

## SILALA: Population Administration Service Innovation in Aceh Singkil District

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### ABSTRACT

This paper discusses the innovation of population administration services at the Aceh Singkil District Population and Civil Registration Service. The purpose of this study is to see how the development of population administration service innovations can provide good service to the community through the website based SILALA application. Data collection techniques through interviews with employees and the community using the SILALA application. The results show that the SILALA application has been well developed because it has complete features and can be used anywhere and anytime so that population administration services can be more effective and efficient. The conclusion from this study is that the innovation of population administration services has been going well even though the service is still constrained by an unstable network that sometimes disrupts population administration services.

### INTRODUCTION

This study talks about Population Administration Services in Aceh Singkil District. Population administration services are a series of structuring and controlling activities in the issuance of population documents and data through population registration, civil registration, and management of population information and utilization of the results for public services, governance, and development (Alawiyah et al., 2019). The Department of Population and Civil Registration also always provides the latest innovations, especially in providing services and information so that it is easily available to the public. At this time the development of technology is increasingly rapid and almost all activities are inseparable from technology, therefore to be able to balance the movement of the times, the government is also starting to make changes through technology in providing population administration services (Eet Saeful Hidayat, 2018; Eprilianto et al., 2019)

Innovation is an activity or human thought that has a process to be able to find something new so that it creates results that are beneficial to humans (Wardani, 2019). Innovation is carried out as a development that is identified with technology and communication science to provide services to the community (Lokabora & Fithriana, 2018). Where, an innovation must have different characteristics from before so that the



innovation can be accepted and adopted by society (Pattiasina et al., 2022). Likewise, public service innovation is a service activity provided to the community in the form of goods or services to administrative services provided by the government to make it easier for the community. Public service innovation is also interpreted as a result of utilization that can be felt by the community or by those who use the service. Of the many innovations that are often present, the most frequently encountered in Indonesia are services in the field of population administration (Asmara & Rahayu, 2019; Soraya, 2019; Wicaksono, 2019).

The SILALA application is a service information system and population administration report which contains a population database and real-time updates is connected to a service system planted on a server and can be accessed by available service clients to get accurate results as needed. By using the SILALA application, it can help operators to process community data in making birth certificates, child identity cards (KIA), family cards, and death certificates, moving residents, recording and printing electronic ID cards, and changing biodata to provide more effective and efficient services so that people are satisfied with the services provided. In addition, the application of the SILALA application greatly assists employees and operators in processing community data and preparing daily and monthly reports. With the development of information technology, it can be applied in the form of governance so that the public can know and monitor the government's work in realizing new changes.

This paper focuses on discussing innovative ways of providing population administration services so that they can provide good service to the community through this application. Innovation as an activity carried out for the development of service quality in terms of electronics to lead to better changes in the field of providing population administration services to the public that are easier and more practical to obtain (Darmawangsa & Sanica, 2021). Providing population administration services is the main thing that is valuable for humans, to get good population administration services, the government must also make breakthroughs in the form of innovation so that people get the best service (Wiryanti, 2019). The development of innovation is something that is needed in this modern era. At this time, technology has developed rapidly, not only abroad, but our country, Indonesia, has also begun to make changes and develop innovations that are getting better too (Prasetya, 2019; Rahmawati & Fatchuriza, 2021).

So far, research on innovation talks about how a change occurs so that it has developed from before. Innovation is a technological development that is carried out so that better transformations occur to improve the quality of service in the field of population administration services. In addition, Innovation is the use of electronic-based technology to be able to provide services and information easily and quickly. Innovation also has the meaning of making service availability easy to obtain and affordable so that service quality can be properly improved (Melinda et al., 2020; Setiawan & Ikhsanditya, 2020; Witri, 2022).

Some see innovation as a discovery or renewal of something that has the latest ideas so that development occurs. At the same time, E-government is always related to the use of technology through digital devices that can provide good service transformation, e-government is also related to innovation in how E-government can carry out the latest developments in the field of information technology. Based on the explanation above, this study focuses on the use of the SILALA application in providing innovative Population Administration Services in Aceh Singkil District.

