

Innovation of The Three In One Service Program of The Population and Civil Registration Service of Bandar Lampung City

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ABSTRAK

Penelitian ini akan melihat seperti apa inovasi pelayanan untuk masyarakat luas program pelayanan Three in One di Dinas Kependudukan dan Catatan Sipil Kota Bandar Lampung. Dalam melakukan penelitian ini, metode yang digunakan adalah deskriptif kualitatif, metode deskriptif diartikan sebagai prosedur pemecahan masalah yang diselidiki dengan cara menggambarkan atau memaparkan keadaan terkini subjek atau objek penelitian (seseorang, lembaga, masyarakat, dan lain-lain) berdasarkan pada fakta-fakta yang tampak atau apa adanya. Dalam mendeskripsikan penelitian, data yang dikumpulkan adalah data berupa dokumentasi dan juga melakukan wawancara serta melakukan observasi. Hal yang akan ditunjukkan dari penelitian ini berupa inovasi pelayanan publik three in one sudah berjalan dengan baik namun belum optimal. Aspek yang menjadi penghambat faktor penghambat inovasi pelayanan three in one antara lain penumpukan berkas pemohon pelayanan dan lamanya proses penyelesaian berkas permohonan three in one yaitu KK, KIA dan Akte Kelahiran.

ABSTRACT

This research will see like what innovation service for the wider community the Three in One service program at the Department of Population and Civil Registration of Bandar Lampung City. In conducting this research, the method used is, qualitative descriptive., descriptive method is defined as a problem solving procedure investigated by describing or describing the current state of the subject or object of research (a person, institution, community, etc.) based on the facts that appear or are what they are. In describing the research, the data collected is data in the form of documentation and also conducting interviews and also conducting observations. Things that will be shown from this research are in the form of that the three-in-one public service innovation has been running well but not yet optimal. Aspects that become obstacles to the three in one service innovation inhibiting factors include the accumulation of service applicant files and the length of the three in one application file completion process, namely KK, KIA and Birth Certificates.

Kata kunci

Inovasi, Public, Pelayanan

Keywords

Public, Service, Innovation

Introduction

The public sector is generally seen as something organized only through government agencies where services are delivered through the public administration system (Ostrom & Ostrom, 2019). Currently, the need for public services is a staple and is the main concern of both the central and regional governments. In line with that, public service innovations began to be implemented in 2014, and in 2017 the three-in-one service program was launched. (Wallmeier, Helmig, & Feeney, 2019). There is a consensus where theorists describe that in public values there is the value of struggle, controversy, and the meaning of the difference. Public Service currently has a close relationship with the concept of open innovation to realize public transparency that includes technology and various aspects of non-technological innovation (Desmarchelier et al., 2020).

The Three In One Service Innovation is one of the service innovations implemented by the Bandar Lampung City Population and Civil Registration Service. where this service program is one of the flagship programs of the Bandar Lampung City Population and Civil Registration Service, this service program is a service provided by Disduk Capil to residents who request by submitting 1 (one) file to get 3 (three) documents. Example: Newborn child's application is included in the Family Card (KK) and obtain the Birth and Child Identity Card (KIA) Act. (Nel & Masilela, 2020). Public Sector Innovation should have special consideration in relation to the development and implementation and experimentation of new ideas, services, and products that are output in the implementation of public service so as to become better, worthy, and sustainable.

Three in One services in Population Administration is one of the efforts to improve the quality of public services as mandated by Law No. 25 of 2009 concerning Public services. This three-in-one service is present as a public service innovation that answers several complaints about administrative services in the Bandar Lampung City Population and Civil Registration Service. (Criado & Gil-Garcia, 2019). Every government strives to create good governance values by implementing smart strategies and technologies. Service Innovation carried out by the Bandar Lampung City Population and Civil Registration Service is an administrative service innovation that is present to make it easier for the people of Bandar Lampung City to manage administrative data.

