

**THE EFFECTIVENESS OF ONLINE SERVICES AT THE *DINAS*
KEPENDUDUKAN DAN CATATAN SIPIL, SIDOARJO DISTRICT**

Livia Ayu Safira

Publik Administration Department,
Faculty of Social and Political Sciences,
University of 17 Agustus 1945 Surabaya
liviayusafira@gmail.com

Bambang Kusbandrijo

Publik Administration Department,
Faculty of Social and Political Sciences,
University of 17 Agustus 1945 Surabaya
b_kusbandrijo@untag-sby.ac.id

Indah Murti

Publik Administration Department,
Faculty of Social and Political Sciences,
University of 17 Agustus 1945 Surabaya
indartuti@untag-sby.ac.id

ABSTRACT

PLAVON Dukcapil is one of the internet-based innovations from the Population and Civil Registration Office of Sidoarjo Regency in order to simplify and speed up the process of population administration services, namely population registration and civil registration that can be done independently. This study aims to find out how the effectiveness of online services (PLAVON) at the Population and Civil Registration Office of Sidoarjo Regency, and what factors support and obstacle in the Dukcapil PLAVON service. This type of research is a descriptive qualitative approach, namely by seeing, describing, and explaining the phenomenon directly. Based on this research, it can be seen that the online service (PLAVON) of the Sidoarjo Regency Population and Civil Registration Service runs effectively according to the effectiveness indicators in this study, namely indicators of program targeting accuracy, program socialization, program objectives and program monitoring. The supporting factor for implementing the program is the availability of infrastructure that supports the implementation of the Dukcapil PLAVON, while the factor that hinders the implementation of the program is the lack of human resources who handle PLAVON. The advice given is to carry out socialization intensively so that more people know and understand the existence of the Dukcapil PLAVON, and make maximum use of the existing human resources at the Population and Civil Registration Office.

Keywords: *Effectiveness, Service, PLAVON*

A. PRELIMINARY

Public service is the administration of the government in terms of the main service to the community. Public services are one of the main indicators of the performance of a central or regional government. Undang-Undang No. 25 Tahun 2009 concerning Public Services explains that public service is an activity of implementing government apparatus in the form of goods, services, and administration in an effort to fulfill public needs in accordance with established regulations. Service quality is a benchmark for the success of a government agency to achieve organizational goals. The realization of excellent service is one of the characteristics of the concept of good governance. Where one of the principles is effectiveness and efficiency. Therefore, every public organization or government agency requires measurement to determine the level of effectiveness of the services provided.

Administrative services in the population sector are a form of service provided by the government to the public. In this case, it is regulated in the Undang-Undang No. 24 Tahun 2013 concerning population administration.

The Population and Civil Registration Office of Sidoarjo Regency as a government agency in the field of population administration provides services to the community to the maximum extent possible with several innovations made to facilitate the services provided. The innovation is PLAVON Dukcapil which is an online service based on a website application that was issued on April 6, 2021. All types of population administration services such as! the processing of KTP, KK, Birth and Death Certificates, and Transfer/Arrival Certificates is carried out independently and online through PLAVON Dukcapil. Previously, the Population and Civil Registration Office of Sidoarjo Regency had implemented an online queuing innovation where the applicant community had to take a queue number through the SAE-CAPIL application in managing population administration, then the required documents were sent via the Whatsapp Hotline.

The purpose of the PLAVON Dukcapil, of course, is to provide convenience for the community in managing population administration documents using technology, and anywhere, without queues, without taking documents at the service office and being able to print independently (Family Cards, Birth Certificates, and Death Certificates).

However, the PLAVON Dukcapil innovation still encountered various problems in its implementation. One example is what the researcher got from direct observation, where many people still come directly to the office to take care of population administration on the grounds that they do not know of the existence of the Dukcapil PLAVON. Then many people also complain about the difficulty of accessing the application and do not understand the procedure for using and filling in the PLAVON Dukcapil application.

B. RESEARCH METHODS

This research method uses a descriptive qualitative approach. This research method is applied because it is very relevant to the current social phenomena, so it will be easier to get an understanding of the problem under study.

The research was carried out at the Office of Population and Civil Registration of Sidoarjo Regency, which is located at Jalan Sultan Agung No. 23 Sidoarjo.

The focus of the researcher is to find out how the effectiveness of the implementation of the Dukcapil PLAVON is seen from the effectiveness indicators according to Budiani (2007: 53) and what are the supporting and hindering factors of the Dukcapil PLAVON implementation. The data taken is primary data, data obtained directly from the applicant community selected through purposive sampling technique and employees and staff of the Sidoarjo Regency Population and Civil Registration Service. As well as secondary data in the form of books, documents, archives, SOPs, main tasks, reports, and the internet.

In this study, the data collection techniques were observation, interview, and documentation techniques. As for the data analysis, namely the method of presenting data, reducing data, then verification/conclusion.

C. RESULTS AND DISCUSSION

Effectiveness of Online Services (PLAVON) at the Population and Civil Registration Office of Sidoarjo Regency

Program Target Accuracy

PLAVON Dukcapil is a website-based application issued by the Population and Civil Registration Office of Sidoarjo Regency to simplify and speed up services at the Sidoarjo Dispendukcapil office. Generally, in the administration of population administration documents, applicants come directly to the Sidoarjo Dispendukcapil office which is located in the city center. The mechanism is deemed less effective and efficient, especially for people who live far away from the city center of Sidoarjo Regency, so it will take a lot of time, effort and money. Then after the pandemic, the administration of administrative documents changed to the Whatsapp Hotline, where the public sent all the form files and requirements to each pre-determined WhatsApp hotline. Of course, people complained about this, people felt there was no clarity for the continuation of the files sent because the response from the WhatsApp admin was very slow.