The theory used in this research is Service Innovation theory by looking at (1) Relative Advantage; (2) Compatibility; (3) Complexity; (4) Triability, and; (5) Observability (Rodger, 1985). Inovasi pelayanan publik sebagai sebuah ide, praktik, ataupun objek yang dianggap baru oleh individu satu unit adopsi lainnya. Sebuah inovasi di dalam penelitian ini ialah, suatu hal baru dengan kreativitas baru yang diciptakan menambah nilai suatu produk dari yang sebelumnya, dimana inovasi memiliki karakteristik. Related to this research, the theory of public service innovation, Rodger (1985) assist in analyzing the ability of the Aceh Singkil District Government in carrying out its duties in creating public service innovations in Central Aceh by predetermined objectives.

## METHOD

This study uses a qualitative research method with a case study approach. This method was chosen because it can help explain how a problem can be solved by observing what is happening in the field, namely seeing how the development of innovation takes place at the Aceh Singkil Regency Population and Civil Registration Service. Data collection techniques were used through interviews, and document data such as books, journals, and related documents from the Office of Population and Civil Registration. The data obtained were then analyzed using 3 (three) methods, namely data display, data transcription, and data verification/concluding.

## RESULTS AND DISCUSSION

Innovation is a process carried out to present the utilization and development of service quality to obtain more meaningful value (Kartika & Oktariyanda, 2022). While service innovation is how to provide good service to the public. Service innovation at the Aceh Singkil District Population and Civil Registration Office is carried out using the SILALA application which aims to facilitate the service process. Through this application, it is hoped that it will provide convenience for the public to obtain effective and efficient population administration services. The SILALA application is the result of an innovation developed to produce an application that can be used by website-based communities. By using this website the SILALA application can provide eight types of online services at the Aceh Singkil District Population and Civil Registration Service. These services consist of birth certificates, child identity cards (KIA), moving out, family cards, death certificates, moving in, printing and recording KTP-EL, and changing biodata. Administration services used to use a manual system and required a long time, while the SILALA system can be done in just one day, making it more effective and efficient in terms of time and cost.

Teori yang dikemukakan oleh Rodger (1985), about public service innovation as an idea, practice, or object that is considered new by individuals from one unit of adoption to another. An innovation in this study is, a new thing with new creativity that is created adds value to a product from the previous one, where innovation has the following characteristics: (1) Benefit (Relative Advantage) An innovation must have more value or advantages compared to before. There is always a new value inherent in innovation that differentiates it from before; (2) Compatibility, innovation should be compatible with previous innovations. This is intended so that old innovations are not thrown away, but become part of the transition process to the latest, better innovations; (3) Complexity, an innovation always has novelty properties, so innovation may have a higher level of complexity than before. But on the other hand, innovation always offers newer and better ways, so the level of complexity is not an important issue; (4) Application (Triability)



Innovation can only be accepted if it has been tested and proven to have more value than before. Therefore, innovative products must pass a public test, in which everyone has the opportunity to test the quality of innovative products, and; (5) An innovation must be observable from the side of how it works and produces something better.

### **Implementation of Service Information System Applications and Adminduk Reports (SILALA) at the Aceh Singkil Population and Civil Registration Service**

SILALA is a Service Information System and Population Administration Report which contains a population database and real-time updates are connected to a service system planted on a server and can be accessed by available service clients to get accurate results as needed. Based on the results of interviews that have been conducted by researchers applying the SILALA application as a first step in efforts to improve the quality of public services through revitalization, restructuring, and deregulation in the field of public services. This is done by changing the position and role (revitalization) of the bureaucracy in providing services to the public. Another important aspect of improving the quality of public services is carrying out institutional restructuring by forming the right organization. The right form of organization (rightsizing) can be interpreted as an effort to simplify the government bureaucracy directed at developing a more professional, flat, transparent, short hierarchical organization with decentralized authority.

The posture of public service organizations will later be more professional, effective, and efficient, and supported by quality human resources, to create efficient and effective public services. The entire community in managing population administration has the same right to obtain population documents by obtaining the same services. With the development of online services to help people's needs, one of them is SILALA. The SILALA online population document service in Aceh Singkil Regency has been implemented from 2016 until now. This is done to develop public services based on digital or e-government.

