

**THE EFFECTIVENESS OF FAMILY CARD (KK) SERVICE
THROUGH KLAMPID IN THE CANTIAN DISTRICT OFFICE OF
CANTIAN CITY, SURABAYA**

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ABSTRACT

Pabean Cantian Office at Surabaya City as the organizer of population services such as KK Management, which is supported by the presence of klampid on e-kios. The purpose of this research is to answer about the effectiveness of KK services through Klampid at the Pabean Cantian Office at Surabaya City as well as the driving factors and inhibiting factors. The results of the study show the effectiveness of Family Card Services (KK) through Klampid at the Pabean Cantian Office at Surabaya City in the category is quite good in the components of service procedures, coordination of leaders and subordinates, service efficiency, responsiveness of employees, but the indicators of facilities and infrastructure are still not good

Keywords: *Effectiveness, Sub-District, Population Services*

A. INTRODUCTION

Public services are related to the government because the government is responsible for providing the best public services to its people. One type of public service is administrative service. Administrative services are related to services related to a residence document. The community, as recipients of services, certainly requires effective services. This is because one measure of service success is also determined by the effectiveness of the services provided by the central government and the government under it. The word effective has meaning or is related to the number of goals obtained, so that effectiveness or effectiveness is the level of the goals achieved (Sutrisno, 2010)

For the service to be effective, it is supported by the use of information technology by the government in the form of information and services for the community to make it easier, namely the existence of e-Gov. One form of e-Gov is Klampid.

Klampid (Born, Die, Move, Come) is an online integrated population system developed by the Surabaya City Government. The primary purpose of this Klampid is to make the people of Surabaya feel that it is easy to manage uncomplicated procedures.

The existence of Klampid is also implemented at the Pabean Cantian District Office, Surabaya City. Population administration services that have a lot of demand are the management of Family Cards (KK). KK is a card that contains the identity of family data such as name, education, religion, date of birth, address, and so on. One of them is the management of the Family Card (KK),

namely the Process of Changing Data (Biodata Updating). This process is the stage of changes or updates to the Family Card (KK) population data, such as changes in name, last education, occupation, and others which can be accessed through Klampid on e-kiosks. E-kiosk serves as a medium or tool for using Klampid to make it easier to perform population administration services such as at the District Office of Pabean Cantian, Surabaya City.

Based on data on Family Card services to the community in 2020 (management through Klampid):

NO	Month	Number of Applicants (in 2020)	
		Process Split KK	KK Data Change Process
1	Jan	32	47
2	Feb	35	56
3	Mar	21	31
4	Apr	8	75
5	Mey	13	23
6	June	21	34
7	July	13	24
8	Agst	11	17
9	Sept	23	10
10	Oct	47	89
11	Nov	15	19
12	Dec	23	26

Source: *Report on the results of Community Services in the District of Pabean Cantian, Surabaya City in 2020*

It can be seen that based on the table above, it describes the process of breaking up family cards in October 2020 at the most, which amounted to 47 applicants compared to April 2020, which was only 8 applicants, Then the Process of Changing Data (Biodata Update) in October 2020 which was 89 applicants more than in September 2020 only 10 applicants.

However, the Family Card Service (KK) using Klampid at the Pabean Cantian Subdistrict Office of Surabaya City has not been running effectively. This

issue arose because, based on research conducted at the Surabaya City Customs Office of Cantian Subdistrict, it is considered that it still has not realized effectiveness in KK services, such as Human Resources (HR) in the service section, incompetent employees, Inadequate facilities and infrastructure on the server network on the e-kiosk machine at the Pabean Cantian District Office, Surabaya City.

So, it is necessary to improve population administration services related to Family Cards provided by the District Office of Pabean Cantian City of Surabaya to the community to achieve better effectiveness of Family Card (KK) services through Klampid.

Problem Formulation “How Effective is the Family Card (KK) Service through Klampid at the Pabean Cantian District Office, Surabaya City?” and “What are the Supporting and Inhibiting Factors of the Effectiveness of Family Card (KK) Services through Klampid at the District Office of Pabean Cantian, Surabaya City?”

B. RESEARCH METHOD

This research uses descriptive qualitative research. According to (Sugiyono, 2008) the qualitative method is the method used as the main thing to conduct research on natural conditions according to actual (real) situations as the main thing based on the philosophy of positivism. Qualitative research produces a meaning rather than in general and is not artificial by the researcher. This method explains more deeply to dig up information and explain the Effectiveness of Family Card (KK) Services through Klampid at the District Office of Pabean Cantian, Surabaya City.

The process approach uses the theory of Hari Lubis and Martani Huseini (1987). It consists of five components: Service Procedures, Coordination of Leaders and Subordinates, Service Efficiency (time and cost aspects), Employee Responsiveness, Facilities and Infrastructure. The driving factors are: Standard Operating Procedures (SOP), Cooperation between leaders and subordinates, Responsive employee attitudes such as being responsive and fast in serving the community. Inhibiting factors consist of: Lack of Human Resources (HR), Incompetent Human Resources (HR), and Inadequate facilities and infrastructure.

This study uses primary data from interviews, observations, and documentation based on the situation at the District Office of Pabean Cantian, Surabaya City. While secondary data is in the form of archives or documents about the general description of the office, vision, mission, and organizational structure chart according to the conditions at the agency. This data analysis technique uses the Miles and Huberman model in (Idrus, 2009), which consists of the Data Collection Phase, Data Reduction Phase, Data Presentation/Data Presentation Phase, Conclusion Drawing Phase, and Verification.