One of the indicators to measure program effectiveness is the accuracy of program targets. Where each program has a target to be addressed so that the implementer can ensure the program is right on target or not on target, so that in its implementation it can be seen whether the program is running effectively.

The results showed that the target of PLAVON Dukcapil was the people of Sidoarjo Regency who wanted to take care of administrative documents. According to researcher interviews with the community, it can be seen that the Dukcapil PLAVON is right on target because the community feels more benefited, with the online-based service, people only need to do it at home without having to go to the Sidoarjo Dispendukcapil office, so it will save energy, time and costs.

Program Socialization

Program socialization is the provision of information by program implementers to program users. The Population and Civil Registration Office of Sidoarjo Regency as the program organizer conducted socialization regarding the Dukcapil PLAVON so that the implementation of the program could be conveyed correctly to the community, especially the people of Sidoarjo Regency.

The results showed that the Population and Civil Registration Office of Sidoarjo Regency had conducted socialization regarding the Dukcapil PLAVON in every sub-district in Sidoarjo Regency, not only that, socialization was also carried out through social media, public service advertisements, banners and brochures. However, the findings show that the community has never received direct socialization, this is because direct socialization is only carried out in sub-districts where the participants are village officials so the delivery is not optimal. Some people claim to know PLAVON Dukcapil from social media and some people who do not understand technology prefer to visit the Sidoarjo Dispendukcapil office directly.

Program Goals

In the implementation of a program, it is necessary to have goals to be achieved to determine the success of the program.

The purpose of implementing the Dukcapil PLAVON is to make it easier for the community to take care of administrative documents. In addition, because the service is already online, which utilizes the concept of e-government, it is expected to be able to reduce queues at the Sidoarjo Dispendukcapil Office and also minimize the number of middlemen for administrative services. Meanwhile, the most general purpose of having PLAVON Dukcapil is to provide excellent service.

Program Monitoring

This activity is carried out by program organizers in order to evaluate the course of the program.

Monitoring of the Dukcapil PLAVON is carried out directly by the Regent of Sidoarjo Regency, and also by the Department of Population and Civil Registration, the Population Administration Information Management section. In addition, monitoring is also carried out by providing a forum for public complaints, so that it can be used as evaluation material for PLAVON Dukcapil in the future.

Supporting and Inhibiting Factors of the Effectiveness of Online Services (PLAVON) at the Population and Civil Registration Office of Sidoarjo Regency

Supporting Factors

From the results of the study, it was found that the supporting factors in the implementation of PLAVON Dukcapil originating from within (internally) were the availability of facilities and infrastructure that support the implementation of services via online (PLAVON), namely in the form of technology and information system equipment, as well as employees who are experts in the field. While the supporting factors come from outside

(external), support from the sub-district and village in the form of cooperation and communication regarding the Dukcapil PLAVON, where in each ward there are officers who help the community if they want to take care of administrative documents.

Inhibiting Factors

In the implementation of the Dukcapil PLAVON, in addition to having supporting factors, on the one hand there are also inhibiting factors that can hinder the implementation of the program. The inhibiting factor that comes from within (internally) is the lack of employees who handle PLAVON Dukcapil and also applications that are still frequently maintained, so many people complain about applications that are difficult to access. While the inhibiting factor that comes from outside (external) is that there are still many people who do not know and understand the existence of PLAVON Dukcapil.

D. CONCLUSION

From the results of research and discussion conducted by researchers, conclusions can be drawn as follows:

- a. In the indicator of the accuracy of program targets, the implementation of the Dukcapil PLAVON is appropriate and in accordance with the target, namely the people of Sidoarjo Regency who want to take care of administrative documents.
- b. On the indicators of the socialization of the Dukcapil PLAVON program, it can be concluded that the Sidoarjo Dispendukcapil has carried out direct socialization in every sub-district throughout Sidoarjo Regency. Socialization is also done through various media. However, because the community never received direct socialization, the delivery was felt to be less than optimal. So there are still people who do not use PLAVON Dukcapil minimally.
- c. Indicators of program objectives can be concluded as appropriate, namely making it easier for the community to manage population administration documents, reducing queues at the Sidoarjo Dispendukcapil office, and reducing the number of middlemen.
- d. It can be concluded that program monitoring indicators have been running well, namely by being monitored by the Regent of Sidoarjo Regency and also by the Department of Population and Civil Registration Section of the Utilization of Population Administration Information. The monitoring is carried out by providing a forum for public complaints to be used as material for future evaluations.

Judging from the four indicators, it can be said that the Dukcapil PLAVON is running well and effectively, but the implementation of socialization regarding the Dukcapil PLAVON is still not optimal. The factors that support the implementation of the program are the infrastructure that supports the implementation of the Dukcapil PLAVON as well as employees who are competent in their respective fields. Then support also comes from sub-districts and sub-districts in Sidoarjo Regency. Meanwhile, the factors that hinder the implementation of PLAVON Dukcapil are the lack of human resources who handle PLAVON and applications that are still difficult to access.

From the conclusions obtained by the researchers regarding the effectiveness of PLAVON Dukcapil, the researchers provide the following suggestions and recommendations:

- a. The Population Service and Pencatatan Sipil Sidoarjo Regency should be aggressively conducting socialization regarding the existence of the Dukcapil PLAVON, because the current situation does not allow for direct socialization in the community, so cooperation with sub-districts and sub-districts is maximized.
- b. The Population and Civil Registration Service of Sidoarjo Regency should immediately repair and evaluate the difficulty of accessing the Dukcapil PLAVON. As well as maximizing existing human resources in accordance with each expertise.

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