

Reimagining Public Services: The Power of E-Government and Digital Innovation

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ABSTRACT

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This research found problems faced by conventional services at the Bekasi Population and Civil Registration Office in the form of limited blank forms, minimal waiting rooms, limited computer equipment, complicated procedures, brokers, and discrimination. Through digital service transformation, it becomes a solution to answer existing problems. This research aims to examine the implementation of the e-open application by the Bekasi City Population and Civil Registration Office as part of the government's efforts to improve public services through e-government innovation. Through a qualitative descriptive research method, the subjects used as informants were e-open application users and e-open operators with the sources in this research being the head of the Bekasi City administration information technology section, the head of the Bekasi City data presentation and processing section, and the community using the e-open application. Data collection was carried out using a purposive sampling technique which was carried out through in-depth interviews, observation, and documentation. The data analysis process uses phenomenological data analysis. The results of the research show that this application has significantly improved public services, ongoing support, and improvements in accessibility for optimal impact. So, this digital service innovation is a solution to transform public administration. This research concludes that e-open has succeeded in improving the provision of public services attracting the public, and bringing significant progress in public services, so this research has implications for the utilization of sustainable digital transformation in public services and is expected to be utilized in all government sectors.

INTRODUCTION

Population administration services are a priority to achieve the best service provided by the government to the community. In implementing services, the government strives to provide good services in carrying out population data collection, because public services are a constitutional right obtained by the community.

Public services have been regulated in Law Number 25 of 2009 concerning Public Services. Public services are often a challenge in the implementation of a district, city, or state government system. The purpose of public services regulated in Law Number 25 of 2009 concerning public services is to foster positive relationships between the general public and public service providers. Public services in the current era have become easier and more effective in providing services. The impact of this convenience encourages the government to implement services that are in line with existing technological developments.

The government has recently developed an e-government system. This system is a stage in implementing an electronic government system to improve services to the community efficiently. This utilization has been implemented by the Bekasi City Population and Civil Registration Service as an innovation carried out through the e-open application (Electronic Online Population Service).

The e-open application is intended to facilitate public services provided by the Bekasi City government, especially in the field of population administration. The services offered in the e-open application consist of making Family Cards,

Death Certificates, Child Identity Cards, Birth Certificates, and Resident Identity Cards.

In the implementation of service innovation as a product of Law Number 25 of 2009 concerning Public Services, Population Services, and Civil Registration, there has been similar research that discusses how service innovation has developed over time, such as in research (Kartika & Oktariyanda, 2022) (Ningrum & Nurbaiti, 2023) (Lestari et al., 2021) namely the pattern of population administration services which were previously still served conventionally, so that the public submitted services directly by visiting the office. This pattern received many complaints from the public such as infrastructure: limited number of forms, minimal waiting room, weak computer devices; complicated procedures; the existence of brokers, and discrimination. Conventional service problems were also found in the research (Labiba et al., 2021) which found that complaints about conventional services were not only felt by the public but also by implementing officers. These obstacles include minimal file verification officers, no continuity between the submitted files and the completed file requirements, and officers who are less proficient in electronic devices such as computers, laptops, or printers.

Research according to (Nirmala et al., 2023) (Albar et al., 2019) (Nugraha, 2018) shows that e-government in essence provides practical benefits and facilitates public activities and interests. This occurs in the services of the Population and Civil Registration Service of Padang City which utilizes e-government to facilitate work by utilizing digital technology through an application called "Sirancak". Another research

conducted by (Febriansyah & Nasution, 2022) presented innovations in population document creation services based on technology in the globalization era. Population innovations carried out by the Indragiri Hilir Regency Population and Civil Registration Service utilize digitalization through a transition process from previous innovations.

The implementation of digital-based population administration services is in line with the concept of new public service as a form of improving the quality of services provided by the government to the community. The implementation of new public services is carried out by the Population and Civil Registration Service of Surabaya City through the E-Lampid application, as researched by (Dinda Aryani et al., 2021).

