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Innovation of population administration services based on the sipraja application in sruni village gedangan sub-district Sidoarjo regency

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ABSTRACT

This study attempts to describe the innovation of population administration services based on the SIPRAJA application for E-KTP and KK services in Sruni Village, Gedangan Sub-District, Sidoarjo Regency. SIPRAJA innovation is described using Rogers' concept of innovation attributes which include Relative Advantage, Compatibility, Complexity, Triability, Observability.The primary data of this research were obtained through interviews and observations. Interviews were conducted with informants who were selected by purposive sampling. While secondary data was obtained through the results of documentation. The data analysis technique used is interactive data analysis from Miles, Huberman, and Saldana. The results of the study show that the SIPRAJA innovation is in accordance with Rogers' innovation attributes, namely the relative advantage shown by the ease of providing E-KTP and KK services using the SIPRAJA application. Compatibility is shown by the conformity between procedures, in terms of facilities and infrastructure, as well as the ability of residents and operators of Sruni Village. Complexity is shown when the application has problems and complexity when uploading documents. Triability is shown from the existence of trials conducted on the operator of Sruni Village. Observability is shown from the information contained in the application as a guide for SIPRAJA users.

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1. INTRODUCTION

The Sidoarjo Regency Government has innovated in the delivery of public services by providing application-based services, namely the Sidoarjo People's Service System (SIPRAJA) application. This is based on the Regent's Circular Letter number 180/SE/9090/438.1.1.1/2019 concerning the use of the SIPRAJA (*Sistem Pelayanan Rakyat Sidoarjo*/Sidoarjo People's Service System) application and the Regent's Circular Letter number 130/4522/438.1.1.1/2020 concerning the obligation to use SIPRAJA on village and sub-district services and permits in Sidoarjo Regency. SIPRAJA can be

downloaded on Google Playstore or can be accessed directly on the website https://sipraja.sidoarjokab.go.id.

Through the SIPRAJA application, the Sidoarjo Regency Government has innovated the process of population administration and licensing and non-licensing services that can be done online or can be done anywhere and anytime. Services in the SIPRAJA application are divided into several types, Type A serves administrative services at the village level. Type B provides administrative services at the village and sub-district levels. Type C serves services at the sub-district level. Type D provides services from vertical agencies (Musaddad et al., 2020). So it can be said that SIPRAJA is included in the type of process innovation, namely innovation efforts carried out to provide changes to the service delivery process (Halvorsen, 2005, as cited in Suwarno, 2008).

The Sruni Village Government has started implementing the SIPRAJA application in providing population administration services to the community. In accordance with the level of government, the Sruni Village Government only provides type A and B services in the SIPRAJA Application which include population administration services and licensing. According to BPS data (2021), Sruni Village is the most populous village in Gedangan Sub-district with most of its people earning a living as private employees, civil servants and army (*TNI*)/Police (*POLRI*) consisting of 1,686 private employees, 119 civil servants, and 858 TNI / POLRI members. This indicates that most of the people in sruni village are likely to already own and be familiar with smartphones. From these conditions, it can be concluded that there is a match between community conditions and SIPRAJA innovation as a digital-based service. As explained by Rogers (2003, as cited in Suwarno, 2008) in the innovation compatibility attribute an innovation should be in accordance with the values, past experiences, or conditions of the community where the innovation will be applied.

SIPRAJA innovation in population administration services in Sruni Village provides benefits for the village government to provide services with more efficient time than before. SIPRAJA innovation is also one of the influences on the satisfaction of the village community with the services provided by the Sruni Village Government, one of which is population administration services. This is based on the Community Satisfaction Index/*Indeks Kepuasan Masyarakat* (IKM) survey in early 2023. Sruni Village Government received a score of 97 which indicates that the quality of services provided to the Sruni Village community is very good, one of which is related to service time. As mentioned by Rogers (in Suwarno, 2008) that innovation has a relative advantage attribute, namely an innovation must have a better advantage compared to the previous innovation.

