Public Service Innovation: "SI N'DUK" Program at the Department of Population and Civil Registration Bojonegoro Regency, Indonesia

by Ahmad Suprastiyo .

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ABSTRACT

This research was conducted the Department of Population and Civil Registration of Bojonegoro Regency. The purpose of this study was to describe and analyze an innovation in population administration services for the Si N'duk application released by the Department of Population and Civil Registration of Bojonegoro Regency. The focus of this study is to describe the innovation of the Si N'duk population administration service application based on the theory of innovation attributes according to Rogers. The research method used is descriptive research using qualitative data analysis techniques. The results of this study indicate that based on the theory of innovation attributes according to Rogers, most of the population administration service innovations in the Si N'duk application have fulfilled this theory. However, there are still some problems, such as those experienced by the community in the process of uploading population document files, then in terms of the application there is still no application form download feature, there is no notification notification when there is a service application, and application upgrades have not been carried out. In addition there are also problems related to servers and networks. Of course, these shortcomings must be corrected in order to continue to provide the best service innovations for the community. Therefore, from the problems that occur, it is necessary to have a routine performance evaluation that must be carried out by the Population and Civil Registration Office of Bojonegoro Regency so that innovation in population administration services through the Si N'duk application can provide more benefits for the community as service recipients.

Keywords: Innovation, Population Administration, Si N'duk Application

INTRODUCTION

Public service is the most visible measure of government performance. The public can directly assess the government's performance based on the services it receives. For this reason, the quality of public services in all ministries agencies is a fundamental matter that must be improved immediately. The success of the government in building the performance of public services in a professional, effective, efficient, and accountable manner will raise the positive image of the government in the eyes of its citizens. According to Law Number 25 of 2009 concerning Public Services, "public services are activities or service needs for every citizen and resident of goods, services, and or administrative services provided by public service providers". Meanwhile, according to the Decree of the Minister for Empowerment of State Apparatus Number 63 of 2003 which states that "the essence of public service is the provision

of excellent service to the community which is the embodiment of the obligations of government officials as public servants".

In today's increasingly advanced digital era, the government must be more sensitive and responsive in utilizing existing technology. Likewise with the organizers of public administration documents who must always modernize themselves, find strategies and approaches to society more accurately, and continue to try to update theories and instrumentation so that they are not left behind with the progress of the times. As is the case with the innovations carried out by the Department of Population and Civil Registration of Bojonegoro Regency which utilize technology to improve the quality of population administration services. The innovation carried out is in the form of an online registration service for population documents using an application called "Si N'duk" which stands for Online Information System for Population Documents. This app was released in March 2020 last year, so it's been running for more than 1 year. This application can be downloaded for free through the Play Store on Android-based smartphones and has been downloaded by more than 5,000 users.

The innovation of population administration services through the Si N'duk application by the Department of Population and Civil Registration is certainly highly expected by the people of Bojonegoro Regency to make it easier to manage population documents. With this application, the public does not need to go directly to the Bojonegoro Regency Population and Civil Registration Office so they can save time, cost, and energy. In addition, by using the application, people can access it anytime easily. However, from the process of running this application, there are still some obstacles that are experienced. Based on the results of interviews and initial observations, the obstacles experienced are that people still do not understand and there are doubts about making population administration documents through online applications, plus not all regions have a good internet network to be able to access this application.

In addition, there is a request from the public regarding the registration form so that it can be printed by yourself, but this is hampered by the ability of the application that is not yet capable of doing according to the community's request, due to the lack of budget used to upgrade the application, even though if the application can be upgraded it will get more improve the quality of online population administration services. Then there are also the employees of the Population and Civil Registration Office of Bojonegoro Regency who are still unfair in arranging the schedule for face-to-face and online population administration services, because online services are often neglected. Researchers are interested in conducting deeper research with the aim of describing and analyzing population administration service innovations through the Si N'duk application using Everett M. Rogers' innovation attribute theory which includes Relative Advantages, Compatibility, Complexity, Triability, and Observability. Everett M. Rogers (2003).