It is based on Presidential Instructor No. 6 of 2001 contained on the development and utilization of Telematics in Indonesia. the use of information and communication technology in government which is an important component implemented by all government agencies, especially those related to institutions that serve the community because the Population and Civil Registration Service is directly related to population and registration services, so that the relationship between the service and the community is well established, the use and the use of online media is very important to do.

Based on the results of interviews according to the SILALA manager who directly reviewed the field conducted by researchers, the implementation of services using the SILALA application at the Population and Civil Registration Office of Aceh Singkil Regency starts from the service section to re-check whether the data provided by the community is correct or not, then the input/change process is carried out through the population administration application by the operator then a re-check is carried out by the Submissions section and verified by the Head of Field after the data is correct then Mr. Herry Wahyudi as Head of Service immediately puts an Electronic Signature (TTE), After the Head of Service puts If you have an Electronic Signature, the service department and the public can see it directly through the SILALA application. The SILALA application is only used by special people such as admins, operators, and employees.

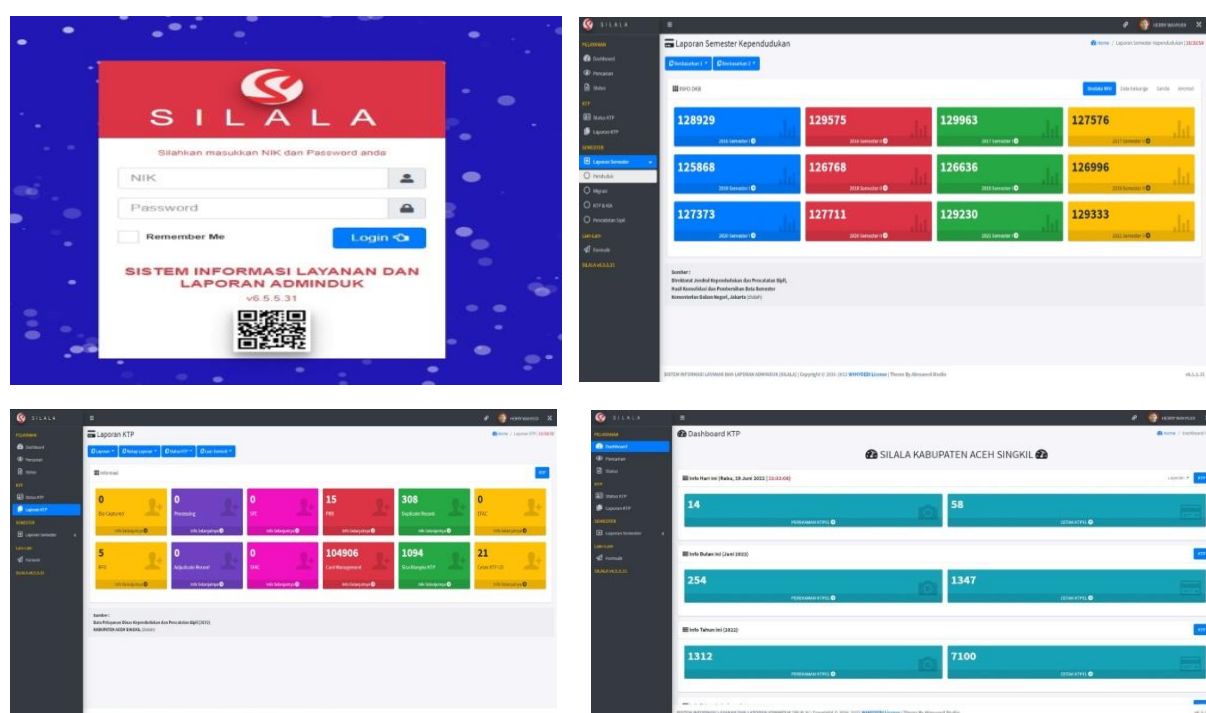


Figure 1: Display of the SILALA Application

Source: SILALA Application

Based on the results of interviews with one of the people named Siti, it can be seen that the benefits of applying the SILALA application to the community are: (1) Make it easier for the community to provide services on applications for the administration section (2) Make people's time effective in obtaining population documents, and; (3) Support population administration efforts and make it easier for the public to obtain population documents. But there are still people who are not satisfied with the service with SILALA, because they are constrained by a network that is not good enough.

