

EFFECTIVENESS OF THE KALIMASADA PROGRAM IN SIDOTOPO VILLAGE, SURABAYA CITY

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ABSTRACT

The Certified Internship and Independent Study Program is a student program initiated by the Ministry of Education, Culture, Research, and Technology (*Kemendikbudristek*) to provide students with the opportunity to develop both soft and hard skills, thus preparing them for the workforce after graduating from college. In this program, *Kemendikbudristek* collaborates with numerous corporate and institutional partners throughout Indonesia. One such partner is the Surabaya City Population and Civil Registration Office (*Dispendukcapil*). *Dispendukcapil* also offers numerous positions for students, including the KALIMASADA Program Optimization Assistance. KALIMASADA, which stands for "Community Awareness Adminduk Area," is tasked with updating invalid data, such as new records, those without *KIA* (Children's Identification Card), birth certificates, death certificates, and marriage certificates. The KALIMASADA program aims to raise awareness among the people of Surabaya about the importance of population documentation. The internship took place in Sidotopo Village, Semampir District.

Keywords: *Effectiveness; kalimasada program; Sidotopo village, surabaya city*

A. INTRODUCTION

Universities are educational institutions where students play a crucial role in human resource development. To achieve non-academic skills, the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia provides significant opportunities for all students in Indonesia to develop non-academic skills and hone their interests and talents. Certified Internship and Independent Study (*MSIB*) is one of the *Merdeka Belajar Kampus Merdeka* (Independent Campus) programs organized by the Ministry of Education, Culture, Research, and Technology (*Kemendikbudristek*).

The *MSIB* program aims to provide students with opportunities to learn and develop themselves through activities outside of class, while still being recognized as part of their studies and thus converting them into credits in their study programs. In addition to the *MSIB* program, *Merdeka Belajar Kampus Merdeka* also offers other programs designed to provide students with opportunities to gain knowledge and experience in various fields, such as *Kampus Mengajar* (Teaching Campus), *Wirausaha Merdeka* (Independent Entrepreneurship), *Bangkit* (Rise), *IISMA* (Independent Student Association), and Thematic *KKN* (Community Service Program) Building Villages.

In the implementation of the 4th wave of *MSIB*, the Surabaya City Population and Civil Registration Office or commonly called *Disdukcapil*

Surabaya City became one of the partners collaborating with the Ministry of Education, Culture, Research, and Technology by providing several internship places for students. This internship activity is one way for *Disdukcapil* Surabaya City to encourage students and the Surabaya City community to maintain orderly administration of civil registration. Partners provide a work program that can be carried out by students for one semester or 6 months of implementation, namely related to the implementation of the KALIMASADA program towards a Civil Registration Awareness Area, *IKD*, and civil registration services in the community.

Learning on an independent campus provides challenges and opportunities for students to develop innovation, creativity, capacity, personality, and needs, as well as foster independence in seeking and discovering knowledge through real-world situations and dynamics, such as skill requirements, real-world problems, social interactions, self-management, performance demands, targets, and achievements.

B. LITERATURE REVIEW

The concept of effectiveness encompasses many factors both external and internal to the organization and represents the relationship between outputs and organizational goals. Therefore, to measure the effectiveness of a program, we can examine the contribution of its outputs to goal achievement. The greater the contribution of outputs, the more effective the program (Setiyowati & Indartuti, 2022).

In (Isti'anah & Arif, 2023), Sondang P. Siagian states that efficiency involves the appropriate use of designated resources, facilities, and infrastructure to produce various goods in return for services provided through activities. Meanwhile, effectiveness reflects the achievement of established goals. The concepts of efficiency and effectiveness are used in this context to assess the success and outcomes of an activity or process.

Furthermore, as stated by Makmur (2011: 6), an effective program is defined as an activity that demonstrates alignment between expected outcomes and achieved expectations. The accuracy of expectations, execution, and results is evidence of this. To determine the effectiveness of a program, its outputs can be compared with its objectives, and participant feedback can be used as a benchmark.