LITERATURE REVIEW

Innovation is the transformation of knowledge into new products, processes, and services, as well as the act of using something new (Sutarno, 2012). West & Farr also said that "innovation is the introduction and deliberate application of new ideas, processes, products, and procedures to units that implement them to benefit individuals, groups, organizations and society" (In Djamaludin, 2012). Successful innovation is the creation and implementation of new processes, products, services, and methods from demand that result in significant

improvements in efficiency, effectiveness or quality. According to Christensen and Laergrei in Muluk distinguish an innovation into two categories, namely: 1) Sustaining innovation is an innovation process that brings new changes, but still by basing itself on the conditions of services and systems that are running or existing products. 2) Discontinued innovation is an innovation process that brings completely new changes and is no longer based on pre-existing conditions. Discontinued innovation brings different services or products, different service users, and requires different resources. So that this disconnected innovation has a higher level of innovation than the previous innovation, namely Sustaining innovation (Muluk, 2008).

Differentiating innovation based on its relationship to the old system is needed to see the magnitude of the dependence of innovation on the old order and the need for resources to meet the needs of the new system. To carry out an innovation, an organization needs to take into account many aspects. This is done to ensure the success and results that will be obtained from the innovations carried out. By taking into account all the goals of the innovation will be achieved.
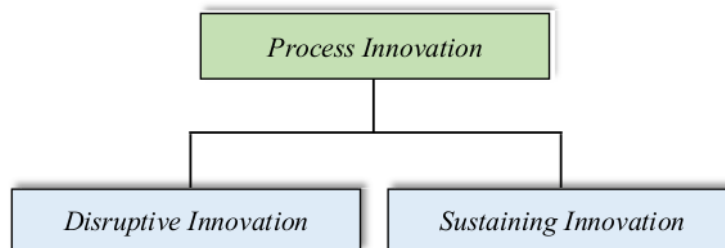

Figure 1: Category of Innovation in terms of Process
Source : Khairul Muluk, *Knowledge Management : Kunci Sukses Inovasi Pemerintahan Daerah,*
Bayu Media Publishing, Malang, 2008, h. 48.

Sooner or later the acceptance of innovation by society is very dependent on the characteristics of the innovation itself. The characteristics of innovation that affect the speed at which information is received according to Everett M. Rogers are as follows: 1) relative advantage. Relative advantage is the degree to which an innovation is perceived as beneficial to its recipients. The level of profit or usefulness of an innovation can be measured based on its economic value, or from factors of social status, pleasure, satisfaction, or because it has a very important component. The more profitable it is for the recipient, the faster the innovation will spread. 2) compatibility. Compatibility is the degree of conformity of the innovation to the values, past experiences, and needs of the recipient. Innovations that are not in accordance with the values or norms believed by the recipient will not be accepted as quickly as innovations that are in accordance with the norms that exist in society. 3) complexity. Complexity is the degree of difficulty to understand and use the innovation for the recipient. An innovation that is easy to understand and easy to use by recipients will spread quickly, while an innovation that is difficult to understand or difficult to use by recipients will spread slowly. 4) triability. Trialability is where an innovation can be tried or not an innovation by the recipient. So in order to be quickly adopted, an innovation must be able to express its advantages. 5) observability. What is meant by observable is whether or not it is easy to observe an innovation result. An innovation whose results are easy to observe will be more quickly accepted by the community,

and vice versa if the results are difficult to observe, it will be accepted by the community for a long time (Everett M. Rogers, 2003).

