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Policy Implementation of the Electronic Identity Card Recording on Saturday and Sunday Through the Innovation Program by Civil Registry Service Office of Palangka Raya City

¹Muhamad Yusuf

¹Universitas Muhammadiyah Palang Karaya, Indonesia; m.yusuf@umpr.ac.id

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Abstract

The importance of ownership of administrative documents for Indonesian citizens is something that all elements of society know. However, this information is very difficult to pass on to some citizens. Public services appear in various forms. The research aims to determine the application of public service innovations in the Department of Occupation and Civil Registration of the City of Palangka Raya. With the presence of public services through the innovation program carried out, it is expected to increase access to the KTP recording. This type of research uses literature study techniques. Because information relevant to the subject or problem being studied is collected by the researchers during the data collection process, this information can be obtained in research reports, journals, scientific papers, theses and dissertations, regulations, encyclopedias, and written sources that are well printed and in the form of electronic data by describing the forms of application of public service innovations of PERSAMI in the Department of Occupation and Civil Register of the City of Palangka Raya. The results of the research described the application of public service innovation in the form of PERSAMI, which showed positive results in the E-KTP recording on the Civil Registry Service Office of Palangka Raya City.

Keywords: *Public Policy, Public Service, Local Government, Service Innovation, Identity Card.*

Introduction

Public services are seen and offer a variety of services. The existence of services is necessary to meet the needs of society, such as public administration, in a good way. The creation of a citizenship identity through occupation administration services makes it one of the services that impose responsibility for building and serving the community. Law Number 24 of 2013 on Occupation Administration has changed the regulatory framework for the operation of occupation administration services into Law Number 23 of 2006. Various services related to the ownership of the personal data of citizens from the moment of birth to death are provided by the administrative services of the population. Creation and arrangement in the publication of documents and population data through population registration, civil recording, management of administrative information of the population, as well as the dissemination of its results to public services and the development of other sectors, are all complex service activities that fall under the umbrella of occupation administration. (Suganda et al., 2013).

Public services are activities, or a series of related activities, carried out to offer goods, services, or administrative services to all citizens and residents by Law No. 25 of 2009. As a public service, maintain standards of professionalism and ethics such as accountability, justice,

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efficiency, effectiveness, and justice for all societies that receive services. (Krishardianto et al., 2012).

The number of citizens who are not properly managed by the government cannot be reduced by legislation. Therefore, governments should take action to work towards more advanced and accessible services for the public. Dwidwidjoto believes that public institutions have a significant influence on how well services are provided. (Setiawan, 2020). The quality of the services offered increases with the performance of the organization. Therefore, innovation is necessary to support the survival and excellence of public services to the community. Various federal or local government entities are expected to stop innovating in services by the Ministry of State and Bureaucratic Reform Regulation No. 9 of 2015 on Public Service Innovation (Pratama et al., n.d.).

The aim of this research is to know the public service innovation of the PERSAMI program (Recording KTP-el Saturday and Sunday) as a service step launched to facilitate the E-KTP recording process. According to Andersson and Karlsson (2006), in the study, Regional Innovation Systems in Small and Medium-Sized Regions, sustainable product and process innovation is a prerequisite for sustainable growth in countries and regions. How innovation is created. Therefore, how a successful innovation process can be stimulated is an important question. The innovation aims to revitalize public administration, making it more proactive, efficient, accountable, and service-oriented. Performance, in its most basic form, is the act of doing work. Performance is the quality and quantity of output produced by a person or group in a particular activity. (Wasistiono et al., 2002). Performance is a representation of the extent to which an activity or program has been implemented to achieve the goals, visions, and missions of an organization. (Bisri & Asmoro, 2019). From some of the above opinions, it can be concluded that Performance refers to the ability of a person or group to perform tasks or engage in activities for the benefit of the mission, goals, and objectives of the organization.

The concept of good governance developed as a result of public dissatisfaction with the government in its role as an organizer of public affairs. Government performance is measured by public services using bureaucratic performance. All actors in the aspect of good governance agree that improving the provision of public services is essential and serves as its primary driving force. Siti Maryam (2016) submitted in his article entitled Mewujudkan Good Governance Through Public Service explains that Public Service Reform can promote ethical governance practices in Indonesia because there are three main reasons. That is, governments, the general public, and the business community all value improved performance of public services. The three pillars of government interact very closely in the field of public service. Third, public services make it easier and more practical to change the values that have long distinguished good governance practices.

Studies on innovation have shown that the innovation process is more complex than that because it combines many other factors, especially in the public sector. It's not as easy to translate it through innovation. This is in line with the proposal by Munksgaard et al. (2012) in the journal *Open Innovation in Public-Private Partnerships*. "Successful innovation is the creation and implementation of new processes, products, services, and methods of delicatessen that result in significant improvements in operational efficiency, effectiveness, or quality. Successful innovation is the creation and implementation of new processes, products, services, and methods of service that are the result of development in terms of efficiency, effectiveness, or quality of results.