The primary novelty of this research is the detailed examination of the e-open application in Bekasi City, emphasizing its unique "Halo Pamor" feature that provides direct local support. The e-open application is equipped with the "Halo Pamor" feature which is directly integrated with village officials in their respective areas so that the people of Bekasi City can utilize the e-open application through the existing Monitoring Committee, which can help understand the procedures for using the e-open application. On another hand, this research explains its specific implementation within the Bekasi City regulatory environment, and its perceived usefulness to the local community, differentiating it from other research on e-government in population administration.

The e-open application is an access service for population administration applications in the Bekasi City area which refers to the Regulation of the Mayor of Bekasi City Number 90 of 2020 concerning the Implementation of Population Administration in Bekasi City. The e-open application was initiated to facilitate the city government in providing services. This application is an effort by the Bekasi City Population and Civil Registration Service to develop the e-open application as a new solution to improve the quality of population administration services, make it easier for residents to take care of various population needs, improve population supervision and data collection, and reduce errors in the data input process.

The process of creating an application-based system requires thorough preparation so that the system in the application can run optimally and be useful. The preparations that must be made start from the preparation of human resources, socialization of the community related to the use of the application, to the manager who can arrange and maintain the application. However, in the implementation of services the public certainly found various problems such as difficulties in the data input process, slow applications and errors, processes that take a long time, to non-transparent requirements. Various problems and obstacles that occur indicate that the government providing public services has not provided optimal public services.

This article discusses the actions taken by the Bekasi City Population and Registry Service to introduce the e-open application to the people of Bekasi City and at the same time see the impact of the usefulness of the e-open application on the people of Bekasi City.

RESEARCH METHODS

This research applies a qualitative descriptive research method, which focuses on interpreting and explaining data collected from the current situation, including the attitudes and

views of the community. The location of this research is Bekasi City, focusing on the Population and Civil Registration Service of Bekasi City.

The subjects used as informants are users of the e-open application and operators of e-open so the sources in this research are the head of the Bekasi City administration information technology section, the head of the Bekasi City data presentation and processing section, and the community using the e-open application.

The focus of this research is to analyze the actions and impacts carried out by the Bekasi City Population and Civil Registration Service on the utilization of e-open application service innovations. In addition to using primary data from informants, researchers also use secondary data from documents, official websites, various journal articles to literature studies that are on the topic of this research.

Data collection was carried out using a purposive sampling technique which was carried out through in-depth interviews. The interview method was carried out by meeting directly with informants and asking questions related to the use of the E-Open application by the Bekasi City government. Data collection is also done through observation and documentation. The data analysis process uses phenomenological analysis obtained from the experiences of the informants in a language based on the phenomena obtained from in-depth interviews with the informants. To analyze the phenomena that occur, a theory needs to be validated, so this research uses the theory of Edward III, namely policy implementation.

RESULTS AND DISCUSSION

The Bekasi City Government wants to make e-government a priority that must be developed to support activities in the Bekasi City Government. This is contained in the mission of the Bekasi City Government, namely "increasing the capacity of good government governance". This mission means that Bekasi City wants to make e-government one of the activities that underlies all programs and policies of the Bekasi City Government.

The Bekasi City Government, through the Bekasi City Population and Civil Registry Service, utilizes e-government in the form of the e-open application, which is a population administration service application to facilitate access to digital population administration services that are faster, more accurate, and more transparent for the people of Bekasi City.

The e-open application is a bridge between the Civil Registry Office and the people of Bekasi City. E-Open was created with the hope that people who do not have time to come to the Civil Registry Office can complete their population administration without having to come to the Office. Implementation of applications e-open application digital concept as a derivative of electronic government by the Bekasi City Government to the point the people of Bekasi City. The implementation of e-government provides benefits for the government and the community, such as faster and more efficient services, services that can be accessed at any time by the community, and increasing the ability to search for information widely.