Muluk categorize several typologies of innovation, which consist of "system innovation, service product innovation, service process innovation, service method innovation, and policy innovation", the following is an explanation of each innovation typology including: 1) Service system innovation is an innovation which includes new and updated ways of interacting with actors changes in governance. 2) Product or service innovation comes from changing the shape and design of the product or service. Meanwhile, according to Ancok (2012) that "every service user always wants a multipurpose product that can provide many benefits. Product design or product display becomes very important for service users, 3) Innovation in policy refers to the new vision, mission, goals and strategies along with the reasons that come from reality, 4) Method innovation is a new change in terms of interacting with customers , or the use of new procedures in providing services to customers, 5) Process innovation comes from a continuous quality improvement movement, and refers to the combination that occurs in organizational changes, procedures, and policies needed to innovate. In service delivery, an organization must be able to find new processes so as to simplify old work processes to obtain efficiency and achieve the desired results.
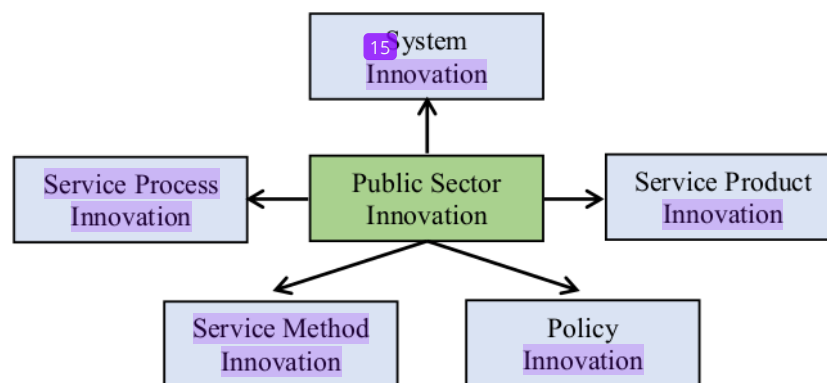

Figure 2: Typology of Public Sector Innovation
Source : Khairul Muluk, _Knowledge Management : Kunci Sukses Inovasi Pemerintahan Daerah_, Bayu Media Publishing, Malang, 2008, h. 45.

METHODOLOGY

The type of research used is descriptive research with a qualitative approach. This research is located at the Department of Population and Civil Registration of Bojonegoro Regency. The focus of this research is 1) Relative Advantage, 2) Compatibility, 3) Complexity, 4) Triability, 5) Observability. Intake of research informants using purposive snowball sampling technique, in the research process inventoried primary data sources as many as 14 informants. Sources of data used are primary data sources and secondary data by means of observation, in-depth interviews and documentation. In analyzing using the Spradley Model data analysis technique, which suggests that "activities in qualitative data analysis are carried out in stages starting from domain analysis, taxonomic analysis, componential analysis, and analysis of cultural themes" (Sugiyono, 2017). The data validity technique in this research is persistence of observation and triangulation of sources.

RESULT AND DISCUSSION

Relative Advantage

Improved service innovation: Based on the indicators of increasing service innovation, population administration services through the Si N'duk application have met these indicators. This is evidenced by an increase from previous services such as face-to-face or coming directly and after the Si N'duk application, people can apply for services from home via gadgets. The existence of the Si N'duk application innovation provides an alternative choice for the community, especially the people of Bojonegoro who want to register or manage population documents where the submission / application process is faster because it can be done at any time via gadgets so there is no need to queue at the Office of Population and Civil Registration. Bojonegoro Regency or at the Public Service Mall or in each sub-district. This is in accordance with the slogan of the Disdukcapil which is easy, fast, free. The existence of the Si N'duk application can reduce community mobility in managing population documents. More over, the submission of residence documents available in the Si N'duk application is also complete, namely there are 23 service products which are divided into 4 types of services, namely deed services, identity card services, family cards, child identity cards, Domicile Transfer, Data Problem services, and other services. Moving Between Districts.

Ease of service systems, mechanisms, and procedures: From this indicator, the community can easily understand the procedures or mechanisms as listed on the Si N'duk application banner spread across each sub-district. Then there are benefits that are obtained by the community, the community can print their own population document files, especially the Family Card service without having to come to the District Office, because the latest Family Card printing can use A4 paper and it is legal because there is a barcode. However, for Electronic Identity Card services, Child Identity Cards, Deeds, it must be taken directly depending on the notifications that appear on the application or SMS / WhatsApp. However, from the procedure for submitting this service, several problems were found from the community, including the following: a) Often people have not prepared the requirements file in advance but have entered the upload stage, b) Often people upload the photo of the requirements file incorrectly, then also blur/ unclear, c) Often the uploaded requirements file is incomplete.