Until the end of 2022, E-KTP and KK services will be the most requested type of service by sruni villagers when compared to other mail services. In 2022, there was an increase in E-KTP and KK applications letter through the SIPRAJA application when compared to the previous year. In 2021, the number of submissions of E-KTP application letters was 10 submissions and KK application letters were 35 submissions. Meanwhile, in 2022, the number of submissions of E-KTP application letters was 142 submissions and KK application letters were 79 submissions.

However, the innovation of population administration services based on the SIPRAJA application in Sruni Village raises new problems. Several obstacles were found in carrying out services when there were problems in the process of loading the SIPRAJA application which often slowed down during working hours due to server problems. In addition, there are differences in the provision of population administration services to young people and old people. The younger community is directed to use the SIPRAJA application, while the older community still goes to the village office to make population documents by bringing the original files and photocopies, then asking for service assistance from the village operator (Kholis, 2022).

Another problem is the lack of information about the SIPRAJA innovation as a new way of population administration services in Sruni Village. This occurred because there was no socialization conducted by the Sruni Village Government to the community (Aulia, 2022). Based on the experience of one of the informants when using the SIPRAJA application, there were difficulties in uploading photos of the required files due to a lack of clear information regarding the steps for using the SIPRAJA application. In addition, the informant also stated that if he did not know the steps, the processing of files became difficult (Alesia, 2022).

Based on the above background, this study aims to describe the innovation attributes of population administration services based on the SIPRAJA application in Sruni Village, Gedangan District, Sidoarjo Regency. Through this research, it is hoped that it can provide benefits in the form of insights into application-based public service innovation for researchers to then be studied more deeply as material for future research. In addition, it can provide input, suggestions and criticism to the sidoarjo district government regarding the innovation of population administration services based on the sipraja application.

2. RESEARCH METHOD

This study uses a descriptive method with a qualitative approach to describe the innovation attributes of the SIPRAJA application innovation. Qualitative research aims to understand social reality, namely by seeing the world as it is, not the world that should be. Qualitative research methods can also be called naturalistic research, namely, research conducted in natural conditions or natural settings (Mamik, 2015). This research focuses on the innovation of population administration services based on the SIPRAJA application in Sruni Village, Gedangan Sub-district, Sidoarjo Regency. This research was conducted from April to June 2023. The types of data in this study are primary data and secondary data. Primary data was obtained from observations and interviews. Meanwhile, secondary data was obtained from documents, news articles and websites relevant to the SIPRAJA innovation. In determining interview informants, a purposive sampling technique was used, thus obtaining 7 key informants relevant to the innovation of population administration based on the SIPRAJA application in Sruni Village. The data obtained was tested for validity using triangulation techniques. Triangulation is a technique for checking the validity of data by utilizing something else outside the data as a comparison against the data (Moleong, 2012).

The analysis technique used in this research is an interactive model analysis technique for qualitative data proposed by (Miles et al., 2014), namely data condensation, data display, and drawing and verifying conclusions. These three streams of activities occur simultaneously before, during, and after data collection, forming an interactive cyclical process. The three activity streams can be depicted in the picture shown below

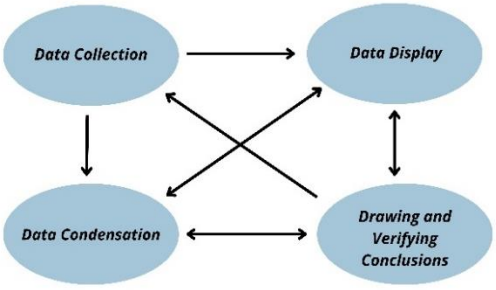

Figure 1. Components of data analysis: interactive model (Miles et al., 2014)

