

## INNOVATION OF POPULATION ADMINISTRATION SERVICES AT THE CITY OF CIREBON POPULATION AND CIVIL REGISTRATION SERVICE

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### *Abstract*

*This research investigates the use of innovative civil registration services to improve government efficiency and citizen satisfaction. This innovation is realized through the implementation of innovative service approaches, revised procedures, improved service offerings, and new concepts. The aspects of efficiency, effectiveness and quality of population administration results are all enhanced by authentic development results. As an easily observable main indicator of government success, it emphasizes public services. The success of service innovation has the potential to improve the government's reputation in society. Qualitative methods with a descriptive orientation were implemented in this research. Comprehensive literature evaluation and data collection from online publications were used to obtain data. Indonesia has achieved great success in implementing service innovation, which has generated real benefits for society. Processing important documents, including identity cards (KTP), birth certificates and family cards, is now easier for individuals. Continuous refinement and development of service innovation is very important to create highly successful, highly efficient, and high-quality population administration services.*

**Keywords:** *Population Administration, Public Services, Service Innovation.*

### INTRODUCTION

The government ensures that every resident has access to basic services to protect personal freedoms and community standards. One part of this is ensuring fair treatment of individuals' rights and obligations when utilizing public services, while the other involves meeting individuals' needs for public services in a manner that is consistent with legal regulations. The aim of this action is to comply with the regulations outlined in Law no. 25 of 2009, which specifically relates to public services. The main objective of Law no. 25 of 2009 is to ensure legal certainty in interactions between the community and public service providers, as well as to establish clear parameters and relationships regarding rights, responsibilities, obligations, and authority in the public service delivery system.

Public services are very necessary, the public consistently places high expectations on government officials to provide high quality public services. However, it is important to note that their expectations are often not met by reality. Public services are often characterized by complexity, slowness, high costs and exhausting experiences, as existing research shows. Many individuals feel dissatisfied from this situation. Regional Apparatus Organizations (OPD) consist of various government organizations, agencies, and offices. Each OPD has different tasks to coordinate public services effectively. Under the regional autonomy system, the Mayor or Regent, through the Regional Secretary, has responsibility for managing the Department, which is one of the Organizational Units (OPD). The Department is responsible for implementing programs related to regional autonomy. (Chayani, T., Hidayat, M. T., & Sutarjo, 2020)

The concept of public service is very necessary to improve a harmonious and satisfying social existence. Several definitions have been put forward by experts to understand the characteristics. According to Sinambela (2005: 5), public service refers to the government taking actions that benefit a certain group of individuals. Although the results may not be felt physically, participating in activities can provide a satisfying experience. According to Agung Kurniawan (2005:6), public service refers to the act of helping others to alleviate their own material or emotional difficulties. Every part of this service must strictly comply with established standards and guidelines. According to Ministerial Decree no. 25 of 2004, every activity carried out by providers to meet the needs of service recipients and in accordance with statutory regulations is classified as a public service. (Heryanto, 2014)

Civil registration, population registration and information management are inseparable components of population administration, which includes the systematic collection and arrangement of data relating to the population. The data obtained will be used to provide public services, which is the primary goal of this effort. UU no. 24 of 2013, which amends Law no. 23 of 2006, regulates population administration. The department responsible for civil registration and population data collection was assigned to carry out this work. This service is tasked with collecting and organizing demographic data produced by civil registration and population registration.

Effectively managing and governing a population is an important aspect of maintaining social order. Considering the current situation, Indonesia's population administration system needs to be modernized to meet the needs of the community. To improve the completeness and use of civil registration, it is essential to comprehensively improve and clarify specific regulations. Additionally, to ensure that all individuals are aware of their respective responsibilities, it is essential to evaluate the rights of organizing and implementing authorities. It is important to implement some of these modifications to increase achievement and simplify administrative processes, it is essential to digitize civil registration data.