What is stated by Munksgaard, this proves that innovation has evolved far from an early perspective that limited innovation to products, services, and processes. Miles, 2009, put forward the types of innovation in the public sector, which include: 1) product innovation, 2) service process innovation, 3) service delivery model innovation, and 4) 5 innovation systems Innovation in the system Innovation can be labeled in the following ways: 1. Incremental innovation—radical innovation (showing the level of innovation; in the industry, most of the innovation can be considered an incremental improvement of an existing product, process, or service). Top-down innovation—bottom-up innovation (indicating who has initiated the process leading to behavioral change, "top" meaning management or higher hierarchical organization or institution, or "bottom" meaning "workers on the factory floor", in this case, public officials, PNS, and middle-level policymakers), 3). Innovation driven by needs and efficiency-driven innovation (Indicates whether an innovation process has been initiated to solve a problem or to make existing products, services, or procedures more efficient).

The following requirements for innovation are stated in the General Guidelines on Innovation in Public Administration (Anggara, 2014): 1. Changes that occur 2. It has benefits. 3. The proposed solution 4. Continued 5. It can be changed, and 6. It is compatible with Later, the innovation was incorporated into the government's plan to improve the caliber of Indonesian public services. The commitment of the Indonesian government has prompted various sectors to implement changes in the public bureaucracy.

Methods

This type of research uses literature-based research techniques. Because information relevant to the subject or problem being studied is collected by researchers during the data collection process, this information can be obtained in research reports, journals, scientific papers, theses and dissertations, regulations, encyclopedias, and other written sources, both printed and in the form of electronic data. Data collected from literary studies can also be used as a reference in this study because studies using it can compare previous research with more recent research. The research implementation of the innovative Civil Registry Service Office system is PERSAMI (Recordings e-KTP Saturday Sunday), a study conducted in the area of the City of Palangka Raya. This public service innovation has benefits for the government and society, especially in terms of improving public services there. The presence of PERSAMI innovation can reduce the number of difficulties in E-KTP recording as well as minimize the online trial there.

Theoretical studies and other references related to developing values, cultures, and norms in the social environment under investigation are relevant to library studies, according to Sugiyono (2013: 291). Zed (2008) claims in Milya et al., 2020, that library research searches are used for more than just the purposes mentioned above to collect research data. This means that library research limits its activity only to resources in the library collection, ignoring the need for field research while also gathering information through library studies. According to Zed (2008) (Milya et al., 2020), conducting library research involves four steps: arranging the necessary supplies and tools; making records or bibliographies; planning time; and reading and recording research materials. The use of unstructured data in this research requires the use of content analysis as one of the data analysis methodologies. The term "content analysis" refers to the study of written material, such as newspapers, books, book chapters, newspaper titles, essays, interview transcripts, articles, historical documents, or recorded voice communication transcriptions.

Results And Discussion

The Electronic People's Signature Card, better known as e-KTP, is well known by the general public. e-KTP is managed by the Districts, Civil Service, and Civil Registration. Every citizen of Indonesia must have an e-KTP to be known as an Indonesian citizen. The birth certificate indicates the civil relationship between the owner of the certificate and his parents; if there is no certificate of his birth, the death certificate shows the civil bond between the owner and heir. According to Law No. Since 2006, all Indonesian citizens who are 17 years old or older, or who are under the age of 17 but have been married, must have a residence card (KTP). The city of Palangka Raya has reached 159.501 people, from the number of people who are obliged to have e-KTP, from a total of 167.290 people.

Before accepting e-KTP as an identity, the community, of course, goes through the process of civil registration and filing in the district or the Department of Occupation and Civil Registration. e-KTP registration by Law Number 23 of 2013 on the Administration of Work as part of the territory of the State of Indonesia The formation of a governmental apparatus that performs or organizes e-KTP data recording activities and socializes the installation of e-KTP records in all cities and villages, as well as settlements in the City of Palangka Raya, is the first step in the implementation of the system. These efforts are quite successful, which may be due to the desire of citizens to accept the invitation for socialization.

This is by the Law No. 23 of 2013 on the Administration of the Occupation established in Article 7 paragraph (1) letter d, which states that the local government or the city is obliged to regulate the administrative affairs of the occupation, which are handled by the governor or the mayor appointed with authority to cover the construction and socialization of the maintenance of the Administration.

Local or municipal governments are obliged and should be responsible for carrying out administrative work where the mayor and mayor are authorized to regulate the registration of data on the Electronic People's Sign Card, or e-KTP. The authority to maintain the e-KTP record is based on Article 17 paragraph (1), which is: Coordination of administrative maintenance; The establishment of an executive body that has tasks and functions in the field of occupation administration; Technical arrangements for the maintenance of administrative positions by the provisions of the regulations of the law; Construction and socialization of the maintenance of occupation administration; Implementation of public service activities in the field of public administration; Assignment to the village to manage some of the administrative affairs of the population based on assistance tasks; Presentation of local or city population data based on population data that has been consolidated and cleared by ministries responsible for domestic government affairs; and Coordination of surveillance over the maintenance of occupation administration

Innovation in public service aims to solve problems in society through original creative ideas to benefit society directly and indirectly. As a step in accelerating the registration of E-KTP for the community, the Department of Occupation and Civil Registration of the City of Palangka Raya implemented an innovative public service innovation program through PERSAMI (e-KTP on Saturday and Sunday).