3. RESULTS AND DISCUSSIONS

3.1 Result

a. Innovation of the SIPRAJA Application Program in Sidoarjo Regency

The Sidoarjo District Government has made innovations in population administration, licensing and non-licensing services by changing the way services were previously carried out manually to digital-based through the SIPRAJA application. The SIPRAJA application is a program that is an effort by the Sidoarjo District Government to realize the optimization of equitable distribution of service quality by utilizing information technology in the implementation of public services in villages and sub-districts (Sekretariat Daerah Kabupaten Sidoarjo, 2022). The SIPRAJA application aims to provide convenience for the community to carry out the service process in terms of time and cost. Through the SIPRAJA application, the community can make requests related to population administration services and permits at the village, sub-district and services provided by vertical agencies, such as applications for making E-KTP and KK. It can be concluded that SIPRAJA is an application that integrates existing services at Regency Government agencies and vertical agencies or other institutions, so it can be said that SIPRAJA is a virtual Public Service Mall. The SIPRAJA application was developed with two user interface platforms, namely on the website www.sipraja.sidoarjokab.go.id and the SIPRAJA application. Both platforms can be accessed for 24 hours

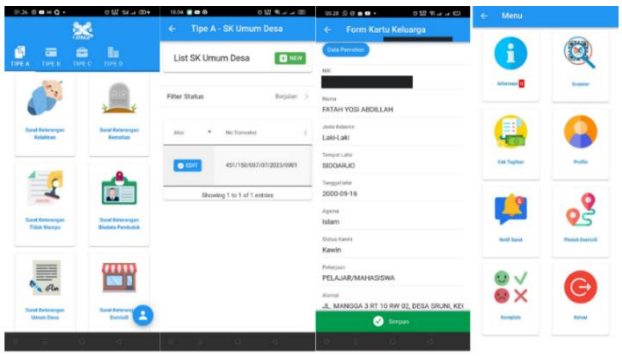

Figure 1 Display of sipraja application (Documentation results in the form of screenshots by researchers, 2023)

Figure 2 SIPRAJA website display (Documentation results in the form of screenshots by researchers, 2023)

Innovation of the SIPRAJA application presents several different types of services, namely type A, type B, and type C. type D, type F, and type G. Type A services provide administrative services at the village level such as general letters, birth letters, death

letters, population biodata letters, domicile letters, incapacity letters, KUA application letters.

Type B services provide administrative services at the village and sub-district levels such as KK application letter, E-KTP application letter, moving certificate, crowd permit letter, sub-district incapacity letter, sub-district general letter, waarmeking Type C services provide administrative services at the sub-district level such as building construction permits, job seeker cards (AK-1), micro and small business licenses, business company registration

Type D services provide administrative services from vertical agencies such as the National Land Agency (BPN), Bank Jatim, Regional Disaster Management Agency, BPJS Ketenagakerjaan, Regional Tax Service Agency, One-Stop Juanda Immigration Office, District Attorney, Environment and Forestry, Regional Drinking Water Company, State Electricity Company, Sidoarjo Regional General Hospital (RSUD), SAMSAT, Telkom, and others. Type F services become the SIPRAJA marketplace to help Sidoarjo community Micro, Small Medium Enterprise (UMKM). Type G is a job vacancy provider service.

The implementation of public service innovations based on the SIPRAJA application is supported by resources that help online services run well. The resources that support the application of the SIPRAJA application include: (a) Technical: SIPRAJA Application Software is reinforced with a 10 GBps fiber optic network and 260 MBps infiniBand. SIPRAJA web uses Apache web server (Kusnanto & Hindarto, 2023). The Sidoarjo District Government has a data center managed by the Sidoarjo District Communication and Information Agency (Diskominfo). SIPRAJA uses the go.id domain which means Indonesian Government. The go.id domain is a domain that is used specifically for government agencies or state administrators. (a) Human Resources: Technical Team: Diskominfo and the Consultant Technical Team who collaborate in building applications and strengthening and maintaining the network., Facilitation Team: Government Section, Organization Section, and Budget Team are in charge of conducting technical training to Operators, conducting socialization, and preparing technical and non-technical budgets caused by the existence of services through SIPRAJA, Operationalization Team: All Heads of Village, All Heads of Sub-District, All Operators of Agency Services and All RT / RW throughout Sidoarjo Regency. (c) Building the SIPRAJA application requires an initial budget of Rp.100,000,000, then a budget for SMS Masking is Rp.4,000,000 per month. While the maintenance budget every year is Rp. 35,000,000 (Sekretariat Daerah Kabupaten Sidoarjo, 2022).

