ABSTRACT
PERFORMANCE IMPROVEMENT STRATEGY OF SOUTH SULAWESI REGIONAL FINANCIAL ACCELERATION TEAM (TPAKD)

Author : Risnawati
Supervisors : Amir Imbaruddin
Wahyu Nurdiansyah N.

By focusing on overall economic equity, financial inclusion becomes the driving force of the community's economy through the use of financial products and services from formal financial institutions. Through increased access to finance, TPAKD has become a driving force for strengthening regional economic ecosystems. The current situation of the COVID-19 epidemic has undeniably rendered the establishment of TPAKD extremely crucial, particularly in order to help regional economic recovery. In order to promote the welfare of the community, TPAKD must create breakthroughs. Through the TPAKD website, increase the performance of the Regional Financial Access Acceleration Team (TPAKD) in the COVID-19 Pandemic era.

This study applied a qualitative approach, which is a research strategy that generates descriptive words from people and observed behavior in the form of written or spoken words. The end result is a website-based application that serves as a venue for filing reports on TPAKD activities from the Regency/City through users from each TPAKD member in the Regency/City each year, as well as an information center for the community regarding the TPAKD program.

The study's result showed that the Covid-19 pandemic condition is causing a delay in the process of submitting reports on TPAKD activities in the regions. This demonstrates that the existence of this website-based application is able to educate the public about TPAKD and make it easier for TPAKD members to provide information and submit reports on their activities, allowing for intensive monitoring of the quality of TPAKD performance.

Keywords: Performance Improvement, Regional Financial Access Acceleration Team (TPAKD), TPAKD Website

UNIT BAHASA
POLITEKNIK STIA LAN MAKASSAR