In the application of e-open, there are named features "Halo Pamor". This feature can make it easier for Bekasi City residents to apply for population documents without having to come to the location. Sub-districts in Bekasi City implement the e-open application based on Bekasi City

Regional Regulation Number 10 of 2021 concerning the Implementation of Population Administration in Bekasi City.

The purpose of developing the e-open application is to facilitate population administration services for the people of Bekasi City. This application provides services for several types of population administration, such as making family cards, e-KTPs, birth certificates, death certificates, child identity cards, and services for population arrivals and population relocations.

This e-open application has been regulated in the Bekasi Mayor's Decree Number: 470/Kep.609-Disdukcapil/XII/2020 concerning administrative services through e-open (electronic online population services) in Bekasi City. The existence of this e-open application has high public enthusiasm.

Table 1. Total E- Open Users 2022

Product	Amount
Act Birth	17,248
Act Death	1,912
Child Identity Card	16,625
Electronic ID Card	11,265
Family card	57,174
Certificate of Arrival of Indonesian Citizens	8,750
Certificate of Transfer of Indonesian Citizens	46,686
Amount	159,660

Source: Official data from the Bekasi City Population and Civil Registry Office

Table 1 shows the number of e-open users in 2022, where there was an increase in application users, which is applications for birth certificates and other population products as stated in the table. This means that the interest of the public in processing population documents through the e-open application is quite high.

The implementation of e-open also found problems in the form of discrimination against people who do not understand technology and do not have supporting devices, and it has not been evenly reached throughout the community. Some efforts made by the Population and Civil Registration Service of Bekasi City are by providing socialization to the community regarding the e-open application.

The Bekasi City Population and Civil Registration Service took steps by conducting socialization with the community with the sub-district office regarding the e-open application. After that, the sub-district office informed the neighbourhood heads by providing information about the e-open application which was then explained how the e-open application was used.

The implementation of the e-open application consists of two factors, it is internal factors and external factors. This internal factor itself is related to how the Bekasi City Disdukcapil can present the Monitoring Committee whose purpose is to help people who do not understand how to make documents.



Figure 1. Socialization of e-open applications

The implementation of population administration services through the *e-open application* should be a new hope for the people of Bekasi City to make it easier for them to complete their population administration needs. As we know, people in the current era are critical of the government, so the quality of population administration services through this e-open application increases according to the expectations of the organizers, the local government, especially Disdukcapil, neighbourhood heads can establish good communication with service users, namely the community. Because, if communication and coordination do not run well, this will hinder the implementation of population administration services through the *E-Open application*, because there are still several people who still find it difficult to adapt to the application and the impact is that they are not good enough to understand how to use the application.

The implementation of the policy of e-open can be seen from each indicator using the Policy Implementation theory according to George C. Edward III.

Communication

Edward III's theory explains that communication is important for policy implementation. There is a category of transmission dimensions, which pays attention to communication between policy implementers. Clear communication can be seen based on the implementing instructions or technical instructions from the information provided clearly and does not change to provide a stable working atmosphere. "*Communication with regional apparatus is quite good, they accept the existence of this e-open application because e-open does make it easier for the community so that regional apparatus is open with this e-open.*" (interview with Riza, Head of the Population Administration Information System Section). A similar thing was also said by Mr. Luki who said that communication between e-open service providers and apparatus in the urban village in the transmission dimension in conveying policies to regional apparatus was right on target based on the implementation indicators of Edward III's theory. "*Regional apparatus communication running smoothly, we do not find any communication obstacles with regional apparatus we coordinate well.*" (interview with Luki, Head of Data Processing and Presentation Section). Based on the explanation from Riza and Luki, this shows that communication between e-open service providers and devices in the urban village is a delivery of information to

policymakers and this has also been done by e-open service providers to devices to know the policies being implemented.

Resource

Resources play an important role in building a successful implementation process because the resources involved in the implementation process involve human resources and infrastructure resources. Based on the results of field research, human resources, infrastructure resources and facilities at the Population and Civil Registration Service of Bekasi City are adequate. The resources from the Population and Civil Registration Service have been met. This was conveyed in the discussion, which said that *"The resources here are adequate because there is adequate infrastructure such as updates from the server, computers in each sub-district, routers, wifi network connections."* (interview with Luki, Head of the Data Management and Presentation Section). The human resources available at Dukcapil can be seen in the table below.