In accordance with the concept provided by Osborne and Gaebler 1992, "reinventing government" includes tactics that question and improve existing ideas and theories with the aim of increasing the efficiency of public services. Osborne and Gaebler proposed an entrepreneurial bureaucracy consisting of eleven principles in their book *Reinventing Government*. The list covers a wide range of subjects including catalytic, cooperative, competitive, purposeful, results-focused, customer-centric, innovative, forward-thinking, decentralized, and market-driven governance. (Heryanto, 2014)

Changes in government structure are needed to achieve efficiency, productivity and the capacity of government institutions to innovate. The concept of "reinventing administration" refers to bureaucratic efforts to increase the government's openness, responsiveness, creativity, professionalism, and entrepreneurial spirit by modifying or rearranging existing structures or configurations. In line with the current era of globalization, the aim of this program is to foster an entrepreneurial mindset among autonomous regional governments. This law will give local governments the authority to meet community

demands by offering better and newest services. This knowledge explains that the phrase "bureaucratic entrepreneurship" does not mean that government institutions are actively trying to improve their performance. (Fatikha and Citra, 2016)

It is possible for the government to offer various services to the community and provide services tailored to the specific needs of the community. The main aim of public services is to meet various community requests in various fields. Increasing government investment in public services will lead to improved regional quality. The government has begun implementing innovative steps in the public service sector, both at the national and regional levels, as outlined in the Minister of State Apparatus Empowerment and Bureaucratic Reform Regulation No. 9 of 2015 concerning Public Service Innovation, which aims to overhaul the public service system, various government and state organizations are actively seeking innovative methods to provide services. In the context of government service applications and programs, innovation refers to the process of generating and implementing ideas, concepts, and practices that are widely recognized and used. Improving service delivery to welfare recipients would benefit the government. Innovation refers to the act of making positive changes or improvements by introducing new ideas, techniques, or products. There are two ways to create new innovations, namely by taking inspiration or developing previous ideas. To maintain our position and provide services to the community, it is very important to prioritize service innovation. Both the public and the government must actively participate in improving service innovation.

In accordance with established laws and regulations, everyone is required to engage in activities that fulfill their service obligations including procurement of goods, services and administrative support. In accordance with Presidential Regulation of the Republic of Indonesia No. 91 of 2021 concerning Public Services, this is considered the appropriate use of government resources in the administrative system. Organizers of this unrivaled event span all levels of government, including ministries, regional and local governments, as well as certain state-owned enterprises. Its main responsibility is to fulfill public service obligations. Innovation refers to the emergence of new ideas, discoveries, or improvements to existing ideas in the public sector. Aims to generate, improve, and expand innovation. (PerMenPan No. 91 of 2021)

Measuring government performance can be determined by assessing the extent of innovation and the quality of services provided to the community. This implies that the public has the ability to directly assess government performance. The government can increase public trust by implementing service innovations that are responsible, efficient, and professionally managed. Therefore, it is very important for individuals and the government sector to consider carefully. The task of the central government is to formulate laws, while regional governments are responsible for their implementation. The public is tasked with overseeing the development of new government services that comply with the legal framework. (Laksana and Mukarom, 2016)

Successful innovation is defined as the development and implementation of procedures, or new approaches to providing services, as stated by Mulgan, Albury, in

Kurniawan (2015) Kartika (2023). Creating efficiency, effectiveness and quality results refers to evaluating the results of innovation renewal. In this context, innovation refers to a systematic process that relies on important rules, organizational structures, and policy changes to encourage innovation. The goal of these efforts is to continually improve quality. Service procedures have been enhanced using innovative methods to improve customer engagement and service delivery strategies. Innovation within the scope of strategy or policy includes the elements mentioned above, namely vision, mission, goals and strategies, along with supporting facilities. There are several motivations for innovation, one of which is the desire to provide services in the context of an innovation strategy or policy. The variables related to innovation are referred to as relative advantage. (Kartika Shara Ningsih, 2023)

Population and Civil Registration Service employees make efforts to improve the quality of public services by using innovative and creative methods. Aims to create services to the community with the best quality in all aspects. The focus of this research is located at the Cirebon City Population and Civil Registration Service, with the aim of identifying problems related to public service innovation. If it is linked to the challenges mentioned previously, this will be clear. The aim and benefit of this research is to find out to what extent the Population and Civil Registration Service's administrative service innovations are beneficial to society, seen from the aspects of Efficiency, Effectiveness and Quality of Results based on theories from Mulgan, Albury. Researchers took two innovations, namely the SINANIK innovation program (NIK-Based Online Queuing System) and the Jebol Ning RW innovation program.

