

## The Innovation of Building Community Happiness: Greeting and Addressing Service to the Doors of Houses in Lengayang Subdistrict, Pesisir Selatan Regency

Ingrila<sup>1(\*)</sup>, Aldri Frinaldi<sup>2</sup>

<sup>1</sup>Study Program Master of Public Administration, Universitas Negeri Padang, Padang, Indonesia

<sup>2</sup>Department of Public Administration, Universitas Negeri Padang, Padang, Indonesia

(\*)✉ (e-mail) ingrila83@gmail.com

### Abstract

Before the innovation of greeting and addressing service to the doors of the houses in Lengayang Sub-district, many service problems arose, including people had to wait several days to get correspondence; besides the distance traveled was very far and made them must pay a large cost; people had to queue very long to get their turn in service; and frequent errors in inputting administrative data. The purpose of this research was to see how the innovation of building community happiness in the form of greeting and addressing services to the doors of houses in Lengayang Sub-district, Pesisir Selatan Regency West Sumatra. The method used in this research was a descriptive qualitative approach with data collection techniques of observation, interviews, and literature study. Efforts made to overcome these problems were by using the theory of happiness. The conclusion in this study was that the innovation of greeting and addressing services to the doors of houses in the Lengayang sub-district can create happiness for people who receive the service.

**Keywords:** *innovation, happiness, greeting and addressing service to the doors of houses*

### Introduction

Innovation is a new thing that has never been done. To improve the welfare of the community, the regional government needs to make a change in the form of efforts to overcome social problems that exist and develop in the community. To realize independence about regional autonomy, local governments need to innovate and change by involving public participation, so that a policy is not only *top-down* but also *bottom-up* Widiastuti (2019). Organizational innovation can be interpreted widely and varied in various ways. Innovation is the provision of new solutions that can provide value to customers. Innovation as a psychological and socio-cultural phenomenon where both aspects can be the key to the success or failure of an organization Daghfous et al., (1999). The main focus of innovation according to Hartini, (2012) is the creation of new ideas, which in turn will be implemented into new products and new processes. The main goal of the innovation process is to provide and channel customer value better.

In Pesisir Selatan Regency, there are ± 507,704 inhabitants both male and female. Pesisir Selatan Regency is one of the regions in West Sumatra Province that carries out service innovations namely greeting to the door of the house. Before this innovation, problems that arise in the service area in the service process, the community must wait several days to get the correspondence that has been arranged; the distance traveled to get the service is very far where they have to pay a large cost; people have to queue very long to get their turn in service, and there is carelessness in inputting administrative data.

Innovation is important to improve service performance. Innovation can be done by helping people who cannot access public services to correct deficiencies or modify something new so that it can benefit everyone. According to Domai (2011), "without policy and administrative innovation, *governance* enters an ineffective condition, loses its government capacity, becomes a target of criticism and failure". Based

on the Regulation of the Minister of Administrative Reform and Bureaucratic (Peraturan Menteri Pendayagunaan Aparatur Negara dan Reformasi Birokrasi Republik Indonesia Nomor 30 Tahun 2014 tentang Pedoman Inovasi Pelayanan Publik., 2014) it is stated that innovation is a creative process of creating knowledge in making discoveries that are different and/or modification from existing ones (Theresia Marta Peyusinta, 2018).

To determine whether service innovation in the Pesisir Selatan Regency can provide positive things to the community, the author used the theory of happiness as a benchmark. The concept of excellent service is a model that is applied to improve the quality of public services in the Lengayang Sub-district, Pesisir Selatan Regency. Excellent service is a strategy to realize a culture of quality in public service. The orientation of excellent service is the satisfaction of the service user community. Jangkung (2013) Building excellent service must start from realizing or enhancing HR professionals to be able to provide the best service, bringing services closer to the community's dominance and exceeding existing service standards. With the innovation of the Work Service Unit (UKL) in the Lengayang sub-district, it is hoped that it can realize public services, provide services with access to services that are closer, faster, easier, and fair and exceeds the existing service standards.

Seligman, (2005) believes happiness is a concept that refers to positive emotions felt by individuals and positive activities that have no component of feeling at all. Seligman gives an illustration of individuals who get authentic (true) happiness, that is, individuals who can identify and cultivate or exercise the basic strengths (consisting of strengths and virtues) they have and use them in their daily lives, both at work, love, play and nurturing. Then, Aldri Frinaldi and Khaidir (2017 & 2018) argue that the happiness of one's feelings or state of mind is characterized by a sense of comfort, peace, and encouragement to be more positive. Also, Asmara, (2019) also states that happiness is a state of individuals who are in a positive aspect (positive feelings). The emergence of a feeling of happiness in the nurse will have an impact on the ability to provide better services to patients to get a complete recovery. Iryana, (2015) believes happiness is a pleasant feeling that includes one's judgment about his life. Happiness is influenced by several factors and can be created through good behaviors.