Table 2. Human Resources of the Population and Civil Registry Office of Bekasi City

Category	Total
Application Development	1 admin
Database	3 admin
Service Responsible Person	12 Supervisor Users
Operator	65 admin

Source: Official data from the Bekasi City Population and Civil Registry Office

In the implementation of the e-open, there are 1,013 pamor officers in the urban village area, 12 supervisory officers in the sub-district, and 3 admin officers in the office. In addition, in terms of infrastructure resources in the Disdukcapil, there are 2 server units, 1 large router, 1 distribution switch unit, and 17 router and switch units in the service. In addition, there is a network connection on the server and at all service points and there are 20 PCs at each service point. There are facilities and infrastructure in the implementation of the e-open application, there are 5 operators consisting of one supervisor.

All sub-districts already have their computers which are considered sufficient to assist operators in carrying out their duties. The implementation of this e-open in terms of facilities and infrastructure resources is adequate and adequate facilities, but it is necessary to develop this e-open so that the community no longer has difficulty using e-open and more people understand the current technological developments.

Disposition

The disposition based on George C. Edwards III's policy theory is used to describe the nature of policy implementers. The nature of policy implementers in the context of e-open implementation is that policy implementers can fulfill community requests regarding population administration. In addition, the attitude of e-open implementers is also responsive to accepting and/or rejecting the request. The neighbourhood head leadership is very interactive with the implementation of the e-open application, this is because, in the current technological era, many people are providing services online, so representatives of the urban village heads in each sub-district accept the existence of this e-open application. The implementation of the e-open application requires cooperation from all parties, both regional

apparatuses and stakeholders involved in it. Including the attitude of accepting or rejecting, and the intensity of response in its implementation.

"The nature of the implementer towards the implementation of the e-open application is quite good because there is already a mayoral decree or instruction that instructs all regional apparatuses to use online-based population administration services using e-open, making awareness for implementers and the intensity of response run well." (interview with Riza, Head of the Population Administration Information System Section).

A professional attitude is needed at work, especially if the form of work includes public service, teamwork or involves many people.

Bureaucratic Structure

The bureaucratic structure in policy implementation has a very important role in policy implementation. The bureaucratic structure is related to procedures, work systems, division of labor, authority, and coordination that have an important role in policy. So, the bureaucratic structure has a big influence in realizing the success of the policy. In terms of bureaucratic structure, the e-open application involves not only the Population and Civil Registry Service but also cooperation with all parties involved in the e-open application. In the implementation of the e-open application, several stakeholders are involved, such as the Population and Civil Registry Service as the policy implementer, the regional apparatus of the urban village, district and also directly convey to the representatives of the urban village heads in each urban village regarding the e-open application procedure after which the urban village party conveys to the community regarding the e-open application procedure. *"In the implementation of this e-open application, there is no change in the bureaucratic structure so that this program runs according to what is expected so that there is no change in the procedure and authority in the division of labor so that coordination between agencies can run as expected."* (interview with Riza, Head of Population Administration Information System Section)

In the process of implementing the e-open application, there are no changes in the bureaucratic structure, work system, division of labor, authority, and coordination between agencies.

CONCLUSIONS

This research reveals that the implementation of the e-open application by the Bekasi City Population and Civil Registry Office has made a significant contribution to improving the quality of population administration services by digital e-government. The research findings show that e-open provides easy access to services for the public, especially in managing population documents without having to come directly to the Population and Civil Registry Office. In addition, the existence of the "Halo Pamor" feature is considered effective in helping people who do not understand the use of digital applications. However, the implementation of e-open also faces various challenges. Some of them are the digital literacy gap, limited technological devices among the public, and technical constraints on the application system that still need improvement. In addition, uneven socialization also causes some people to not know or be able to use this application optimally.

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