Anjungan Dukcapil Mandiri (ADM): The New Innovation of Population Administration Services in Pemalang Regency

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Abstract. Public services are one of the sectors affected by the Covid-19 pandemic. Population administration is the fundamental key for the citizen to access the public services. This research aims to analyze the Anjungan Dukcapil Mandiri (ADM) which is the most recent innovation of population administration services. ADM is a population document's printing machine that is integrated by the central population database system to realize a Single Identity Number (SIN) by utilizing information and communication technology. This research is an empirical legal research with a qualitative descriptive approach. The techniques of data collection are conducted through interviews, observations, and documentation studies at the Department of Population and Civil Registration of Pemalang Regency. The analysis techniques of this research are conducted by the five dimensions of public service innovation proposed by Rogers and refers to the data analysis model proposed by Miles and Huberman. The results of the research claim that the ADM has relative advantage, compatibility, complexity, trialability, and observability. Thus, this innovation is expected to be replicated for the region that has demographic characteristics which is similar to Pemalang Regency.

Keywords: Anjungan Dukcapil Mandiri (ADM) · Innovation · Population Administration · Public Service

1   Introduction

The Covid-19 pandemic has had an impact in various fields, including the field of public services. Public service is the duty of the state to meet the basic needs of every citizen. Public service is an effort by a group, person or bureaucracy to provide assistance to the community in order to achieve a certain goal. In any situation, public services must still be implemented properly by the government as the vanguard and policy stakeholders. Good form of service by providing excellent service, satisfying and realizing good governance [2]. Digital transformation is one solution that can be done in the field of public services in order to be able to adapt under any circumstances. The utilization of technology, information, and communication in all sectors of government needs to be optimized

for bureaucracy [3]. Thus, the government as a representation of the state must provide excellent service to the faithful.

Public services are carried out by laws and regulations set by each organization or agency. One of the public services is the field of population administration stipulated in Law No. 24 of 2013 on Amendments to Law No. 23 of 2006 on Population Administration [4]. The regulation provides a solid legal action to provide population administration services that can make people happy. In realizing Indonesia with the original nature of Indonesia, it is necessary to implement development efforts from within Indonesia itself (development from within), not just modeled from outside (development impose from outside). To go in that direction, a law must be encouraged in order to be able to act as a means of empowering its people, having character, and making people happy. Population administration is an important milestone in the more professional management of population in order to ensure the legality of the population, the protection of the population, and the guarantee of data accuracy [6]. So that every population event will be recorded and managed with certainty ranging from birth to death of the population. The government as the organizing agency has an active role in population administration services both at the central and regional levels.

This commitment is in line with the Sustainable Development Goals (SDGs) mission of ensuring public access to information and protecting fundamental freedoms, in accordance with national legislation and international agreements. The SDGs are carried out based on the principle of not leaving a single person (no one left behind) to achieve one of the targets of 16.9 SDGs namely "legal identity for all, including birth registration" by 2030 [7]. To achieve this goal, governments in various countries along with International Organizations and private sector partners began serious efforts to strengthen legal identification systems, including civil registry and population databases [8]. The Office of Population and Civil Registration (Disdukcapil) is the implementing agency for population administration services at the district or city level. This agency is spread across 34 provinces throughout the region in Indonesia. Each region has a quality of service that is diverse as influenced by geographical and demographic conditions. Such geographical barriers are a common problem for people in rural areas. Thus creating obstacles for people who want to access public services in the center of government [9]. Other factors are local problems and different capabilities in implementing policies [10]. With these problems, innovation becomes an important factor to improve the quality of population administration services.

Damanpour argues that innovation is an idea that arises in an organization. Ideas can be products, services, technologies, structural systems, and administration or new plans [11]. Innovation becomes a solution to the problem of convoluted population admnistration such as long service time, low responsiveness, and professionalism of Human Resources (HR). Robbins and Judge explain that innovation is a special form of change, where new ideas are applied to improve the products, processes, and services produced. However, innovation does not always create something new, but can be a renewal or through the adoption process. This is in line with Rogers' opinion that "Innovation as an idea, practice or object that is perceived as new by an individual or another unit of adoption" [13]. The development of population administration service innovation is one of them is Anjungan Dukcapil Mandiri or Dukcapil Mandiri Bridge (ADM). It is

a population document printing machine integrated by the central population database system to realize single identity number (SIN) by utilizing information technology, and communication. The manufacture of ADM machine is fully carried out by the sons and daughters of the Indonesian nation itself with cross-agency collaboration. This innovation was made as a series of digitization processes of population administration that began with the implementation of Electronic Signatures (TTE). This innovation has been inaugurated which has then been enacted nationally since 2019 as stipulated in The Minister of Home Affairs Regulation No. 109 of 2019 on Forms and Books Used In Population Administration [14].