Sources of happiness according to Mustofa, (2008) include wealth, position in career, achievements in certain fields, and positive acceptance by the environment. Then there are also sources of barriers to happiness according to him, including not trusting the creator, jealous of others, easily angry and easy to do hostility, fear, pessimism, prejudice and happy to suspect, and being arrogant. Then H Deni, (2009) argues that the factors influence happiness is internal and external factors. Internal factors include optimism and always trying hard, a desire to make parents proud and their health while external factors include togetherness and support from others.

Therefore the formulations of the problem to be examined in this research are as follows:

1. How did the administrative service before the innovation of building community happiness through greeting and addressing service to the doors of houses?
2. How do administrative services after before the innovation of building community happiness through greeting and addressing service to the doors of houses?

## **Method**

In this study, it was used as a descriptive qualitative approach. The research location was Lengayang sub-district, Pesisir Selatan Regency West Sumatra Province. Informants in this study were the Regent, Head of Sub-district, Head of Civil Registry Service Office (*Disdukcapil*), *Wali Nagari*, Head of UKL, UKL Staff (5 people), Village Head (5 people), Community Leaders (3 people), Religious Leaders (3 people), and Community (15 people) with the total of 36 informants. Data collection techniques in this study were done using observations and interviews conducted to the public and government in Lengayang Sub-district, Pesisir Selatan Regency, as well as literature studies that are taken from online journals, *e-books*, or other online publication texts. The sampling technique done was by using a *purposive sampling* technique.

## Results and Discussion

### **Administrative services After Innovation, Namely Greeting and Addressing Service to the Doors of Houses in Building Community Happiness**

According to Afrizal as *Walinagari* Lakit Utara who currently serves as Chairman of the Wali Forum said, before there is an innovation in the form of greeting and addressing service to the doors of houses, the community must wait several days for the handling of the documents (handling family cards, identity cards, etc.). Furthermore, before this innovation, the community had to travel a great distance because they could only arrange their administrative data in Painan to the *Walinagari* office with huge costs. Also, they have to queue very long to get their turn in handling of the documents. When it was their turn, there were often errors in inputting data, so they had to repeat registration.

Furthermore, according to Afrinal as the Head of Kamang Harapan Village, said that before the innovation of namely greeting and addressing service to the doors of houses, the community spent a lot of money in its management, even the community had a long distance to reach the *Disdukcapil* location or even had an accident on the road. Some obstacles occur before the innovation of greeting and addressing service to the doors of houses, including for people who are old, they say that arranging administrative documents as mentioned above is not very important anymore. This means that the socialization conducted by the village head has not made the community understand the importance of population data.

Then one of the people who use the service process named Sisri Mayeni said that before this innovation when she was arranging her documents in the Pesisir Selatan Regency, officers who served her sometimes could not handle the documents themselves. Hendrajoni (2019) argues that before this innovation service, the place of service was still concentrated in the district capital (the office of the Population and Civil Registry Office) which was very far from domicile as a large community, resulting in (a) brokering practices; (b) officers have difficulty responding to special services quickly; (c) the lack of processing documents on time; (d) the latest data update report; (e) low levels of data accuracy and validation; and (f) the low level of population data utilization.

### **Administrative services After the Innovation of Greeting and Addressing Service to the Doors of Houses in Building Community Happiness**

The results of an interview with one of the people in Lengayang Sub-district, named Masri M, found that he was very happy when handling the administrative documents at this time because he was welcomed by the administrative staff, by entering the required documents to be made before getting a queue number, then the data recording process does not require a long time as before this innovation.

Then according to Afrizal as *Walinagari* Lakit Utara who currently serves as the Chairperson of the Wali Forum, he said that the service unit's innovation services had carried out innovation greeting to the door of the house by the way the officers visit directly into the houses to record community data such as the Pass service Marriage and service of mourning. There are several benefits and advantages of implementing this innovation as follows:

1. Marriage Pass Service: people no longer need to come to the service work unit (UKL) to pick up their family card (KK) and resident card (KTP), because the officer will record their data in the office of religious affairs (KUA), so the letter correspondence can be completed on that day.
2. This service is excellent because it has received positive recognition directly from the KUA, community leaders, and religious leaders who touched the community.

Furthermore, with this service the newly married couple will be proud of the new marriage book, new KTP or National Identity Card, and new standards. From the recognition from the community, it was known that there are several benefits including in terms of time, fast management, and reduced costs. Besides this service is free, delivered to the destination and even picked up. *Walinagari's* hope that

after this innovation is that with an operational vehicle, the UKL can issue a death certificate to be used as needed for the family if a citizen dies. Another suggestion is that officials must adjust the working hours that have been set with the Regents of the Regent so that the community is not disappointed, the working hours should be shown outside, including the time when the officers have their rest and schedule of admission (Monday-Wednesday or Thursday-Friday).