Before operating the SIPRAJA application, the community needs to register first. Registration can be done through the SIPRAJA website or application. When registering, the user needs to fill in their personal data and upload their KTP (Identity Card) and KK (Family Card) documents. After that, users just need to wait for verification by the village operator of the uploaded data. A report related to the approved verification will be sent to the user's Whatsapp number or email indicating that the SIPRAJA account is active and ready to use. After that, the user can access the type of service they want and fill in the requirements. If the file is rejected, there will be a notification to the user regarding the wrong data uploaded by the user. The operator will inform which parts need to be corrected. If the file is complete, there will be a notification via email and the SIPRAJA application, and the file is ready to be printed independently.

b. Innovation of Population Administration Service Based On the SIPRAJA Application in Sruni Village

The Sruni Village Government provides service types A and B in the SIPRAJA application according to the level of authority. Based on information from the village operator, E-KTP and KK services are the most frequently requested services by SIPRAJA users in Sruni Village when compared to other services.

Table 1.1 Number of E-KTP and KK Services in 2021-2023

Service Type	2021	2022	January-June 2023
E-KTP applications letter	10 submission	142 submission	20 submission
KK applications letter	35 submission	79 submission	19 submission

The implementation of the SIPRAJA innovation in Sruni Village is regulated by Sidoarjo Regent Decree Number 188/314/438.1.1.3/2020 concerning the Sidoarjo People's Service System Operationalization Team. The team consists of the Head of Sub-district, Head of Village, technical members, and service operators. If adjusted to the village level, the operationalization team is the village head and the village SIPRAJA operators. In implementing innovative population administration services based on the SIPRAJA application, the Sruni Village Government assigns village officials to serve as SIPRAJA operators.

Before implementing the SIPRAJA innovation in Sruni Village, village operators were trained through technical guidance held by the Sidoarjo Regency Government. The technical guidance and socialization of SIPRAJA carried out by the Sidoarjo Regency Government was not only carried out once, but continuously following the development of SIPRAJA. This is done to provide knowledge for operators about online-based services using the SIPRAJA application. This knowledge is also expected to help sruni village operators to provide direction and assistance to the community who are confused when using the SIPRAJA application. In addition, the socialization of the SIPRAJA innovation program was also carried out in Sruni Village. The socialization was carried out in 2021 with all Heads of Neighborhood (RT) and Head of Hamlet (RW) in Sruni Village which was held at Sruni Village Hall. The Village Operator also distributes leaflets or brochures containing procedures for using the SIPRAJA application in the WhatsApp group of the Head of Neighborhood (RT) and Head of Hamlet (RW) of Sruni Village.

3.2 Discussions

The characteristics or innovation attributes of population administration services based on the SIPRAJA application in its implementation in Sruni Village, Gedangan Subdistrict, Sidoarjo Regency can be seen through the 5 attributes of innovation put forward by Rogers (2003, as cited in Suwarno, 2008), namely: 1) Relative Advantage; 2) Compatibility; 3) Complexity; 4) Triability; 5) Observability. Further explanation will be presented through the analysis below