## **LITERATURE REVIEW**

According to Sinambela (2005: 5), public service refers to the government taking actions that benefit a certain group of individuals. Although the results may not be felt physically, participating in activities can provide a satisfying experience.

According to Kartika Shara Ningsih, (2023) that innovation within the scope of strategy or policy includes the elements mentioned above, namely vision, mission, goals and strategies, along with supporting facilities. There are several motivations for innovation, one of which is the desire to provide services in the context of an innovation strategy or policy. The variables related to innovation are referred to as relative advantage.

## **METHOD**

This study used qualitative research methods. Using qualitative descriptive techniques, the aim of qualitative descriptive techniques is to clarify how innovation is conceptualized because of the development of public services in the Cirebon City Population and Civil Registration Service. This is achieved by analyzing non-quantitative data, such as words, images and behavior that are not represented in the form of numbers or the data is understood through explanations or observations of events that occur during this research. This research focuses on the study of natural phenomena and situations (Sugiyono, 2016: 9). This research

uses a descriptive method, which requires a thorough explanation of the observed behavior using written or spoken language to obtain results.

Descriptive research is an appropriate approach to obtain a comprehensive understanding of public service innovation in the Cirebon City Population and Civil Registration Service. Descriptive techniques are the most appropriate method for analyzing straightforward social processes, such as public service innovation. This method develops researchers to produce breakthroughs that can be used to improve the quality of public services. An agency survey using document inspection was carried out to collect primary data. This research uses a descriptive data analysis method, which is important for researchers to make directed observations on the research topic. Primary data can be obtained by collecting information directly from the original source. Researchers conducted interviews with the sub-coordinator of service cooperation and innovation as well as the sub-coordinator of population identity who has knowledge of public services as well as supporting informants, especially people who use the services. The purpose of the interpretation is to obtain conclusions from informants regarding innovations that have been carried out by the Cirebon City Population and Civil Registration Service.

## **RESULTS AND DISCUSSION**

The Sinanik and Jebol Ning RW innovations are new innovations created by the Cirebon city population and civil registration service to facilitate the public with a new system that digitizes the manual queuing system into an online queuing system, making it easier for the public to submit applications for population documents directly improving the services provided by officers. Successful innovation is characterized by increased efficiency, effectiveness and quality of results. Officers responsible for research service innovation conducted interviews and observations at the Cirebon City Population and Civil Registration Service. There is intervention from the community and officers responsible for renewing Sinanik and Jebol Ning RW innovations, as observed by researchers. Society has actively utilized this innovation, as evidenced by the large number of individuals who have used the innovation. However, society still faces challenges in utilizing these innovations due to inadequate socialization, lack of public awareness to complete population documents, for example, the optimal operation of the Sinanik innovation is hampered by the fact that a large number of individuals cannot use online services.

Based on the results of interviews with informant 1, it was revealed that individuals had difficulty getting a queue number due to a time limit of around two minutes. Interviews with informant 2, showed that there were challenges related to the interaction of individuals who misused population data for personal interests or did not have valid data, in other words, several cases where someone falsely stated that they were residents of Cirebon City, thus becoming an obstacle to activities. Jebol Ning RW innovation. Therefore, the involvement of customers in the process of creating population documents increases the community's adaptability, making the innovation program high quality.



Mulgan and Albury's statement that innovation offers a newer and better approach is confirmed by the results of the interviews. However, implementing innovation updates is not an easy thing. The community's failure to comply with the regulations set by Population and Civil Registration Service officers, as well as the community's ignorance of the Sinanik application and the Jebol Ning RW program.