### The Impact of the SILALA Application on Services

The application of SILALA application makes it easier for the Aceh Singkil Population and Civil Registration Service to be used by operators to provide better services to the community. The difference between services before and after using the SILALA application, before using the SILALA application, services are not yet directed, not integrated so that they are not in accordance with the rules of public service, while services that have used the SILALA application, services are directed and integrated, public services are professional, effective and efficient so that the bureaucratic environment is already professional so that the agency's goals in creating efficient and effective services have been achieved using SILALA.

However, there are inhibiting factors in the application of the Service Information System and Adminduk Report (SILALA) application, including (1) Poor internet network is one of the inhibiting factors because operators cannot process public data so the services provided become ineffective and efficient; (2) Unstable electricity causes employees to be unable to work optimally because the tools used to process community



data on technology and information systems cannot be used, and (3) The SILALA application can be used by employees and operators of the Aceh Population and Civil Registry Service Singkil and can not be used by the community. Supporting factors in the application of the Service Information System and Adminduk Report (SILALA) application include: (1) Adequate computers support the process of managing community data so that the services provided are effective and efficient; (2) Human Resources, the ability to operate facilities to be able to manage population data and civil registration in an integrated manner; (3) Server is the use of devices in performing services so that the process and results obtained are satisfactory, and (4). A good internet network can make it easier for operators to manage public data so that people are satisfied with the services provided by these agencies.

The SILALA application really supports services at the Aceh Singkil District Population and Civil Registration Service. With this application, services are improved, easy, fast, and on time. Public services at the Aceh Singkil Regency Population and Civil Registration Office are better and more optimal, as can be seen from the speed and accuracy of employees and operators in processing data and changing biodata. So that the services provided are satisfied with the community. It's just that this application can only be used by employees and operators of the Aceh Singkil Population and Civil Registration Service and cannot be used directly by the community.

### **SILALA Innovation of Population Administration Services in Aceh Singkil District**

In measuring local government innovation in providing services to the community, several aspects can be seen, such as (1) Relative Advantage; (2) Compatibility; (3) Complexity; (4) Application (Triability), and; (5) Observability.

#### **Benefits**

Public Service Innovation is a breakthrough type of service, whether it is an idea or an adaptation that provides benefits to the community, both directly and indirectly. Public service innovation aims to reach a broader goal, namely to accelerate the improvement of the quality of public services. One of the benefits of innovation is being able to solve problems. Something new can replace old things that are full of problems. The presence of new ideas and ideas makes every existing problem can be solved properly. It can be concluded that the implementation of public services requires innovation. Because without innovation, the government can lose the trust of the public because it cannot answer their needs. This is by the Regulation of the Minister of Administrative Reform and Bureaucratic Reform Number 7 of 2021 concerning Public Service Innovation Competitions within Ministries/Institutions, Regional Governments, State-Owned Enterprises, and Regional-Owned Enterprises.

Regarding public service innovation in Aceh Singkil Regency, it is very beneficial for the community, because application-based innovation, namely the SILALA innovation, makes it easier to manage population administration in Aceh Singkil district. In addition, the SILALA application supports services at the Aceh Singkil District Population and Civil Registration Office. With this application, services are improved, easy, fast, and on time. According to the results of an interview with Mrs. Siti, the benefits of implementing the SILALA application are: (1) Make it easier for the community to provide services on applications for the administration section; (2) Makes people's time effective in obtaining population documents, and; (3) Support population administration efforts and make it easier for the public to obtain population documents. But there are still people who are

not satisfied with the service with SILALA, because they are constrained by a network that is not good enough.

### **Compatibility**

An innovation should have compatible properties or suitability with previous innovations. This is intended so that old innovations are not thrown away, but become part of the transition process to the latest, better innovations. The latest innovations continue to exist along with the times and technology. Innovations must be balanced with good communication skills and adhere to certain principles. Because later good skills in communicating will affect efforts to develop and adopt innovations in a community group. The reason is, a new and brilliant innovation will not be able to survive if it is not spread and accepted in a culture. Conformity in innovation is closely related to how innovation can match the circumstances, culture, and values of society itself. Conformity is also of course related to the needs that exist in society. Therefore, innovations that do not have a value of conformity with social conditions will not be adopted as quickly as innovations that are compatible or appropriate.