a. Relative Advantage

Rogers explains that innovation will certainly bring new things that are expected to provide benefits and more value when compared to before innovation. Based on the results of research conducted in Sruni Village, SIPRAJA innovation is in accordance with Rogers' innovation attribute theory on the Relative advantages attribute. The relative advantage attribute is achieved from an easier and more efficient population administration service process for the community and village officials. The community can request administrative documents through the SIPRAJA application which can be done anywhere and anytime without having to go to the village office first. The personal data of SIPRAJA users will also be automatically inputted into the population administration services in the SIPRAJA application. For Village Operators, the SIPRAJA application makes it easier to serve administrative documents submitted by the community more efficiently. This can be seen from the reduced typing and printing of files as a result of the transition from manual services to application-based services. In addition, specifically for E-KTP and KK services, physical documents can be sent via courier expeditions such as POS and JnT without incurring shipping costs. However, the delivery service is provided by the Gedangan Sub-district Government, not the Village Government.

This convenience is not achieved for people who cannot operate SIPRAJA. People who cannot operate SIPRAJA need help from operators to input data and upload files. From the operator's side, it will have an impact on increasing service time so that the efficiency of the innovation is reduced.

b. Compatibility

Rogers explains that innovation must also be compatible or in accordance with similar values, past experiences, and pre-existing community conditions. Based on research conducted on the innovation of population administration services based on the SIPRAJA application in Sruni Village, the SIPRAJA innovation is in accordance with the compatibility attribute. This can be seen from the service procedures in managing population documents that have not changed. Changes only occurred in the requirements submitted in the form of photos uploaded through the SIPRAJA application. Furthermore, in terms of facilities and infrastructure at the sruni village office, it is in accordance with the need to implement population administration services through the SIPRAJA application without the need to increase the expenditure budget by the Village Government. There is Wi-Fi and computer equipment that supports SIPRAJA innovation. The only addition is the provision of special tabs provided by the Sidoarjo Regency Government to support the performance of the Headman of Sruni Village. In addition, in terms of the ability of the SIPRAJA Operator and the community, it is sufficient to implement population administration services based on the SIPRAJA application in Sruni Village. Compatibility between existing values and new innovations can facilitate the adaptation process and the learning process for innovations becomes faster (Rogers, 2003, as cited in Suwarno, 2008).

Compatibility is not achieved, if there are people who have difficulty operating a smartphone or do not have a smartphone, the population administration service process will be assisted by sruni village operators, starting from creating an email until the service is completed. This is certainly not in accordance with the purpose of the SIPRAJA application which can serve population documents anywhere and anytime. So the lack of knowledge of technology from the community is one of the most important challenges in an innovation that depends on the development of information and communication technology. So a public service innovation, must be accompanied by a solution to the lack of proficiency in the use of technology by the community, so that it remains in accordance with the purpose of public services that prioritize the interests of the community.

c. Complexity

Rogers explains that innovations that have a new character must have the possibility of a higher level of complexity when compared to previous innovations. Based on research conducted on the innovation of population administration services based on the SIPRAJA application in Sruni Village, SIPRAJA innovation is in accordance with the complexity attribute. Digital-based population administration innovations, such as the SIPRAJA application, will provide a new way or method, so that users will feel new complexities as well. This can be seen from the explanation of SIPRAJA users in Sruni Village who consider the SIPRAJA application easy to use in managing population administration documents, although there are still several obstacles such as problematic applications, complexity when uploading documents, and files that need to be prepared. So it can be said that for users who are proficient in using smartphones, SIPRAJA innovations have complexities that are not so complex so that the community can still adapt to these complexities. However, SIPRAJA-based population administration services are difficult to understand for people who cannot operate smartphones. This occurs because of a mismatch in knowledge or skills in operating technology with digital-based

innovations that rely on the development of information and communication technology, so these people do not understand the use of the SIPRAJA application.

d. Triability

Rogers explains that innovation will be applied if people feel more benefits than previous innovations. This attribute of innovation can be seen if the innovation has been through trials to test the quality of an innovation carried out to several parties such as the community and village officials. Based on research conducted on the innovation of population administration services based on the SIPRAJA application in Sruni Village, the SIPRAJA innovation is in accordance with the Triability attribute. Village operators are the parties who have the opportunity to go through the "public test" phase of the SIPRAJA application-based population administration service innovation. Public testing is carried out through training or technical guidance organized by the Sidoarjo Regency Government. Meanwhile, the Sruni Village community did not experience a public test phase to test the quality of the civil registration service innovation through the SIPRAJA application. The Sruni Village community accepts the innovation product at the implementation stage and is obliged to use it.

