



Public Service Innovation Through the J-SIP Application as an Effort to Improve Services at the Jember Regency Population and Civil Registration Service

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Abstract

The Jember Regency Population and Civil Registration Department is a service provider for the Jember community, in managing population administration. Services in population administration can now be done online. Online implementation can be carried out through the latest application, namely "Jember Service Information System (J-SIP)". The use of J-SIP will be easier to access for the people of Jember, especially those who already have an Android cellphone. However, there are still many people in Jember who don't know about this application apart from managing population administration through the J-SIP application. This research aims to observe and analyze Public Service Innovation through the J-Sip Application. The type of research in this research uses a qualitative-descriptive research method approach. The results of this research show that the J-Sip application has a positive impact on facilitating data validity and increasing information to the public so that J-SIP service innovation becomes effective and efficient and minimizes the practice of extortion (illegal levies). However, the J-SIP application is less efficient and effective in improving services at the Jember Population and Civil Registration Department. Based on the results of discussions, many people still complain about the use of services through this application, apart from the long process, this application is still not systematic so people still do not enjoy this application to the maximum. Thus, the Jember Population and Civil Registration Department's efforts to minimize extortion (illegal levies) by irresponsible parties cannot be said to be successful. Because the J-SIP application is not truly effective and efficient in improving services at the Jember Population and Civil Registration Department. The service through the J-SIP application has not been able to improve the quality of service at the Jember Population and Civil Registration Office.

Keywords :

Jember Service Information System (J-SIP) Application; Service Innovation; Public Service; New Public Service (NPS).

INTRODUCTION

Indonesia is the 14th largest country and the largest archipelagic country in the world with an area of 1,910,931 km². Indonesia is one of the developing countries. Based on data from the Central Statistics Agency (BPS), Indonesia's population is projected to be 274,790,244 in 2023. Currently, Indonesia consists of 38 Provinces, 416 Regencies, 98 Cities, 7,024 sub-district level areas, and 83,467 village/sub-district level areas. One of the districts in Indonesia is Jember Regency which is part of East Java Province.

The large population in Indonesia, of course, in terms of administration, will be divided into each region. Each region has a Government Agency that manages Population Administration and Civil Registration, one of which is the Jember Regency itself. In terms of administrative management, of course, there are government officers, where these officers are ordered by the state to assist the community in providing services (serving) the community's needs when submitting an administrative application.

According to Sutedi, A (2011:2) The term service itself contains the meaning of actions or activities carried out by the government to take care of things that the community needs. In other words, public service itself is not about targets to be achieved but rather is a process to achieve certain targets that have been set in advance. Meanwhile, Tjosvold (in Sadu Wasistiono, 2003:42) said that serving the community, both as an obligation and an honor, is the basis for the formation of a humane society. Tjosvold further added that for organizations that serve consumers, this is a "decisive moment" (moment of encouragement), an opportunity for the organization to demonstrate its credibility and capabilities. Looking at Tjosvold's opinion shows that if he can serve well it will show positive things to the community about the organization.

The use of J-SIP has now become the newest service system at the Jember Regency Population and Civil Registration Department, namely "Go Digital J-SIP Online Service", apart from being able to simplify the semi-online service process based on a website. The use of J-SIP will be easier to access by the people of Jember, especially those who already have Android cellphones because the J-SIP application can be accessed easily by the people of Jember based on an Android application. For people who understand how to use Android, the J-SIP application will be very easy to understand. Thus, through the J-SIP application, it is hoped that it can improve the quality of service at the Jember Population and Civil Registration Office. However, despite all that, the Admin Service via the J-SIP Application certainly still has many shortcomings. One of them is the completion process which can be said to be quite long, where it is faster to do it directly to the Dispendukcapil section. Services via the J-SIP application can indeed make things easier for people, especially for busy people, who don't have much time to queue directly at the Jember Population and Civil Registration Office. However, services via the J-SIP Application also make things difficult for the people of Jember whose understanding of technology is still limited, there are still many Jember people who cannot operate Android cellphones and find it difficult to understand the flow of administrative management through the J-SIP Application.