For SILALA application innovation according to the needs that exist in society. This is because the SILALA application is a service information system and population administration report which contains a population database and real-time updates and is connected to a service system planted on a server and can be accessed by available service clients so as to get accurate results and as needed. This is reinforced by the results of interviews conducted by researchers, where the application of the SILALA application is an initial step in efforts to improve the quality of public services through revitalization, restructuring, and deregulation in the field of public services.

### **Complexity**

Complexity is the level when an innovation is considered to have complexity so that it is relatively more difficult for someone to understand and use the latest innovation. The more complex an innovation is, the more difficult it will be to adopt, and vice versa if it is easy to understand, the innovation will be easier to accept and adopt. Complexity at a level where innovation is considered relatively difficult to understand and use will be an obstacle to the speed of the innovation adoption process. Complexity is the degree to which an innovation is perceived as difficult to understand and use. There are certain innovations that can be easily understood and used by adopters and some are vice versa. The easier it is for adopters to understand and understand, the faster an innovation can be adopted. Likewise, the SILALA application is one of the latest innovations and breakthroughs made by the Aceh Singkil Regency Government, especially the Population and Civil Registration Office to provide services effectively, efficiently, and quickly. Based on the interview results, the researchers found problems in the SILALA application, namely: (1) an unstable internet network; (2) Unstable electricity, so service will be disrupted if this can happen. In addition, the SILALA application can be used by employees and operators of the Aceh Singkil Population and Civil Registration Service and cannot be used by the public.

### **Triability**

Triability or Triability is the level at which an innovation can be tried on a small scale. Triability Triability is the degree to which an innovation can be tested to a certain extent. In addition, Trialability is whether or not an innovation can be tried by the recipient. An innovation that is tried will be quickly accepted by society rather than an innovation that cannot be tried first. An innovation that can be trialed in a real setting will

generally be adopted more quickly. So, to be quickly adopted, an innovation must be able to express its advantages.

For now, the SILALA application in providing public services has been accepted and utilized by the people in Aceh Singkil Regency in receiving population administration and civil registration services. This can be seen from the results of observations from public services at the Aceh Singkil Regency Population and Civil Registration Service that are better and more optimal, which can be seen from the speed and accuracy of employees and operators in processing data and changing biodata. So that the services provided are satisfied with the community. However, the SILALA application can only be used by employees and operators of the Aceh Singkil Population and Civil Registration Office and cannot be used directly by the public..

### **Observability**

An innovation whose results are easy to observe will be accepted by the public more quickly, and conversely, an innovation whose results are difficult to observe will be accepted by society for a long time. Observability is the degree to which the results of an innovation are visible to others. The easier it is for someone to see the results of an innovation, the more likely that person or group of people is to adopt it. Based on the research results, the application-based SILALA innovation was quickly accepted by the people of Aceh Singkil District. By using this website the SILALA application can provide eight types of online services at the Aceh Singkil District Population and Civil Registration Service. These services consist of birth certificates, child identity cards (KIA), moving out, family cards, death certificates, moving in, printing and recording KTP-EL, and changing biodata. Administration services used to use a manual system and required a long time, while the SILALA system can be done in just one day, making it more effective and efficient in terms of time and cost. Thus, the breakthrough made by the Aceh Singkil Regency Government has had a positive impact on the community in the form of using the SILALA application in managing Population Administration and Civil Registration in the area.

### **CONCLUSION**

From the results of research that has been carried out in the field, it shows that innovation in population administration services through the SILALA application at the Population and Civil Registry Service has started to develop well. The SILALA application is a service information system and administrative reports which contains a population database and real-time updates and is connected to a service system planted on a server and can be accessed by service clients who are available on the server to get accurate results and as needed. Of course, a computer that has been equipped with a certain application is used to help make work easier in managing the data of an organization or company so that the SILALA application is created. There are several inhibiting factors in the application of the SILALA application, namely a poor internet network is one inhibiting factor because operators cannot process community data so the services provided are ineffective and efficient, and unstable electricity causes employees to not be able to work optimally because of the equipment. which is used to process community data on technology and information systems cannot be used, SILALA can be used by employees and operators of the Aceh Singkil Population and Civil Registration Service and cannot be used by the public.



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