Effectiveness of service time: Regarding indicators of effectiveness of service time, this innovation has fulfilled. It can be seen that people can submit applications at any time easily via gadgets, so people can save more time. As for the certainty of time related to the completion of population documents, the average is 1-2 days. Technically the service, the residence document submitted can be completed in a short time, it's just that the public has to wait in line from the many applicants who are both applying for services.

Efficiency of costs and energy expended: In accordance with the purpose of creating this Si N'duk application innovation, that the application was created one of them to reduce community mobility in applying for population document services. Moreover, during the Covid-19 pandemic, people do not need to leave their homes to take care of the need for population documents. People can make submissions anytime and anywhere, so it will automatically save more costs and energy. In addition, indeed all population administration services at the Department of Population and Civil Registration are free of charge (free). This is in accordance with the provisions contained in Law Number 24 of 2013 concerning Amendments to Law Number 23 of 2006 concerning Population Administration Clause 79A which states that the

administration and issuance of Population Documents is free of charge. So it can be said that the cost and energy efficiency indicators have been met.

The ability and skills of officers in serving: In this case, it is related to the competence of the implementer in managing the Si N'duk application service. The officer assigned to serve the application is an officer who has competence in his field. This is evidenced by the competency standards of implementers at the Department of Population and Civil Registration of Bojonegoro Regency, which include being skilled in operating computers and information technology; must be able to be polite, friendly, communicative, and informative to the public as service recipients; and the last one must be disciplined and punctual. Therefore, it is important for population administration service operators to take part in the Administrator Data Base (ADB) training in order to improve their quality and ability in providing population administration services both online and offline, although not all officers have participated in the training. Then to support the capabilities and skills of officers in providing services, the Department of Population and Civil Registration conducts regular evaluations/monitoring every month to assess how the programs are progressing.

Guarantee of security and safety of services: Given the importance of population data for a country, the guarantee of security and safety of population administration services must be prioritized. The security of population administration services through the Si N'duk application will be maintained as long as the server is not integrated with the Population Administration Information System. This is very important because population data is protected by law so it is certain that the security and privacy of the data is a priority for the Department of Population and Civil Registration as the agency providing public services in the field of population administration. So, to control the security of these data, officers will check every day to find out if at any time something suspicious is entered into the Population Administration Information System. It can be said that the indicators of data security and safety assurance have been met.

Compatibility
Compatibility with previous innovations: Based on the previous explanation that an innovation was created but still has characteristics that are compatible with previous innovations. The existence of the Si N'duk application does not change the previous service (face-to-face service). It's just that this application can be an alternative choice for people who want to register or manage population documents where the submission / application process is faster because it can be done at any time via gadgets, so there is no need to queue at the Bojonegoro Regency Population and Civil Registration Office or at the Mall. Public Service or in each district. What distinguishes this latest innovation from previous services is only the medium. If previously it was done face-to-face or went directly to the service officer, with this application, you only need to submit it through their respective gadgets. If we compare the number of people who download the Si N'duk application through the Play Store and the people who apply for population administration services through the Si N'duk application, we get a comparison of 5,000 downloaded and 11,893 service requests. This comparison is due to the fact that 1 application owned by 1 user account can be used to apply for various services, and even 1 application can be used by more than 1 user account by alternately logging in. There fore, the recapitulation of the number of service applicants is greater than the number of applications downloaded.