Regarding the fact that there is no community trial phase in the innovation of population administration services based on the SIPRAJA application in Sruni Village, the Triability attribute is not relevant to these conditions. The SIPRAJA innovation was immediately accepted by the Sruni Village community as a mandatory requirement to apply for population administration services at the village level. In addition, there were no actions and orders from the Sidoarjo District Government to hold a public test before launching the SIPRAJA innovation.

e. Observability

Rogers explains that innovation is attempted to be easily observed from various sides of how the innovation product works and is useful. In the innovation of population administration services based on the SIPRAJA application in Sruni Village, innovation cannot be observed if you have not tried or used the SIPRAJA application. In the application of population administration service innovations based on the SIPRAJA application in Sruni Village, the observability attribute can be seen in terms of delivering information to users about the use of the SIPRAJA application to manage population administration services. The application of population administration service innovations based on the SIPRAJA application in Sruni Village is constrained by information that does not reach the community. Information from the results of the socialization carried out by the village operator to the Head of Neighborhood (RT) and Head of Hamlet (RW) did not reach the Sruni Village community, so when the service was carried out online the community still assumed that the service was still manual. Information will be distributed from the village operator or other village officials if the community has a need related to population administration with a briefing that services must use the SIPRAJA application. Further briefing can be done via Whatsapp chat.

However, if you have applied for population documents through the SIPRAJA application, then users will find it easy to observe information in the SIPRAJA application. In the SIPRAJA application, there is some information for filling out forms and required files that must be attached during the process of submitting population administration documents. In addition, users can also see that the documents submitted are already at the on procces/approved/rejected stage. Users can see it through the application or receive notifications via email. The operator's SIPRAJA application also displays a menu of submissions submitted by users on the monitor menu. Through this menu, the operator will work on the service submitted by the user and monitor the process.

4. CONCLUSION

Based on the research conducted, the researcher concluded some findings based on the theory of innovation attributes put forward by Rogers (2003, as cited in Suwarno, 2008), namely Relative Advantage, Compatibility, Complexity, Triability, and Observability. Based on the implementation of the SIPRAJA application-based population administration service innovation in Sruni Village, shows that the SIPRAJA innovation has fulfilled the five attributes of innovation, although there are still some discrepancies and obstacles encountered. At the Relative Advantage attribute, it can be seen from the community and village operators who get convenience in the service process. The advantage is not achieved in old age people who cannot operate smartphones. The compatibility attribute can be seen from the requirements file in managing population documents that has not changed. Facilities and infrastructure, as well as the ability of village officials and the community are compatible. The complexity attribute can be seen from several obstacles such as application problems, and complexity when uploading documents. Then the Triability attribute can be shown through technical guidance given to Village Operators held by the Sidoarjo Regency Government. Meanwhile, the Sruni Village Community did not experience a public testing phase to test the quality of the SIPRAJA innovation. The observability attribute can be seen from information that does not reach the community. However, users will find it easy to observe information in the SIPRAJA application and how innovations work from filling out forms and required files that must be attached. In addition, users can also see that the documents submitted are already at the verification / on process/ rejected/ completed stage.

This research still has shortcomings in providing a broader perspective from the community. So further researchers are expected to use other research methods and add data sources to explain SIPRAJA innovation from the community's point of view, to obtain accurate data on the effect of SIPRAJA innovation on the community. In addition, it is hoped that there will be more in-depth research on the SIPRAJA application through other scientific approaches, such as informatics atau computer science.

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