Andhika (2018) there are many service innovations that have been implemented in government public services but have not shown great benefit in diversity, one of which is the Three in one service program is still facing several problem phenomena where based on the complaint index data of the Bandar Lampung City Population and Civil Registration Service in 2021 it is known that administrative service problems in the management of identity cards reached 52 complaints, Family Card 40 Complaints, Birth Certificate 37 complaints, and Child Identity Card 14 complaints. From the complaint data, it is known that the Three in one Service

Program has not run optimally. The implementation of the Three in one program direct observations found indications of illegal levies in the implementation of the Three in one Program and some people who performed the service felt that this lack of service was not optimal because it still took a long time. This article aims to find out the extent of the breakthrough of the Three in One Service Innovation by the Bandar Lampung City Population and Civil Registration Service, as well as what are the aspects that hinder the implementation of the Service innovation.

Yanuar (2019) The development or utilization of a product or resource effectively and efficiently is a process or a result of innovation. Suryani (2008) in (Hutagalung & Hermawan, 2018) innovation is a broad concept and is not limited to a product. Development and Innovation of public service implementation is one of the demands of the community that encourages the improvement of better public service delivery (Putri & Pambudi, 2018). According to Muluk (2008) in (Putri Pambudi, 2018) Innovation in the public sector is needed in services to reflect the willingness of choice for the public and create a diversity of methods in service. In a dynamic environment, the public sector bureaucracy must be able to create an innovation and make it a sustainable culture so that an optimal service to the community is carried out (Irianto, Natalisa, & Rodiyah, 2020). (Bustinza et al., 2019) service innovation involves service users and innovation is the best tool or strategy to get service output in the form of satisfaction. In this article to find out the optimality of a public service innovation according to Rogers (2003) (Aprilia Hapsari, Muhammad Guntur, & Rukmana, 2021) public sector innovation can be seen through 5 innovation attributes, namely Relative Advantages or Relative Advantages, Compatibility or Suitability, Complexity or Complexity, Triability or the possibility of being tried and Observability or ease of observability.

Yao et al., (2019) Service is an important concern in regional planning and is an interesting theme in public policy, engineering, and research. Like biological ecosystems, public service organizations have a network orientation that includes stakeholders, civil society, public or private partners, as well as members of the public service (Bason 2010; Moore 1993)(Chen, Walker, & Sawhney, 2020). Yusriadi & Misnawati (2017) Public services are related to the realization of the welfare of the people of the public bureaucracy which certainly contributes greatly to the administration of the state. (Mulyadi, 2018) Service is the activity of providing services using predetermined procedures. Dwiyanto (2017) the development of public services is a decentralized state context. Hayat (2017) public service is the basis for government administration. (Yayat, 2017) community satisfaction is a benchmark in public service by the government. This article aims to find out the extent of the breakthrough of the Three in One Service Innovation by the Bandar Lampung City Population and Civil Registration Service, as well as what are the aspects that hinder the implementation of the Service innovation. in addition, it is hoped that this research will be useful as a basis for the development of population administration

science in the Bandar Lampung City Population and Civil Registration Service so that administrative services can be improved.

Method

The method in this study was carried out at the Bandar Lampung City Disdukcapil Office using a descriptive Qualitative method that intends to try to describe a situation and explain problem solving (Yusanto, 2020). Qualitative methods are descriptive with the aim of obtaining an in-depth and comprehensive picture based on the phenomenon to be studied (Rijali, 2019). Qualitative research, conceptualization, categorization, and description developed on real events in the field. This research is carried out by direct method of spaciousness or observation and then reviewing theoretical studies through literature studies or document studies. The stage of analyzing data according to Spradlye (1998) in (Sugiyono, 2013) in any research analysis is a systematic way of thinking in order to determine the relationship between parts so as to form a whole. Conducted from data collection techniques, data reduction, data presentation, and conclusions (Sudirman et al., 2021; Sudirman et al., 2022).

Result and Discussion

Population administration services in Disukcapil Bandar Lampung City has several excellent service programs, one of which is the Three in one service program which is a service program through the submission process in 1 (one) file to obtain the results of 3 (three) predetermined population administration documents this is one of the service innovations present in the administrative services of Bandar Lampung City which will be seen through the attributes of service innovation according to Rogers (2003) (Aprilia Hapsari et al., 2021).