Conformity to the needs of today's society: In today's increasingly advanced digital era, the government must be more sensitive and responsive in utilizing existing technology. The existence of the Si N'duk application is a community need today, because people tend to take advantage of digital technology which is increasing every year. Thus, the efforts made by the Population and Civil Registration Office of Bojonegoro Regency in creating Si N'duk application innovations can be the answer to helping people who are accustomed to utilizing information technology developments to meet their needs. The existence of the Si N'duk application innovation as an online-based service answers the needs of the community in meeting the need for population documents in a more efficient way. Moreover, the Si N'duk application is supported by its simple use so that it makes it easier for the community to take care of population documents through the application.

Does not conflict with existing values and regulations: If it is associated with the theory of Everett M. Rogers, it is explained that an innovation will be more easily accepted if it is appropriate and does not conflict with the values and ideas that are supported and implemented. Because if the innovation is contrary to the existing values then the innovation will be relatively difficult to be accepted. The innovation of the Si N'duk application, which was launched in March 2020, cannot be said to be in conflict with existing values. This innovation is a tangible form of bureaucracy as a manifestation of the Central Government's regulations in an effort to implement innovative government. This can be seen from the legality of Si N'duk's application in accordance with Law Number 23 of 2006 concerning Population Administration and Law Number 24 of 2013 concerning Amendments to Law Number 23 of 2006 concerning Population Administration as the master rule of population administration; Minister of Home Affairs Regulation Number 7 of 2019 concerning Online Population Administration Services as a guide for the formation of the Si N'duk application. This is because the Si N'duk application is an online service innovation where people can take care of population documents online through gadgets without having to come in person. In addition, the formation of the Si N'duk application was also accompanied by a Decree issued by the Head of the Population and Civil Registration Office of Bojonegoro Regency in March 2020.

Complexity
Application capabilities in managing resident document services: An innovation always has a novelty nature, so innovation may have a higher level of complexity than before. But on the other hand, innovation always offers newer and better ways, so the level of complexity is not an important issue. As for some of the advantages and disadvantages that exist in the Si N'duk application, namely as follows: **Advantages,** 1) Has a complete population administration service product (23 services) 2) Availability of file requirements listed in the application 3) Has a small application size (approximately 7 MB), 4) Does not require too much RAM, 5) Has passed the application test. **Weaknesses,** 1) There is no feature to download the application form, so people have to download the application form themselves through the website of the Population and Civil Registration Office of Bojonegoro Regency, 2) There is no notification notification when there is a service application. This can result in the service process being longer and neglected if the service operator does not frequently perform manual checks through the website. 3) Lack of application upgrades (because of limited budget) Based on this explanation, it can be said that the operating system of the Si N'duk application is quite good, it's just that there are some problems that must be addressed immediately and find solutions so that the Si N'duk application can provide quality and maximum system capabilities.

Related to application technicalities: There are several networks used in the online Adminduk service process, namely the network from the population administration center (Ministry of Home Affairs), the network from the Communications and Informatics Service (as a back-up), and the line network of the Population and Civil Registration Service. However, in its implementation, the Si N'duk application still has several obstacles, especially in the technical field, namely related to servers and networks. However, these obstacles do not only come from the Department of Population and Civil Registration as service providers but also from the community as service users. In this case, the problems that are often experienced by the community are related to the existing internet network. The community is constrained by submitting services through the Si N'duk application due to an inadequate internet network, because not all areas are supported by a good internet network. Constraints on the internet network actually include obstacles that are generally experienced by everyone who will deal with digital media. Moreover, not all areas are supported by a good internet network. So actually the problem can be considered reasonable, but it would be better if a solution was found to overcome these obstacles so that people who are hampered by network problems can apply for population document services through the Si N'duk application more easily and smoothly.

Sustainability of the application in serving the creation of population documents: The creation of a new innovation is certainly expected to be sustainable from the benefits derived from these innovations. The sustainability of the Si N'duk application innovation is expected by the Department of Population and Civil Registration of Bojonegoro Regency to be able to provide excellent service to the community by continuously improving things that become problems during the service process. In addition, because the Si N'duk application service is very helpful in achieving the target of ownership of population documents for the people of Bojonegoro Regency.