### **Implementation of the Sinanik Public Service Innovation (NIK-Based Queue Number System) at the Cirebon City Population and Civil Registration Service**

The Sinanik program, which utilizes NIK-based queue numbers, is an innovative solution for online queue management that has been used since 2020 as a response to the Covid-19 pandemic. This program is the result of the author's analysis of data collected through observations and interviews with both the community and those responsible for service innovation at the Cirebon City Population and Civil Registration Service. This program still complies with applicable regulations. The Cirebon City Population and Civil Registration Service introduced a new and innovative method called Sinanik innovation, namely by sending a message format using the WhatsApp application. The WhatsApp application has a way to retrieve queue numbers in its messaging service. Users can send a message containing the queue number in the service text format #NIK# (Population Identification Number) and send it to the intended service number.

The online registration process via the WhatsApp application requires individual registrants to register their residence through the application on the day they receive the service schedule. This schedule is offered to people who have received an online queue via Sinanik.

The three indicators that serve as benchmarks for public service innovation in this research were created using the Mulgan and Albury approach (as quoted in Kurniawan, 2015 and Kartika, 2023). The following are the results of the author's search for public service innovations at the Cirebon City Population and Civil Registration Service.

#### **1. Efficiency**

The Sinanik Innovation Program is not efficient enough as seen from the socialization process carried out in collaboration with the RW/RT resulting in uneven socialization, this prevents people from using Sinanik services, and people who do not directly know about Sinanik services can find out about them through informal or verbal communication. Sinanik developed a direct response system with a queue quota limit of 140, which will automatically stop replying if the quota has been reached. This program combines the WhatsApp application with a special system for online queue services. This application makes it possible to display queue numbers and service schedule catalogs that have been created in response to messages received from the public.

#### **2. Effectiveness**

Sinanik Services has significantly increased the effectiveness of service activities at the Cirebon City Population and Civil Registration Service. The Sinanik system has

implemented a predetermined schedule in providing services, with a maximum time limit of 30 minutes for each service. To get an online queue, the Sinanik service is available for a duration of three minutes.

### 3. Quality of Results

In 2020, the Cirebon City Population and Civil Registration Service successfully carried out a trial using a manual initial response by relevant officers in the Covid-19 era. Public perception of the Sinanik application is influenced by the timeliness of officers in providing services. The service time stated on the queue number ensures that people will not wait too long to get service at the Cirebon City Population and Civil Registration Service. Initial trials were carried out manually by officers, and program standards were adapted to the specific needs of the community.

In order to increase the utilization of Sinanik, a NIK-based online queue system, the Cirebon City Population and Civil Registration Service plans to extend the time to access the Sinanik application. Apart from that, there will be socialization that will be carried out evenly to reintroduce Sinanik's innovative features to the wider community. This is done to prevent the public from feeling rushed in getting a queue number, even though there is a time limit of 30 minutes, and to ensure that the wider public gets information about the use of Sinanik. In connection with the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia Number 91 of 2021 issued by the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia, it underscores the importance of meeting the service needs of all citizens by encouraging the development of public service innovation. The development of public service innovation is a sustainable effort designed to improve the quality of life by involving various stakeholders, such as government, society and the private sector. By encouraging public service innovation, sustainable progress can be achieved and benefit all parties.