1. Relative Advantages

Relative profit is the value of an innovation that is carried out whether it has been running and provides benefits to society. In the Three In One service program in the form of administrative services in the field of population in the Bandar Lampung City Disdukcapil, it is known that this service program provides convenience in the management of population administration by the applicant, Relativ Profits that are known to be obtained from the implementation of the Three In one Service Program innovation which is known to facilitate and the implementation of services becomes faster and more effective. As per an interview with the Head of the Civil Registration Service, he said:

With the implementation of the Public service innovation of the three in one program, it makes the service of managing children's data, to make deeds and enter data into the Family Card (KK) easier, besides that with this program, it also makes it easier to take care of children's identity cards (KIA). (April 2022 Interview Results)

Public Service Innovation in the form of the Bandar Lampung City Three In one service program has a renewal value and more points, namely providing services more efficiently, fast and practical service times. So far, according to (Irianto et al., 2020) service innovation activities are development activities that require credibility for service innovation policies So that services become more useful for people who perform administrative services, according to the author, this Three In One service innovation has met the policy and provides relative benefits for both the service user community and the bureaucracy of service providers

2. Compatibility

The conformity attribute looks at the alignment between innovation and how it can conform to service standards in the bureaucracy. The implementation of the Three In one service innovation program is applied to the Bandar Lampung City Disdukcapil by first making adjustments to the standards or service parameters in the Bandar Lampung City Population and Civil Registration Service. The parameters of the Three in one program at the Bandar Lampung City Population and Civil Registration Service are service innovation programs that have changes in the way or service system that does not change the content of the service itself. This program was created by adjusting or following the service standards of the Bandar Lampung City Population and Civil Registration Service. The conformity between the program innovations made with existing standards can be seen from the access to services where the requirements for management documents, both Family Cards, Children's Identity Cards, and Birth Certificates continue to use the old requirements, this was also said by the Informant of the Head of the Civil Registration Service of the Bandar Lampung City Disdukcapil who said:

The implementation of the three in one program since 2017 we have adjusted to the existing service standards and operational standards such as in The rules for implementation, financing, and requirements, which have so far not been changed, have only been made more practical to support optimal service implementation. (April 2022 Interview Results)

According to Andhika (2018) the implementation of the Three In One service innovation also requires strengthening governance and the service sector. Where this of course requires adjusting the system, rules and norms so that service users do not feel too much about the gap from the innovation of the services provided. Based on the results of interviews with the informant, it is known that the Three in One service program is a service innovation that has been carried out while still following service standards and guided by the implementation of services that apply to the Bandar Lampung City Population and Civil Registration Service. therefore, according to researchers, the implementation of the applicable Service Innovation is in accordance with the systems, regulations and policies in the Bandar Lampung City Population and Civil Registration Service.

3. Complexity

Complexity is the benchmark for the success of program innovation. Where a system in a service program goes through processes and ways that affect the success or performance of the innovation itself. The level of complexity in the implementation of the Three in one service is carried out based on a study conducted by researchers through an interview with the Head of the Civil Registration Service of the City Disdukcapil of Bandar Lampung, who said:

The level of complexity of the three in one service innovation carried out by the Bandar Lampung City Population and Civil Registration Service is very low, this is done in order to realize more flexible and practical services, and we also always strive for three in one services easy to understand we also provide pamphlets about three in one services and service applicants can also ask employees if they feel that three in one services are still unclear. (April 2022 Interview Results)

Service innovation is a change in service that leads to better service quality, public service innovation certainly pays attention to service principles aimed at facilitating the target in the innovation of the service itself by always paying attention to simplicity with the main guidelines of the Decree of the State Minister of State Apparatus Empowerment Number 63 / KEP / M.PAN / 7/2003 concerning general guidelines for the implementation of public services where simplicity in service procedures should not be allowed convoluted and fully implemented in order to provide clear and optimal public services. And supported by an opinion (Irianto et al., 2020) who said the success of innovation programs in the government environment is shown by the ease of accessing services and services can be carried out flexibly. Therefore, according to researchers, Three In One service innovation is a breakthrough that requires simplicity to be accepted and the complexity factor must be minimized in order to create ideal and effective service innovations so that public services really need to pay attention to the level of complexity in the implementation of public service innovations.