Dukcapil Pemalang regency has implemented the innovation which was launched on October 13, 2020 by the Regent of Pemalang, Junaedi. Through an interview with the Head of Information Management of Population Administration and Data Utilization, Mr. Agus Syarief Nurhadi stated that the innovation is so that the public can more easily print population documents independently, quickly, standardized, free, and without discrimination as well as being a new branding on population administration services in Pemalang Regency. This innovation is here to provide alternative choices, especially for people with various busy activities. The implementation of this innovation is also supported by data from the Communication and Information Office of Pemalang Regency regarding the high number of internet users in this area, which is 93.25 percent with users aged 9–65 years [15]. This is because the innovation of the Independent ADM look dependent on the stability of the internet network.

Demographic conditions Pemalang Regency has a population in 2021 reaching 1,507,267 people consisting of 765,765 male residents with a percentage rate of 50.8% and 741,502 female residents with a percentage rate of 49.2% [16]. Because it has a large population, the Pemalang Regency Government has a tough task to provide population administration services. So that innovation needs to be implemented to improve the quality of services that can make the community happy. In the application of innovation, the ADM does not rule out the possibility of facing obstacles in the field. Moreover, the demographic conditions of the population of Pemalang Regency are so complex. Based on the background described above, the authors are interested in knowing how to implement the ADM policy as a new innovation in population administration services in Pemalang Regency. The existence of this innovation has attracted the attention of researchers because there are still few Regency or City Population and Civil Registration Offices that apply this innovation, especially in Central Java Province.

2   Research Method

The type of research used in this study is empirical legal research based on social variables obtained directly at the Pemalang Regency Population and Civil Registration Office [17]. The nature of this research is descriptive research with a qualitative approach. In this study, the researchers collected data in stages which were obtained directly through interviews with Mr. Agus Syarief Nurhadi as the Head of Information Management of Population Administration and Data Utilization. While the secondary data in this study, using data sources obtained from primary legal materials in the form of statutory regulations. Other secondary data in the form of books, journals, articles and materials from the

internet that have a correlation to support this research. The data analysis technique in this study uses five indicators of public service innovation according to Rogers in Erna Setijaningrum, namely relative advantage, compatibility, complexity, trialability, and observability [18]. The validity test of the data used triangulation technique and refers to the Miles and Huberman data analysis model, namely data reduction, data presentation, and drawing conclusions or verification [19].

3   Result and Discussion

3.1   The Implementation of ADM at Pemalang

Currently, population administration services have become easier and faster since the regulations regarding online service access were enacted. Based on the Minister of Home Affairs Regulation Number 7 of 2019 concerning Online Population Administration Services Article 1 number 18 it is stated that the Online Adminduk Service Kiosk is an independent service unit to help the community access online adminduk services [20]. The Online Adminduk Service Kiosk must provide computer equipment, sensing devices, printers, and be connected to a data communication network. In its development, the Online Adminduk Service Kiosk was developed under the term Independent Dukcapil Pavilion (ADM). Anjungan is a special building built for a specific purpose, where there are supporting facilities and infrastructure. Following up on the regulation, in the Regulation of the Minister of Home Affairs Number 109 of 2019 concerning Forms and Books Used in Population Administration Article 1 number 11 Anjungan Dukcapil Mandiri (ADM) is a tool consisting of various supporting devices and application systems that are compatible and connected to the system. Population administration information as an alternative for population administration services to residents who have been registered in the population database, outside the main service units at the service and technical implementing units in order to improve the quality of services to the community. In simple terms, ADM is integrated with the Population Administration Information System (SIAK).

The working principle of this ADM innovation is similar to an ATM in banking, only by pressing the button according to the command on the monitor screen. Resident documents are easily obtained directly by the public. A population document is an official document issued by the Regency Population and Civil Registration Service or the technical implementing unit of the population and civil registration service that has legal force as authentic evidence produced from the population registration and civil registration service. This innovation is specially designed so that people can print population documents independently quickly, easily, free of charge, standardized, and without discrimination. ADM will respond to print residence documents in accordance with the application that we submit. This ADM innovation won an award as The Best Innovation in an innovation festival held by the State Administration Agency (LAN) on December 4, 2019. This prestigious competition gives appreciation to public service agencies for service innovations that are beneficial to the community.

Since being launched nationally in November 2019, there have been 208 units of ADM machines installed in all regions in Indonesia. There are 107 machines purchased through the Regional Revenue and Expenditure Budget (APBD) for each region and

101 of them are grants from the Ministry of Home Affairs. The procurement of this innovation, is not necessarily carried out by the Director General of Dukcapil, Ministry of Home Affairs alone. There are 100 units of machines which are the result of cooperation with PT Sinergi Nasional Rakyat Indonesia (SIINARI) [21]. From the cooperation bond, there is compensation that must be met, in the form of advertising on the monitor screen and the body of the ADM machine. However, the Director General of Dukcapil of the Ministry of Home Affairs, Zudan Arif Fakrulloh, invited the regional Population and Civil Registration Offices to develop the cooperation model according to the characteristics of each region.

Prior to the ADM innovation, population administration services were often associated with the problem of long service times. This innovation is one of the efforts of the Go-Digital Disdukcapil Pemalang Regency which then allows the community to print population documents independently through the ADM machine. Resident documents received by the public can be in the form of electronic documents and/or copies of electronic documents. The ADM system works by securing the Population Identification Number (NIK), Personal Identification Number (PIN), and Quick Response Code (QR Code).