Triability
Public trial application: Innovation can only be accepted if it has been tested and proven to have more value than before. Before being launched and introduced to the public, the Si N'duk application innovation has been tested by 3 employees of the Population and Civil Registration Office of Bojonegoro Regency and about 10 people, this is done to see if the Si N'duk innovation is feasible to be applied and used. After testing, it turns out that no significant problems have been found. But actually it would be more effective if the target/target of the Si N'duk application trial was increased by 3/4 times more, so that later it would be more effective to find out if there were problems or it was already smooth in the process of submitting population document services. Then if there are obstacles faced by the community, the community can submit complaints, suggestions, or inputs that exist in each District, then the service operator in the District will channel it to the Population and Civil Registration Office. After that, an evaluation of the problems that occur will be carried out and try to continue to improve the best service innovation for the people of Bojonegoro Regency.

Observability
Introduction of applications to the public: An innovation that is easy to observe will be easier to accept and develop among the community. In order for the innovation of the Si N'duk application to be easily observed, understood, and known by the people of Bojonegoro Regency, the Bojonegoro Regency Population and Civil Registration Service made various efforts, one of

which was by conducting socialization. The forms of socialization carried out include through several things, such as the following: 1) Socialization through Social Media (Instagram and Twitter), 2) Socialization through WhatsApp Operator groups with Village Apparatus, 3) Socialization through Radio, 4) Socialization through the Website: Blok Bojonegoro, the Government of Bojonegoro Regency, and the Department of Population and Civil Registration of Bojonegoro Regency, 5) Direct socialization in the District, 6) Installation of banners and billboards in the District. So, it can be concluded that the socialization of the launch of the Si N'duk application has been quite effective because the dissemination of information through social media is currently classified as very fast, but it will be even more effective if the socialization can be carried out directly to the community in the villages as a whole and carried out. continuously. It is intended that the people of Bojonegoro Regency more broadly can enjoy population document management services through the Si N'duk application.

CONCLUSION

The results of this study indicate that based on the theory of innovation attributes according to Rogers, most of the population administration service innovations in the Si N'duk application have fulfilled this theory. However, there are still some problems, such as those experienced by the community in the process of uploading population document files, then in terms of the application there is still no application form download feature, there is no notification notification when there is a service application, and application upgrades have not been carried out. In addition there are also problems related to servers and networks. Of course, these shortcomings must be corrected in order to continue to provide the best service innovations for the community. In addition, there has also been a division of the Si N'duk application service team in all sub-districts, it's just that the number of personnel needed is still lacking, and there are still some officers who have never attended *Administrator Data Base* (ADB) training. Therefore, from the problems that occur, it is necessary to have a routine performance evaluation that must be carried out by the Population and Civil Registration Office of Bojonegoro Regency so that innovation in population administration services through the Si N'duk application can provide more benefits for the community as service recipients.

RECOMMENDATIONS

1. The development of service innovation needs to be carried out in a sustainable manner by strengthening the use of integrated big data.
2. The Department of Population and Civil Registration of Bojonegoro Regency should conduct regular evaluations of the Si N'duk application innovation so that the obstacles encountered can be immediately overcome.
3. The Population and Civil Registration Office of Bojonegoro Regency can add benefits to the community by adding ready-to-delivery document services; the help center feature in the application (with the aim that if there are people who have problems, they can directly ask the Admin); and then a feature to see the progress / progress of the service being processed.
4. The Department of Population and Civil Registration of Bojonegoro Regency should conduct a Community Satisfaction Survey related to the innovation of the Si N'duk application so that it can be seen clearly how the community responds to the innovation of the Si N'duk application.

5. The Department of Population and Civil Registration of Bojonegoro Regency can make the best of facilities and infrastructure, especially related to networks and servers, which are the main keys to the implementation of online-based services.

6. The Population and Civil Registration Office of Bojonegoro Regency can develop an innovative Si N'duk application that can be easily downloaded by the public through the Playstore and Appstore so that it can be easily accessed by the public.

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