This service is also a means to the desired goal, namely to speed up the registration process of E-KTP by the work plan of the City of Palangka Raya. The public responds positively to the city's innovation program, which immediately demonstrates the ability of public organizations to carry out their mission, vision, and goals in terms of meeting the community's requirements for access to services. Promote the performance of the organization

by obtaining positive responses from the community, which can serve as motivation to continue to provide better services and continue to deliver value benefits, as with the implementation of innovative programs that address societal problems over a sufficiently long time.

According to George Edward III's Theory of Policy Implementation, (Widodo, 2010), policy implementation is a key activity because, no matter how beautiful the policy is, if its implementation isn't well planned and organized, the desired outcomes of public policy will not be achieved. On the other hand, if the policy is poorly structured, even careful planning and preparation for its implementation will not reach its goal. According to Edward, four elements, including communication, resources, elimination, and bureaucratic structure, affect the success or failure of policy implementation. These four elements must be present at the same time and work together.

Furthermore, according to Grindle (1980), policy implementation involves more than just turning political decisions into administratively ordered practices. It also involves deciding who benefits from the policy and managing conflicts of interest. The theory and model developed by Van Meter and Van Horn are often referred to as a model of the policy implementation process, which in his theory stems from the argument that differences in implementation will be influenced by the nature of the wisdom to be implemented. (Wahab, 2008).

A model of the policy implementation process refers to the theories and models created by Van Meter and Van Horn, which, in their theory, are based on the claim that variation in implementation will be influenced by the nature of the wisdom to be implemented. (Wahab, 2008). They then provide methods to link policy concerns with implementation as well as the theoretical framework that puts policy on work performance. (performance). Change, control, and compliance are important ideas in implementation procedures. After that, Van Meter and Van Horn (1975) attempted to create the following policy typology which is the amount expected from each change and to what extent do the parties involved in the implementation process agree on the objectives.

The argument put forward in this section is that this aspect of wisdom will have an impact on the implementation process because most implementations will be successful when the desired changes are simple and support for the goals is strong, especially among those who will actually implement the program. According to Van Meter and Van Horn (1975), policies should set specific norms and goals for policymakers. Basically, policy performance is an assessment of how well a particular goal is achieved. Performance is the level of achievement or the degree of accomplishment. According to the Van Meter and Van Horn model (1975), there are six variables that can increase the clarity of implementation performance policies, among them: (1) standards and policy objectives; (2) organization-based communication and measurement of activity; (3) organizational communication characteristics; (4) social, economic, and political conditions; (5) resources; and (6) executive attitudes or characteristics.

Implementation of the PERSAMI Program aims to facilitate the difficulties of people who have difficulty recording the People's Sign Card (KTP) during working hours as well as increase citizens' awareness of the value of each society that is obliged to have its own administrative As a result of the implementation of this initiative, citizens can now access a number of services through the head of RT, making it easier for them to do so without visiting Sub-District or the Regional Office.

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The successful implementation test, according to the theory of Ripley and Franklin, has three aspects. First, the level of compliance of the bureaucracy with the Bureaucracy above it, PERSAMI, was prompted by Civil Registry Service Office Palangka Raya, who directly ordered the bureaucracy below it, Sub-District, to immediately socialize with the President of RT to immediately realize the purpose of the PERSami Program. Second, there is a smooth routine and no problem; for 3 years of the activities of PERSAMI, there has been no problem that cannot be solved. So far, citizens have been able to access sufficient services through the website, and the presentation of services has also increased. Third, thus, the desire is to make it easy for those who desire to do so. So that citizens have been helped and felt easy when managing the People's Signature Card. At the stage of implementation of this PERSAMI program, the citizens of the City of Palangka Raya can be aware of the importance of the management of the People's Sign Card. With the increasing awareness of this, the PERSami program is assessed as effective and able to create facilities for the people who want to make the KTP.

Quotes by Mr. R. Successful innovation is the creation and implementation of new processes, products, services, and methods of service that are the result of real development in terms of efficiency or quality of results.

Conclusion

Innovation is a method to produce a change effectively and efficiently by having value-added benefits in its implementation. Through the PERSAMI program, the service gives the community satisfaction so that it will feel close to the service of E-KTP recording during working hours. Sensitive service and responsiveness to public response will increase public satisfaction with public service performance. The PERSAMI program can also tackle exposure quickly, leading to public response. Thus, the process of creating self-ownership data can be implemented and continuously awakened, then developed through a better service improvement program. Implementation of the PERSAMI policy (Recording KTP-el Saturday) Through the Innovation Program by Civil Registry Service Office in the City of Palangka Raya has been monitored very smoothly, and until now the PerSAMI program is still running.

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