The printing flow through this machine is that the public registers according to the type of residence document submitted by showing an electronic identity card, e-mail address and an active mobile number. After that, the service operator will input data into the SIAK database according to the type of population document submitted by the community. If it has been verified by the system, the public will get a notification or notification via e-mail and SMS in the form of a PIN and QR Code. There are 2 types of PIN accepted, namely PIN for ADM login and PIN for printing residence documents. The PIN for ADM login is valid for 2 years, while the PIN for printing residence documents can only be used for one printing process. So, if the public wants to reprint the process, they must re-apply according to the type of document to be resubmitted. This restriction on printing PIN is done to protect the public's personal data and avoid data misuse by irresponsible parties. Therefore, the public is asked to carefully maintain and keep confidential information regarding the NIK, QR Code and PIN obtained.

3.2 Analysis of Public Service Innovations in ADM

Innovation in public services is the key to building public trust in the services provided by the government. The application of an innovation must also pay attention to the needs of the community. Innovation is not always in a new form, but can be in the form of development of something that already exists, by adding added value from the previous product (value added). Based on its application, innovation has the following dimensions [14]:

3.2.1 Relative Advantage

Relative advantage is that an innovation must have more value or a new element that is inherent and distinguishes it from something that was before. This relative advantage aims to see the benefits for its users. This ADM innovation is a new innovation in the field of population administration services, whose working principle is similar to

the ATM used in banking. The procurement of this innovation was carried out by the Dukcapil of the Ministry of Home Affairs of the Republic of Indonesia, the Dukcapil of Pemalang Regency purchased this ADM machine with the regional budget. With this ADM machine, it is able to make it easier for people to print population documents independently, quickly and with standards. People only need less than 2 min to print population documents. There are 5 types of residence documents that can be printed on this ADM machine, namely Electronic Identity Cards, Child Identity Cards (KIA), Family Cards, Birth Certificates and Death Certificates. In addition, this innovation is proven to reduce queue volume.

3.2.2 Compatibility

Compatibility, namely an innovation should have a character with previous innovations. This is intended so that previously existing innovations can contribute to new, better innovations. Population administration services through ADM innovation are compatible with face-to-face services or through the website. The only difference is that the public can choose the process of printing the proposed residence document. If the community has a density of activity, they can use this printer because there is no need to queue in the service waiting room. There are supporting facilities in the room such as air conditioning, fans, and chairs so that people feel comfortable when using the machine.

3.2.3 Complexity

Complexity is the level of complexity of an innovation. An innovation in addition to having an element of novelty, sometimes encounters complexity. However, the complexity of an innovation is not a big problem. The implementation of ADM innovations has complex challenges at the level of community understanding and participation. Because, the ability of every community in operating technology and gadgets cannot be equalized. Especially in people with low levels of education and the elderly. However, Pemalang Regency Population and Civil Registration Service apparatus voluntarily and deftly serve the community if they have difficulty using the ADM machine. Population administration information services provided to the public are also carried out in a clear, friendly, polite, and non-discriminatory manner and without discrimination.

3.2.4 Trialability

A service innovation can only be accepted if it has been tested and proven to have more value than the previous product. This is done so that the innovation is easily understood and recognized by the service user community. Therefore, innovation products must pass public tests, where everyone has the right to test the quality of an innovation product. The ADM innovation has been tested by the Dukcapil Directorate of the Ministry of Home Affairs of the Republic of Indonesia to increase database server capacity, considering that ADM machines require large servers and bandwidth. The research and design process for this innovation collaborates with the regional Population and Civil Registration Office, universities, and companies interested in developing it. From the process of review and testing for approximately 1 year, finally the Generation 1 ADM machine was obtained.

This innovation is a form of creativity from the apparatus of the Directorate General of Civil and Civil Registration of the Ministry of Home Affairs of the Republic of Indonesia who strives to provide the best service to the societies.

3.2.5   Observability

Observability is an innovation that must be easily observed by service users, both from the design process, how it works, to the implementation process. The easier it is to observe and be useful, the greater the chance that the innovation can be adopted. ADM innovations can be easily observed and have a positive influence on population administration services in Pemalang Regency. This effect can be seen in the number of population document printing through the ADM machine which has increased since it was first implemented. The body of the machine is also friendly to use as there is a monitor screen, scanner, fingerprint, print printer (KTP, KIA, KK, Birth Certificate, and Death Certificate).

4   Conclusion

Based on the results of the research and discussion described above, it can be concluded that the innovation policy of the ADM implemented by the Population and Civil Registration Office of Pemalang Regency has been running well based on five dimensions of public service innovation, namely advantage, compatibility, complexity, trialability, and observability. This innovation makes serves easier for the public to print population documents independently, quickly, standardly, free of charge, and without discrimination as well as a new branding for population administration services in utilizing technology. Thus, it is hoped that this innovation can be replicated for areas that have similar demographic characteristics to Pemalang Regency.

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