Many people who already understand technology still complain, one of the complaints is that when submitting files they are always rejected for various reasons. This makes people doubtful and reluctant to use the J-SIP application, people prefer to come directly to the Dispenduk Office to complete their affairs. Even though they have to queue for a long time and can spend all day at the Dispendukcapil Office, people still come to the Jember Dispendukcapil Office so that the documents they need can be completed quickly. Quite a few Jember

residents still choose to pay a high price to make the process quicker and more practical, while producing documents such as Family Cards (KK), Birth Certificates, Death Certificates, etc. is free. That is why the public complains about Public Services at the Jember Regency Population and Civil Registration Office. The following are several complaints from the public who are still dissatisfied with the J-SIP Application due to several obstacles in the Adminduk creation process. Apart from public complaints that researchers quoted from the J-SIP Application on Playstore 2022, researchers also made small observations in one of the areas in the Jember Regency. The area is Gebang Village in Patrang District, Jember Regency. Researchers heard complaints from one of the people living in Gebang regarding the J-SIP application. The J-SIP application is very helpful for managing population administration, especially for people who are busy with their work matters. The complaints from the public in the comments on the J-SIP Application and the people in Gebang are the same, namely about "file submissions which are always rejected" and the process being long, apart from that, there are also people who complain that the form downloaded from the J-SIP Application has too small text. This makes people prefer to come directly to the Jember Population and Civil Registration Office because the process takes a long time to go through this application. This problem is why researchers are interested in researching the latest service innovations through the J-SIP application

LITERATURE REVIEW

1. New Public Service (NPS)

New Public Service (NPS) is a concept of public service put forward by Denhardt J. V and R. B. Denhardt. The New Public Service (NPS) concept was put forward by Denhardt J.V and R.B Denhardt in response to the administrative paradigm, namely New Public Management (NPM), which suggests "run government like a business" or "market as the solution to the ills in the public sector". Where the NPM concept is considered to be less in line with the principles of public service.

According to Denhardt and Denhardt (2003: 28-29), the New Public Service (NPS) is a paradigm based on concepts that are essentially following the values that exist in society. Denhardt & Denhardt also argue, (in their book *The New Public Service, Serving not Steering*, Haque 2003) that the government should provide public services in the form of New Public Services (PBB), in its implementation it is not carried out like a company but services are carried out democratically, fairly, equitable, non-discriminatory, honest and accountable. This is because this paradigm prioritizes:

- a. The public interest is the main basis in the government administration process as a form of release of democratic values.
- b. Being based on democratic values will provide energy for bureaucrats/government employees to serve society more fairly, equally, honestly, and responsibly.

Based on the New Public Service (NPS) concept put forward by Denhardt and Denhardt, in services in the government sector, government employees should provide services not like companies, namely the NPM (New Public Management) concept, because that is a different thing. In public services, especially population administration, it is necessary to apply the New Public Service (NPS) concept, namely being fair, equitable honest, and not discriminating. As a government employee/government apparatus, you must have a democratic attitude towards society, both upper-class society and lower-class society. Government employees/service providers must be willing to listen to the

desires and needs of the community without having to discriminate because whether they are upper-class people or lower-class people, they are both citizens who have the same rights to get good services.

2. Service Innovation

Rogers, (1983, in Sholahuddin, 2017) defines innovation as an innovation, idea, or practice from an individual or community. Innovation is the result of a person or group's skills in creating or improving a new, valuable, and significant system. Many people call innovation to refer to new things. According to Mulgan, Albury & Kurniawan, (2015), it is explained that successful innovation is the creation and implementation of processes, service products, and new service methods which are the result of real development in terms of efficiency, effectiveness, and quality of results. In this case, the innovation process begins with a quality update that is different from before (Irhamni, M. R., & Astuti, W. B. 2024).

Innovation is very necessary in the development of a public service. According to Jasfar Farida (2012), Innovation is used as a demand for accountability, transparency, and sharing of the principles of good governance, which leads to higher-performing public organizations. Apart from that, according to Farida (2012: 24), there are several reasons behind why innovation is needed in the public sector, including:

- a. many management techniques focus on just-in-time, supply chain management, outsourcing, and total quality or business process re-engineering which are used by various medium and large companies to survive and compete with each other. However, only a few dare to leave the mainstream and create breakthroughs.
- b. The traditional management techniques above also lead organizations to patterns of rigidity and inflexibility.
- c. The impact of innovation can be felt and seen in the organization's performance and profits at the bottom line level

3. Public service

According to Sutedi, A (2011:2) The term service itself contains the meaning of actions or activities carried out by the government to take care of things that the community needs. In other words, public service itself is not about achieving targets but rather is a process to achieve certain targets that have been set in advance. Public Service is a business or activity in terms of providing services to the public or community. The State Administration Institute of the Republic of Indonesia (LAN RI) defines public service as all forms of public service activities carried out by government agencies at the central and regional levels, and within BUMN/BUMD in the form of goods and/or services, in meeting the needs of the community.

