productivity and efficiency in Indonesia's land registration system. This regulation shifts the previously paper-based land registration system to an electronic one.

This study aims to identify the main issues in implementing the electronic land certificate program at the Ministry of ATR/BPN. Additionally, it seeks to find solutions for the Ministry of ATR/BPN in executing the electronic land certificate program.

The phenomena in this study are explored using the design thinking method, which consists of five stages: *empathize*, *define*, *ideate*, *prototype*, and *test*. Data collection techniques include in-depth interviews, observations, and secondary data collection. The informants involved are 1 user of electronic land certificates, 6 prospective users, and 1 electronic land certificate officer. This type of research is qualitative, using the triangulation method to obtain valid data in the empathize stage.

The study reveals the concerns of users and prospective users of electronic land certificates (*sertel*) regarding data security, the complexity of the documentation process, and the lack of information and socialization. The main issue identified is the lack of clear and adequate information about electronic land certificates. Proposed solutions include a WhatsApp Chat Bot, Social Media Campaign, and Digital Advertising, with the WhatsApp Chat Bot being the priority. The WhatsApp Chat Bot, named Chatbot SERTEL, was developed to provide comprehensive information about electronic land certificates through WhatsApp. The trial showed positive reception from officers and prospective users, supporting the implementation of Chatbot SERTEL by the Ministry of ATR/BPN as an effective solution.

Keywords: *design thinking*, *empathize*, *define*, *ideate*, *prototype*, *test*, *electronic land certificate*