



# SWOT Analysis on the Public Service Innovation of SIMPATIK DUKCAPIL Program, DKI Jakarta Province

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**Abstract.** This paper aims to identify a SWOT analysis of strengths, opportunities, weaknesses, and threats in the SIMPATIK DUKCAPIL Three in One program by simultaneously managing six documents in DKI Jakarta Province that have never been studied. In addition, researchers also mapped matrices on SO Strategy (strengths-opportunities), WO Strategies (weaknesses-opportunities), ST Strategies (strengths of threats), and WT Strategies (weaknesses-threats). The research method is qualitative with a case study approach and data collection techniques using secondary data, which will be analyzed in depth with an emphasis on triangulation of logic and facts. The results show that the strength-opportunity analysis raises the need for Information Systems, Program Technology, and E-Documents in the context of synchronization and renewal of the Three in One SIMPATIK DUKCAPIL Program, DKI Jakarta Province, in addition to the weakness of the lack of insight in the use of information systems and technology and the threat of budget inefficient because it requires operationalization of technology support facilities in the SIMPATIK DUKCAPIL Three in One Program, DKI Jakarta Province.

**Keywords:** SWOT · Matrix · SIMPATIK DUKCAPIL · Program

## 1 Introduction

The strategy for improving the quality of public services is in the form of public service innovation, which is needed because public service innovation forms efficient and effective services [1, 2]. In addition, creation can be created through systems, methods, and technology that can reduce costs, shorten service time, cut bureaucracy, and, most importantly, give people confidence in government performance [3–6]. This is also based on the PAN & RB Regulation No. 7 of 2021 concerning Public Service Innovation Competitions in Ministries or Institutions. However, in reality, some of the factors causing the lack of optimal public service innovation from both the central government and local governments is the lack of insight into Human Resources in the bureaucracy of government administration [7]. The challenge for the organizers of the State Civil Apparatus (ASN) is now required to be responsive to the community's needs. Various policy breakthroughs have been issued so that public services can continue to be carried

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out with excellence, so the importance of the ideas of government administrators to be able to answer public service problems [8].

As an example in previous research, the use of Innovation in E-Health as a form of sustaining Innovation [9, 10] it can be explained that from the times, continuous innovation is needed, which becomes a new challenge in the era of disruption [11]. Public service creation also improves service quality, and the community can provide an assessment. Improving public services began with the Ministry of Administrative Reform and Bureaucratic Reform (KemenPAN RB) implementing a policy that since 2014 was the year of public service innovation. All government agencies, both at the central and regional levels, are expected to develop a creative idea or answer to the workings/methods of public services. This also means that the community understands their rights and obligations in public services.

Service innovation certainly gets a public response because the impact of this innovation can be felt directly and get community satisfaction in service innovation. In addition, the form of local government reform in public services will focus on much-needed public service programs that are part of the reform. Currently, a trendy innovation is an Innovation in the field of technology.

Such as appropriate technology, environmentally friendly technology, and technology in daily needs that are easily accessible to the general public. So innovation cannot be separated from integrated technology as a means of support so that the community can be facilitated in public services. For example, in previous research, an innovation that is very interesting to study is the Population Administration Service Innovation in the SIMPATIK DUKCAPIL program in DKI Jakarta Province.

This program SIMPATIK DUKCAPIL Program, essentially a simplification of procedures from 3 (three) agencies, an online Integrated Population Document System from 3 agencies: Hospitals, Disdukcapil, and BPJS Health. The results of this study indicate that public services and the implementation of the "SIMPATIK DUKCAPIL " policy program launched by the Department of Population and Civil Registration of DKI Jakarta Province are pretty successful as innovations that bring benefits to residents. Without complicated procedures, residents can immediately get population services integrated with BPJS Health membership [12–16]. See table 1 bellow.

However, the shortcomings of the research have not been explained from the weaknesses and challenges of the program, which should provide an option if the program has problems in the future that the DKI Jakarta government must anticipate. So the researchers will focus on analyzing the "Si Shaman" program launched by the DKI Jakarta Provincial Population and Civil Registration Service using the SWOT theory. SWOT analysis is an analytical tool based on a logic that can maximize strengths and opportunities while minimizing weaknesses and unpredictable threats to the government bureaucratic environment.

The advantages of this study are not only analyzing using SWOT theory, but the researcher presents a SWOT matrix. The SWOT matrix is a vital matching tool for finding alternative strategies. The goal is that the SWOT Matrix is based on the logic that can maximize strengths and opportunities [17]. However, at the same time, SWOT analysis can also minimize weaknesses and threats to Population Administration Service Innovations in the SIMPATIK DUKCAPIL program in DKI Jakarta Province.