Furthermore, if there are complaints from the public, a suggestion box should be made for the place to submit the complaint or the number that can be contacted should be written as well. Then there must be good communication from the Regent, Head of Sub-district, *Walinagari*, the Head of the UKL, and each village head. If there are changes to the rules, then there must be information on the bulletin board, so that the public knows. Through interviews conducted with the local Regional Government, in this case, *Walinagari* Lakit Utara said that the program of public service innovation in the South Coast included:

1. Services of mourning is a service of visiting a funeral home to provide death documents.
2. Marriage pass service is a service of providing administrative status at the time of marriage.
3. *Lado kutu* service is a service by collaborating with public service institutions.
4. Health service that is served in the form of greeting, hopefully, get well soon.
5. THR service that is integrated holiday services.
6. Birth service is a service to get a birth certificate after a baby is born in the community.
7. *Jemput Bola* (Ball pick-up service or service provided by officers by visiting the community directly) per student, which is a student recording ball pick-up service.

Then one of the people who carried out a service innovation process named Sisri Mayeni said that the greeting and addressing service to the doors of houses is very useful because she thought it is very helpful in improving administrative data. Then with this innovation, the community is very motivated in managing their administrative documents, by telling each other to check their data then complete if there is wrong data so they realized that the data was very important. Therefore it can be said that this innovation is effectively implemented at this time. The community hopes that the service of innovation in greeting and addressing service to the doors of houses continues because it encourages community happiness to be able to complete their documents. Another suggestion is for the number of UKL officers to be added, so the documents can be processed faster because currently, UKL officers are only a few people.

According to Afrinal as the Head of Kamang Harapan Village, said that this innovation helped the village head in repairing and activating correspondence in Lengayang Sub-district. This innovation is very helpful for the community if some of them have problems with damaged roads or houses that are far away or far from the city. The village head hopes that UKL will continue to advance, keep innovating, keep working, keep moving, be patient, and be steadfast in carrying out activities, for the sake of society, nation, and state. Each village head hopes that UKL can provide services that always facilitate the community in their administrative arrangements by directing what the community must do in the management of correspondence.

Hendrajoni (2019) stated that after the implementation of this innovation, the benefits and results felt were able to make the community happy, including (a) the community is protected from high costs; (b) shorter service life span; (c) there is no brokering practice; (d) high willingness to process documents on time; (e) officers are easy and quick to respond to special services; (f) reporting data updates faster; (g) higher level of data accuracy and validation; (h) higher level of population data utilization; and (i) work targets are faster and easier to complete.

### **Author's Response from Direct Observation with the Existence of Innovation in the form Building Community Happiness: Greeting and Addressing Service to the Doors of Houses in Lengayang Sub-District, Pesisir Selatan Regency**

The author is very enthusiastic about the innovation to build happiness in the Pesisir Selatan, precisely the application of the service unit policy with the name of the Service Work Unit (UKL) in Lengayang Sub-district by creating various kinds of innovation services for population administration affairs. Of course, it is expected that the establishment of this UKL can provide services with access to services that are closer, faster, easier, fair and exceeds the service standards that exist for every community in Lengayang Sub-district. Through this program, the agency or UKL will send an assignment to go directly to groups of residents who have physical and health limitations and are less concerned about having population documents.

The entire innovation program created by the Pesisir Selatan Population Service, up to now has been running well and correctly has created happiness for the community. However, from the author's observation, several things become obstacles in the innovation of this service, including:

1. Human resources (employees) that appear to be still minimal. This makes some of the existing employees will be overwhelmed by ± 507,704 inhabitants of the Pesisir Selatan population. It would be better if the number of UKL Lengayang employees is added more so that the services provided to the community would be more conducive. It is because if a job is done by only a few people, the workload will feel heavier.
2. Facilities and infrastructure, such as buildings where public services are held, can be renewed for the sake of smoothness and comfort during the service process. Also, the place of queuing is still unclear so that people are seen jostling each other to get the highest order of services.
3. The network system at Lengayang UKL has also become a special concern of the local government. Considering that the entire service process is already based online, the *Wi-Fi* network must be expanded further so that the service process can still run smoothly.

Efforts made in the presence of these constraints include:

1. It would be better if the number of UKL Lengayang employees is added so that the services provided to the community would be more conducive. It is because if a job is done by only a few people, the workload will feel heavier.
2. The local government pays more attention to facilities and infrastructure in the Lengayang sub-district office, Pesisir Selatan Regency to expedite the process of good administrative services.
3. The network system in the Lengayang UKL must also be improved so that the process of inputting data the public does not experience interference.