4. Triability

The impact or advantages make a good reputation from the presence of this very useful service innovation. As an improvement and an example of service improvement in the future. In accordance with the nature of innovation that an innovation has a beneficial nature so that it is appropriate for the public to benefit from the presence of innovation in public services. Public service innovation is certainly left to the wider community to be a useless thing if it cannot be accepted by the community in the application, it requires a trial of the implementation of service innovations that have been created. According to the Head of the Civil Registration Service of Bandar Lampung City Disdukcapil, he said:

This three in one service has long been initiated since 2017 and before the implementation of this three in one service, it was first tested through the dissemination of information and socialization to the community, so that service innovation can run well, besides that we also refer to the implementation of services from other regions and adopt things that are good enough so that the implementation can run optimally. (April 2022 interview results)

The trial of the three in one service program was carried out by the Bandar Lampung City Population and Civil Registration Service based on direct observations and studies of the implementation of three in one public services, not a complicated service implementation, besides it is also known that the Bandar Lampung City Population and Civil Registration Service has first conducted a trial and assessed the implementation of three in one services.(Bustinza, Gomes, Vendrell-Herrero, & Baines, 2019) said that to find out the performance of service innovation, a trial of service implementation is needed so that the results of service innovation performance and community satisfaction with the service can be measured. According to researchers, three in one services through innovation attributes are likely to be tried as a service innovation, it should be implemented to provide convenience for the community in carrying out services, especially in the management of population administration at the Bandar Lampung City Population and Civil Registration Service.

5. Observability

In an effort to increase public awareness in managing the population administration of service applicants in carrying out three in one services. As a result of an interview with the Head of the Civil Registration Service of the Bandar Lampung City Disdukcapil:

The implementation of this three-in-one service is very easy to observe and regarding its clarity, the public can easily find out through the website or can contact the service officer who is always on standby. (april 2022 interview results)

Ease of observation is related to transparency in the implementation of services according to (Andhika, 2018) service transparency is a form of maintaining service procedures so as to facilitate interaction between service implementers and service recipients. From the interview, it is known that the implementation of this three-in-one service innovation has many impacts, especially for people who want to carry out administrative population services that can be done using only 1 (one) service step. In addition, according to the three in one service innovation committee, it also allows service applicants to carry out services more quickly and easily so that it is considered quite profitable for the service user community.

6. Inhibitory Aspects

From previous research (Andhika, 2018) stated that service innovation can be beneficial for the development of participation and interaction between the government and the community as the goal of service innovation, but supervision in service implementation is still low so that service innovation has not run optimally. then from the research (Bustinza et al., 2019) based on the role of contribution and strength, service innovation can run well by concentrating on service implementers but it is known that currently the role of service implementers still has to be considered and analyzed properly. then according to (Irianto et al., 2020) public service innovation still requires some improvements, especially in commitment and

policies in service. Based on research, researchers found that the public service of the Bandar Lampung City Population and Civil Registration Service, especially the Three In One service, still has several weaknesses so that there is still a lack of satisfaction from the community based on community complaints about services, including in the innovation of the Three in one Service program, it is known that there are still many people who complain about service time that still consumes a lot of time later some people still complain about the lack of accuracy of employees in responding to three-in-one services at the Bandar Lampung City Population and Civil Registration Service. The problem is known to occur due to the lack of human resources of employees who handle three in one services so that there is no delay in the length of service time, then the lack of infrastructure in the management of service applicant files which makes the accumulation of service files in the service department.

Conclusion

From the research that has been carried out to find out how the implementation of the innovation of the Three in one Service of the Bandar Lampung City Population and Civil Registration Service through aspects of service innovation can be seen that the service innovation that has been carried out quite well where the service becomes more practical and effective with the management of 3 (three) documents at once in one application for the implementation of this service innovation is supported by regulations and policies as a basis service delivery and judging based on service attributes, the three In One Service of the Bandar Lampung City Population and Civil Registration Service has been running quite well. However, from the research, it was also found that some obstacles in the form of service time which still took a long time and there was still a buildup of service applicant files, resulting in the implementation of service innovations not in accordance with expectations.

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