According to Budiani (2007: 53), these variables can be used to evaluate variables that can influence program success. According to Budiani, in his book entitled "Program Effectiveness," he states that to measure the factors that can influence the effectiveness of a program, several variables can be used:

- a. The accuracy of a program's targets is the extent to which program participants accurately achieve the program's objectives.
- b. Program socialization can be carried out by providing information to residents about the program so that they understand the program and ensure it is on target.
- c. The program's objective is the alignment between program implementation results and program objectives.

- d. Program monitoring is an activity carried out after the implementation of a previously determined program as a form of attention to program participants.

C. METHODS

In a recent study on the effectiveness of the KALIMASADA public service program in Sidotopo Village, the author used descriptive and qualitative approaches. To collect data, the author utilized field observation, interviews, and direct documentation.

D. DISCUSSION

Public service is an effort undertaken by the government to meet the needs of the community, whether in the form of goods or services. This is done in order to implement statutory provisions, as explained in the *Undang-Undang Nomor 25 Tahun 2009* concerning Public Services. Public services are products of the public bureaucracy that are accepted by both users and the wider community.

The internship was conducted in Sidotopo Village in the Population Administration Services section. The author's internship lasted 900 hours, working eight hours a day, six days a week. The main activity in the Population Administration Services (*Adminduk*) section is serving every citizen who comes to take care of population administration needs such as *KTP* (National Identity Card), *KK* (Family Card), *KIA* (Child ID Card), etc. In addition, the author also frequently assists with other service activities such as *BPJS* (Social Security Agency) and Social Assistance (Assistance), etc. This allowed the author to gain new experiences beyond his job description.

During his internship, the author conducted a survey of KALIMASADA (Community Awareness *Adminduk* Area). KALIMASADA, or Community Awareness *Adminduk* Area, is a program of the Surabaya City Population and Civil Registration Office (*Disdukcapil*). In 2021, the Surabaya City Government launched an innovation called Kalimasada (Community Awareness *Adminduk* Area). With this program, several civil registration services can now be requested simply through the neighborhood head (*RT*). This eliminates the difficulty of accessing services, and the long distance that can hinder the civil registration application process is eliminated.

This activity employed a "pick-up" method, where the author visited each resident's home to inquire about the KALIMASADA data requirements. According to KALIMASADA, the data collected included New Data Records, Child ID Card (*KIA*) Ownership, Marriage Certificate/Certificate Ownership, Birth Certificate Ownership, and Presumed Death Data. When conducting the survey, the author is required to attach photo evidence during the survey on the KALIMASADA website. The author conducted the KALIMASADA survey in RW.09, which has a total of 4 *RTs*.

In carrying out the KALIMASADA Program Optimization task, the author obtained data from the KALIMASADA website, <https://kalimasada.disdukcapil-surabaya.id/index.php>, which contained data ranging from those who had not been registered to those who did not have a marriage certificate. Previously, many residents were still unaware of the civil

registration process, namely having a birth or marriage certificate. Therefore, the assistance of students in the *MSIB* program was very helpful in updating the KALIMASADA data. Students who were interning at the Population and Civil Registration Service Partner simultaneously carried out this KALIMASADA Optimization. By conducting a door-to-door KALIMASADA survey for approximately five (5) months in the Sidotopo Village area from *RW.09 RT.01* to *RT.04*, several data have been updated by the author to fulfill the task given by the Partner.

E. CONCLUSION

Based on the author's internship in Sidotopo Village, the author achieved the stated objectives: he completed various activities according to the instructions of his field supervisor and mentor. Furthermore, during the implementation of these activities, he also learned about management systems, particularly public service management in the workplace. Furthermore, he gained experience in the real world of work, gaining new insights and skills that he can later utilize in the workplace. These experiences are largely unavailable during lectures, where the workplace is primarily hands-on.

To face the future world of work, the author concludes that both soft skills and hard skills are necessary. The soft skills needed to become a competent human resource include leadership, problem-solving, time management, organizational management, critical thinking, teamwork, analytical skills, and self-confidence. Meanwhile, the hard skills required are the ability to perform work within one's field of expertise.

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