### **Conclusions**

From the explanation above it can be concluded that innovation in building community happiness: greeting and addressing service to the doors of houses in Lengayang Sub-district, Pesisir Selatan Regency have indeed built community happiness. It can be seen from the results of direct interviews with the community. Form the interviews it was known that the Lengayang Sub-district community said they were satisfied and happy with the innovation of greeting and addressing service to the doors of houses. The innovations are as follows:

1. Services of mourning is a service of visiting a funeral home to provide death documents.
2. Marriage pass service is a service of providing administrative status at the time of marriage.
3. *Lado kutu* service is a service by collaborating with public service institutions.
4. Health service that is served in the form of greeting, hopefully, get well soon.
5. THR service that is integrated holiday services.
6. Birth service is a service to get a birth certificate after a baby is born in the community.

7. *Jemput Bola* (Ball pick-up service or service provided by officers by visiting the community directly) per student, which is a student recording ball pick-up service.

## **Acknowledgments**

In this case, the author would like to thank all those who were involved during the research process such as; Regent, Head of Sub-district, *Walinagari*, Head of UKL, and every village headman. Special thanks also go to the supervisor, who has guided the author in completing this article.

## **References**

- Aldri Frinaldi, A. K. (2017). *Membangun Model Kebijakan Budaya Kerja Sadar Wisata di Kalangan Aparatur dan Masyarakat Pariwisata dalam Upaya Peningkatan Kepuasan Masyarakat Berkunjung ke Lokasi Wisata di Sumatera Barat. Laporan Penelitian. Lembaga Penelitian Dan Pengabdian Kepada Masyarakat Universitas Negeri Padang.*
- Aldri Frinaldi, A. K. (2018). *Membangun Model Kebijakan Budaya Kerja Sadar Wisata di Kalangan Aparatur dan Masyarakat Pariwisata dalam Upaya Peningkatan Kepuasan Masyarakat Berkunjung ke Lokasi Wisata di Sumatera Barat. Laporan Penelitian. Lembaga Penelitian Dan Pengabdian Kepada Masyarakat Universitas Negeri Padang.*
- Asmara, R. W. (2019). *Hubungan Stres, Kebahagiaan dan Iklim Organisasi dengan Kinerja Perawat di Rumah Sakit.* Magister Sains Psikologi, Universitas Muhammadiyah Surakarta.
- Daghfous, N., Petrof, J. V., & Pons, F. (1999). Values and adoption of innovations: A cross-cultural study. *Journal of Consumer Marketing.*
- Domai, T. (2011). *Sound Governance.* UB Press.
- H Deni. (2009). Kebahagiaan (happiness) pada remaja di daerah abrasi. *Indigenous, Jurnal Ilmiah Berkala Psikologi.*
- Hartini, S. (2012). Peran Inovasi: Pengembangan Kualitas Produk dan Kinerja Bisnis. *Jurnal Manajemen Dan Kewirausahaan.* <https://doi.org/10.9744/jmk.14.1.83-90>
- Hendrajoni. (2019). Inovasi Pelayanan Urusan Administrasi Kependudukan Untuk Pesisir Selatan Maju (Before dan After Analysis). *Presentasi. Painan: Disdukcapil Kabupaten Pesisir Selatan.*
- Peraturan Menteri Pendayagunaan Aparatur Negara dan Reformasi Birokrasi Republik Indonesia Nomor 30 Tahun 2014 tentang Pedoman Inovasi Pelayanan Publik., (2014).
- Iryana, I. (2015). *Altruisme dengan Kebahagiaan Pada Petugas PMI.* Universitas Muhammadiyah Surakarta.
- Jangkung, S. (2013). *Dinamika Kebahagiaan Relawan Pusat Studi dan Layanan Difabel (PSLD) UIN Sunan Kalijaga Yogyakarta.* Universitas Islam Negeri Sunan Kalijaga.
- Mustofa, B. (2008). *Quantum Kebahagiaan.* Indiva Media Kreasi.
- Seligman, M. (2005). *Authentic Happiness: Using The New Positive Psychology to Realize Your Potential for Lasting Fulfillment* (E. Y. Nukman (ed.)). Mizan Pustaka.
- Theresia Marta Peyusinta, D. S. (2018). Inovasi Piket Malam dalam Meningkatkan Kinerja Pelayanan Publik. *Jurnal Ilmu Sosial Dan Ilmu Politik, Vol.7, No.*
- Widiastuti, R. N. (2019). *Inovasi Kampung Tematik di Kota Semarang, Pembangunan Kawasan Kumuh Berbasis Partisipasi dan Pemberdayaan Masyarakat (Studi Kasus: Kampung Sehat Rumah Anak).* Universitas Diponegoro.