Based on Law Number 25 of 2009, Public Service is an activity or series of activities to fulfill service needs under statutory regulations for every citizen and resident for goods, services, and/or administrative services provided by public service providers. Meanwhile, Tjosvold (in Sadu Wasistiono, 2003) said that serving society, both as an obligation and as an honor, is the basis for the formation of a humane society. Furthermore, Tjosvold added that for organizations serving consumers is a "decisive moment" (moment of thrust), an opportunity for the organization to demonstrate its credibility and capabilities. Looking at Tjosvold's opinion shows that if he can serve well it will show positive things about the organization to the public. The scope of public services according to the Public Service Law includes public goods and public services as well as administrative

services regulated in regulations. Legislation. Within this scope, includes education, teaching, environment, health, social security, energy, banking, transportation, natural resources, tourism, and other strategic sectors (Khakim, L., et al. 2024).

Public Services are public service activities carried out by government agencies in the form of goods or administrative services following what is needed by the community, as a form of a sense of responsibility of government agencies, and following statutory regulations to serve the needs of the community both at the center and in the area.

4. Jember Service Information System (J-SIP) Application

The J-SIP application is an Android and web-based application. This is an innovation in the Jember Dispendukcapil service to make it easier for citizens to process online Admindukcapil services where citizens only register and upload required documents in accordance with the provisions. The J-SIP application was released on March 6 2023 with version 3.0. The J-SIP application is a semi-online service system product from the Jember Dispendukcapil based on a website and an Android application.

The J-SIP application helps people manage population administration easily because people don't need to come to the queue at the Jember Dipendukcapil Office like before. People simply need to complete the required data from home, after that they can submit applications from home.

Even when submitting population administration applications such as Birth Certificates and Family Cards, people no longer need to come to the Jember Population and Civil Registration Office, people can receive them directly via e-mail in the form of documents in PDF format with electronic signatures. This way, people can print it themselves using 80-gram A4 paper.

The J-SIP application can be accessed via the official website with the URL address <https://sipdispendukcapiljember.id/> or downloaded directly on Google Playstore specifically for Android devices. In the J-SIP Application, there are 6 Service Products that can be utilized, including:

- a. Application for Birth Certificate
- b. Death Certificate Application
- c. Application for Family Card (KK)
- d. Application for Child Identity Card (KIA)
- e. Application for Resident Identity Card (KTP)
- f. Application for Indonesian Citizen Transfer Certificate (SKPWNI)

With the 6 service products in the J-SIP Application, it is hoped that it can improve the quality of service at the Jember Population and Civil Registration Department. Where the service at the Jember Dispendukcapil Office is still considered unsatisfactory because the number of employees is not comparable to a large number of Jember residents. This causes people to queue for hours.

The J-SIP application can also make things easier for people whose homes are far from the city center, where in the past many people came early in the morning to get the first queue number and to be able to complete their population administration quickly. Currently, with the J-SIP Application, Jember residents whose addresses are far away don't need to go down to the city center, they just need to complete it via the J-SIP Application.

RESEARCH METHOD

The type of research in this research uses a qualitative-descriptive research method approach. Qualitative Research Methods are research procedures that produce descriptive data in the form of written and spoken words from people and

observed behavior (Moleong, 2002: 3). Descriptive Qualitative Research can be a bridge between researchers and related objects because there is direct involvement with the object to be studied. This qualitative research can explain the problems being studied by researchers. In this way, it can help researchers in answering the problem formulation, namely to find out Public Service Innovations in the "Jember Service Information System (J-SIP)" Application as an Effort to Improve Services at the Jember Regency Civil Registration Population Service.

RESULT AND DISCUSSION

This research was conducted in one of the areas in Jember Regency, namely Patrang District. Patrang District is one of the sub-districts in Jember Regency, where this sub-district is a sub-district that is located not far from the city center. The number of residents in Patrang District itself reached 103,048 people. In Patrang District itself, there are several sub-districts, these sub-districts consist of 8 sub-districts, namely Banjarsengon, Jumerto, Gebang, Slawu, Bintoro, Jemberlor, Patrang, and Baratan. Researchers conducted interviews in one of these sub-districts, namely Gebang Sub-District, precisely in the Gebang Poreng Neighborhood. The reason the researcher took the research in the Gebang sub-district was based on the data the researcher obtained, that the largest population was in Patrang District, namely in the Gebang Sub-district with a total of 26,938 people.