### **Implementation of RW Breakthrough Public Service Innovations at the Cirebon City Population and Civil Registration Service**

The author has conducted interviews and observations with the person in charge of Jebol Ning RW activities. As part of the Jemput Bola RW (JEBOL RW) initiative, population administration and civil registration services are available in several sub-districts in Cirebon City through RW. This effort aims to increase community involvement. The RW Breakdown service is carried out by officers every Wednesday, after the completion of population administration services at the Cirebon City Population and Civil Registration Service. The Jebol RW program consists of two components of population administration services. The first component is Dafduk, which includes making a Resident Identity Card (KTP) and KTP documentation. The second component, Capil, consists of a Family Card (KK), Birth Certificate and Death Certificate. This research uses the theoretical framework proposed by Mulgan and Albury (Kurniawan 2015 and Kartika 2023) to define three specific

indicators that function as standards for evaluating public service innovation. The author's analysis of public service innovation in the Cirebon City Population and Civil Registration Service produced the following findings:

#### 1. Efficiency

The effectiveness of the Jebol Ning RW program can be seen from the socialization process carried out in the Population Registration (Dafduk) domain at the Cirebon City Population and Civil Registration Service. Various stakeholders, including RT/RW, sub-districts, community leaders, and others, are actively involved in the socialization and awareness-raising process. The aim of this socialization is to educate the public about the function of the Jebol Ning RW program in terms of Population Administration. This will enable them to prepare the necessary documentation for program implementation. The Jebol Ning RW program aims to facilitate the process of managing population administration data for Cirebon City residents by implementing an efficient population administration system. This program is very useful for those who have no experience in the population administration process or who have reached the age of 17 years. This program will include making a resident identity card.

#### 2. Effectiveness

The Ning RW Breakdown Program is still not effective. A large number of citizens were unable to fill out their population administration documents correctly during population administration procedures at the Cirebon City Population and Civil Registration Service. This happens because the people of Cirebon City do not receive enough information regarding the importance of updating their population data. Generally, population documents are only updated when necessary. Even though there has been an increase in the accessibility of population administration services offered by the local RW hall, the Jebol Ning RW program is still not optimal.

#### 3. Quality of Results

The Jebol Ning RW innovation initiative provides benefits to the community in recording KTPs and processing population documents for residents and teenagers aged 17 years and over. This depends on society and teenagers following the rules that have been determined. The Ning RW Breakdown Program is planned regularly by the Cirebon City Population and Civil Registration Service.

The development of RW Sinanik and Jebol Ning in the Cirebon City Population and Civil Registration Service is supported by several things as follows:

1. Timeliness of officers in carrying out services
2. Attendance at the Cirebon City Population and Civil Registration Service has increased among the community.
3. Availability of adequate facilities and infrastructure
4. The Jebol Ning RW program has had a significant impact on staff effectiveness.



The development of Sinanik and Jebol Ning RW in the Cirebon City Population and Civil Registration Service is hampered by several factors as follows:

1. Sinanik's innovation has not been socialized optimally.
2. Time constraints and quotas limit access to Sinanik innovation.
3. Lack of public understanding regarding proper management of population documents.

To overcome the obstacles faced during the implementation of Sinanik and Jebol Ning RW technology at the Cirebon City Population and Civil Registration Service, research has been carried out. There is a possibility of progress in the application of technology, which includes:

1. The strategy for outreach activities to the community has been carried out by the Cirebon City Population and Civil Registration Service.
2. Provision of services to the community is specifically carried out without an online waiting list.
3. Providing instructions by officers to the public who do not understand Sinanik's discovery.
4. Involvement of the RW/RT Chair in implementing Jebol Ning RW activities.
5. To reach residents who are reluctant to take care of their population documents proactively, the implementation of Jebol Ning RW is carried out using a house-to-house approach.

## **CLOSING**

### **Conclusion**

Public service innovation at the Cirebon City Population and Civil Registration Service provides many benefits and conveniences for the community in terms of using innovation to create population documents. Sinanik innovation provides many benefits for the community in getting queue numbers, service schedules provided, and the speed of officers in handling complaints. community regarding population documents, while for the Jebol Ning RW innovation, many service facilities are provided directly to the community to complete population documents. This research uses innovation theory to show the success of innovation carried out by the Cirebon City Population and Civil Registration Service seen from the aspects of efficiency, effectiveness and quality of results provided by each innovation that has been running, despite shortcomings in terms of socialization and lack of public awareness. In completing the population documents, this innovation activity can be maximally used and accepted by all the people of Cirebon City.

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