C. RESULT AND DISCUSSION

Klampid stands for Born, Die, Move, Come. And integrated online and developed by the Surabaya City Government since 2015, which was previously named E-Lampid. The primary purpose of this Klampid is to make the people of Surabaya feel that it is easy to carry out management related to population administration. One of the administration services for population administration

that has relatively many applicants is the Family Card (KK). This KK can be applied to Klampid at the e-Kios Machine, Pabean Cantian District, Surabaya City.

As for measuring the Effectiveness of Family Card Services (KK) through Klampid at the District Office of Pabean Cantian, Surabaya City, the results of this study can be related to the Effectiveness Theory of Hari Lubis and Martani Huseini (1987), namely:

Service efficiency consists of two aspects, namely:

1. Service time is an estimate of service completion from the beginning to the final stage of service. In the Management Process of Changing Data (Biodata Updating) Family Cards (KK) through Klampid at the Cantian Customs District Office, Surabaya City, it takes 3 to 4 days compared to what previously took more than a week, so it saves more time in terms of time.
2. Service costs, including funds spent in the service process. In the Management Process of Changing Data (Biodata Updating) for Family Cards (KK) through Klampid at the Cantian Customs District Office, Surabaya City, there are no costs incurred in this service.

Service Procedures, related to sequential processes or procedures when the service takes place, must also provide convenience and clarity for the people carrying out the management. In the Family Card (KK) service through Klampid at the Customs District Office of Cantian, Surabaya, it was found that the procedure for managing the Family Card (KK) service through Klampid was relatively easy to understand. The applicant can also find out periodically on the notification bell image in the upper right corner of the applicant's klampid account to find out the status of the Management Process Changing Data (Biodata Updating) on Family Cards (KK).

Employee Responsiveness relates to the employee's attitude in responding to what is a complaint to the applicant in the service being carried out. In the Management process of Changing Data (Biodata Updating) on Family Cards (KK) at the District Office of Pabean Cantian, Surabaya City, which shows responsibility in service, being responsive in providing services and helping direct applicants when experiencing problems using klampid in e-kiosks.

Coordination between Leaders and Subordinates, relating to building coordinated cooperation between superiors and subordinates in providing services, is a form of responsibility. In the service management process at the Cantian City Customs District Office Surabaya, Coordination between leadership and subordinates has been well established. It runs according to each employee's duties and functions (TUPOKSI) at the Customs District Office of Cantian, Surabaya City.

Supporting facilities and infrastructure when giving to the community. It aims to speed up the process of carrying out the tasks of a job, and can cut time in doing tasks at work. In the Management Process of Changing Data (Biodata Updating) for Family Cards (KK) through Klampid at the Customs Cantian Sub-district Office, Surabaya City, there are still obstacles, namely the inadequate server network, which is sometimes weak, thus hampering the service. Many people have doubts about the network when accessing klampid on the e-kiosk

machine, and then the applicant suggests that it be improved so that services are not disrupted due to network constraints.

Factors Affecting the Effectiveness of Family Card (KK) Services Through Klampid at the Customs District Office Cantian, Surabaya City). Supporting factors: The existence of SOPs (Standard Operating Procedures), Cooperation between leaders and subordinates, and responsive employee attitudes such as being responsive and fast in serving the community. Inhibiting Factors: Lack of Human Resources, Incompetence of Human Resources, and Inadequate Facilities and Infrastructure

D. CONCLUSION

The conclusion of the research is to answer the effectiveness of KK services through Klampid at the Pabean Cantian District Office, Surabaya City) and the driving factors are also the inhibiting factors, it can be concluded: Service efficiency includes terms of completion time and costs in the excellent category which is seen in terms of completion time it only takes 3 to 4 working days so that it is more effective, the Service Procedure includes procedures or processes that must be carried out in the excellent category because the procedures related to the Biodata Update Process (Change Data) on the Family Card (KK) are pretty easy for applicants to follow, Responsiveness of employees in the category is good because employees or staff are responsive and friendly to the community who carry out the management of the Biodata Update Management Process (Change Data) on Family Cards (KK), Coordination of Subordinate Leaders in the category is good because there is a good cooperation and a common goal will be achieved, namely providing effective services to the community, but for Facilities and Infrastructure in the unsatisfactory category because the advertisements in e-kiosks sometimes have problems with the server network so that the management process for KK services become obstructed.

Then, there are driving factors and inhibiting factors that affect the effectiveness of family card (KK) services through Klampid at the Customs District Office of Cantian, Surabaya.

The driving factors are: The existence of SOPs (Standard Operating Procedures), Cooperation between leaders and subordinates to increase the effectiveness of services in the Management Process Changing Data (Biodata Updating) on Family Cards (KK), and Responsive employee attitudes such as being responsive and fast in serving the community at the Cantian District Customs Office, Surabaya City.

Then, the Inhibiting Factors, namely: Lack of the number of Human Resources in the service section, Incompetence of Human Resources, and Inadequate facilities and infrastructure on office machines, namely e-kiosk machines whose server network is unstable, making it difficult for applicants to access klampid, causing disruption of KK services.

In terms of facilities and infrastructure, it is necessary to increase and improve the server network at the e-kiosk so that applicants when accessing klampid smoothly and do not experience obstacles or obstacles due to the server network so that the population administration service management process can

run effectively and as expected.

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