Table 1
Table 1. Population in Patrang District

No.	village	total population	
1	Banjarsengon	4.286	souls
2	Jumerto	3.130	souls
3	Gebang	26.938	souls
4	Slawu	7.745	souls
5	Bintoro	11.655	souls
6	Jemberlor	19.212	souls
7	Patrang	18.127	souls
8	Baratan	11.955	souls
Total		103.048	souls

Source: Year Research 2024

Apart from that, the location of Gebang Subdistrict itself is One of the subdistricts included in the city area. People in the city center are people whose majority understand the use of gadgets. So, if the registration process can be done quickly online, then they will not hesitate to choose to use J-SIP rather than having to queue for a long time at the Jember Population and Civil Registration Office. In the research, apart from taking from the Gebang Subdistrict, the researchers also conducted interviews with people who happened to be taking care of population administration at the Jember Population and Civil Registration Office. This interview was conducted to find out what the quality of service is like after the service innovation, namely the J-SIP Application, and to find out the effectiveness and efficiency of this J-SIP Application (Irhamni, M. R., & Astuti, W. B. 2024).

The research aims to find out how public service innovation through the J-SIP application can improve services at the Jember Population and Civil Registration Office. In this discussion, we will describe the discussion of the research results from the interviews that have been conducted. What will be discussed is Public Service Innovation through the J-SIP Application that can improve services at the Jember Population and Civil Registration Office.

In the opinion of Mulgan, Albury & Kurniawan, (2015) it is explained that successful innovation is the creation and implementation of processes, service products, and new service methods which are the result of real development in terms of efficiency, effectiveness, and quality of results. The J-SIP application is a creation of the Office Dispendukcapil Jember which is a new service method to achieve efficiency and effectiveness of services in managing population administration. The success of service innovation can be seen in the efficiency, effectiveness, and quality of the results of the service innovation (Irhamni, M. R., & Astuti, W. B. 2024).

a. Quality of J-SIP Application Results

Based on the results of interviews regarding the quality of the results from the J-SIP Application, the quality of the J-SIP Application can be said to be inconsistent, because, in the previous year, the J-SIP Application became one of the new and superior service methods from the Jember Population and Civil Registration Office. The J-SIP application is liked by many people because the application process is fast and easy. However, in 2023 the quality of this application will decrease, this is because the process of applying for registrar registration via the J-SIP application is increasingly impractical and slow in providing services.

b. Effectiveness of the J-SIP Application

Effectiveness is an effort to achieve goals, positive results, and success, and can be done promptly. Based on this definition of effectiveness, the J-SIP application cannot yet be said to be effective. This is because some of the functions in this application are still not systematic. This is what makes people prefer to come to the Jember Population and Civil Registration Office even though the J-SIP application is available. Even though they have to queue and wait all day, the important thing is that the documents they need can be completed quickly.

c. The J-SIP Application Can Improve the Quality of Services at the Jember Population and Civil Registration Department

Looking at the answers from the public through interviews, it can be seen that the J-SIP application has not been able to improve services at the Jember Population and Civil Registration Office. The reason is because of the impracticality of this application, which makes people still choose to go to the Dispendukcapil Office directly. Meanwhile, the public hopes that this application can improve the quality of service so that people no longer need to queue all day at the Jember Population and Civil Registration Office.

d. The existence of the J-SIP application provides more efficient and effective services

According to the answers from service informants after the J-SIP application was introduced, it has not shown efficiency and effectiveness (Irhamni, M. R., & Astuti, W. B. 2024). This is because people feel that the functions of this application are not well integrated. This application is efficient because it can be done anywhere, and at any time. However, The drawback of this application is that the process is long and sometimes difficult to understand, making people still reluctant to use this application.

There are also supporting documents that show that this innovation cannot be said to be efficient and effective. The supporting documents are in the form of photo evidence/pictures of the situation at the Jember Population and Civil Registration Office. The document shows that there are still many people queuing at the Jember Population and Civil Registration Office, even though it can be done more easily through an application launched by the Jember Regency Population and Civil Registration Office.

Figure 1. Situation of the Jember Population and Civil Registration Office



Source: Thesis (2024)

This document proves that the J-SIP application is still not very popular with the public even though it is easy to use without having to come to the location. People still choose to come directly to the Jember Population and Civil Registration Office to take care of population administration. This document also shows the possibility that many people still do not know about the J-SIP application.

CONCLUSION

The J-SIP application has a positive impact on facilitating data validity and increasing information to the public resulting in J-SIP service innovation. However, in reality, the J-SIP application is less efficient and effective in improving public services, and many people complain about the use of services through the application. Apart from the long process, several functions in the J-SIP application are still less systematic. Apart from that, the Jember Population and Civil Registration Office is still less active in responding to complaints submitted by the public. Where negative complaints from the public are important in improving the quality of the J-SIP application. Criticism from the public can be used as a reference for future updates to the J-SIP application so that the application can be better than the previous year. The lack of responsiveness from the Jember Dispendukcapil Office has meant that the complaints or complaints submitted by the public have not been resolved properly so the use of the J-SIP application is still not in line with the community's expectations.

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