**Table 1.** Previous research on the innovation of the SIMPATIK DUKCAPIL program in DKI Jakarta.

Previous research	Finding orientation	
	Strength	Weakness
Population Administration Service Innovation “SIMPATIK DUKCAPIL “ in DKI Jakarta Province	✓	x
Innovation of Birth Certificate Making Services through the SI DUKUM Program (Study at the DKI Jakarta Population and Civil Registration Office)	✓	x
Innovation Analysis of Birth Certificate Making with Integrated System of 3 Agencies in 1 Service Counter (SIMPATIK DUKCAPIL) in Improving Service Quality at Jakarta Population and Civil Registry Office	✓	x
SIMPATIK DUKCAPIL Innovation, DKI Jakarta Provincial Population, and Civil Registration Office	✓	x
Implementation of Public Services in the SIMPATIK DUKCAPIL Program in the Administration of Population Administration in DKI Jakarta	✓	x

## 2 Literature Review

SWOT analysis is a strategic planning method used to evaluate strengths, weaknesses, opportunities, and threats in a project or an organization, consider existing product lines and analyze other organizational program conditions [18]. The business objectives are determined to perform the analysis or identify the object to be explored. Strengths and weaknesses are grouped into internal factors, while opportunities and threats are identified as external factors [19].

This analysis can logically help in the current and future decision-making process. The decision-making process is related to the vision and mission of a better organization, so SWOT analysis can be used as an effective tool to analyze the factors that affect the organization. The explanation of the SWOT analysis can be described as follows:

### 2.1 Strength

Strength is a resource/capability that the company controls or is available to an organization that makes the program implemented relatively superior to its competitors in meeting the needs of its customers [20]. Strengths arise from the resources and competencies available to the organization. Strength can be contained in financial resources, image, leadership, collaboration, and other factors [21]. Strength factors that are owned by the organization or are particular competencies contained in the organization that result in comparative advantage.

## 2.2 Weakness

Weaknesses are limitations and deficiencies in one or more resources or in the capabilities of a company relative to its competitors, which become obstacles to meeting customer needs effectively [22]. This implementation is rarely seen if it is not analyzed in depth. However, these limitations and weaknesses can be seen in the facilities and infrastructure owned or not owned [23].

## 2.3 Opportunity

Opportunity is the central favorable situation in an organization's environment. The primary trend is one source of opportunity: the strengthening of innovation [24]. Identification of previously overlooked public needs, changes in regulatory conditions, technological changes, and improving relations with general requirements become an opportunity to provide the best in the form of programs initiated by the organization [25]. So opportunities in the organization should be put to good use because an opportunity will not materialize if do not have the best ideas and ideas for the organization.

## 2.4 Threats

Threats are the central unfavorable situation in an organization's environment in implementing work programs [26]. Threats are an organization's primary barrier to achieving its current or desired position. The entry of new or monotonous programs without development will be sluggish, increasing the strength of tolerance so that the occurrence of maladministration in public services and not updating regulations can be a barrier to the success of a work program within the organization [27].

After explaining the meaning of SWOT analysis, the following factors that influence SWOT are divided into 2, namely the first internal and external factors in the case study to be studied. First, internal factors are more focused on strengths and weaknesses in case studies to be researched and analyzed; second, external factors are more focused on opportunities and threats to anticipate case studies in the future (Fig. 1).



**Fig. 1.** SWOT analysis framework for internal and external factors.

	<b>STRENGTH</b> Positive characteristics and advantages of the issue, situation, or technique	<b>WEAKNESSES</b> Negative characteristics and disadvantages of the issue, situation, or technique
<b>OPPORTUNITIES</b> Factors, situations that can benefit, enhance or improve the issue, condition, or technique	<b>S-O Strategy/ Analysis</b> <i>Using strengths to take advantage of opportunities</i>	<b>W-O Strategy/ Analysis</b> <i>Overcoming weaknesses by taking advantage of opportunities</i>
<b>THREATS</b> Factors, situations that can hinder the issue, problem, or technique	<b>S-T Strategy/ Analysis</b> <i>Using strengths to avoid threats</i>	<b>W-T Strategy/ Analysis</b> <i>Minimize weaknesses and avoid threats</i>

**Fig. 2.** Matrix model in SWOT analysis.

Furthermore, the researcher will also analyze the SWOT Matrix as an essential matching tool that helps managers develop four types of strategies: SO strategy (strengths-opportunities), WO Strategies (weaknesses-opportunities), ST Strategies (strengths of threats), and WT Strategies (weaknesses). -threats) by the needs of the case study to be researched (Fig. 2).

It also aims to find strategies in future policies and decision-making on Population Administration Service Innovations in the 3-in-1 SIMPATIK DUKCAPIL program in DKI Jakarta Province. For more details, the following is a SWOT Analysis Matrix model.

### 3 Research Methods

The research method used is case study qualitative research [28]. Qualitative research to understand the phenomenon is experienced by research subjects in the context and content of the theory used in the case study [29]. Data collection techniques use secondary data [30], and literature studies in the form of reports, journals, websites, news, and others considered relevant. Data analysis uses triangulation techniques which are analyzed in depth, and triangulation is used in the form of facts. First, logic triangulation is done by looking for data from various sources that are still related [31]. Then technical triangulation is carried out using multiple techniques to reveal data from data sources in the SWOT analysis on Population Administration Service Innovations in the SIMPATIK DUKCAPIL program in DKI Jakarta Province.

## 4 Results and Discussion

### 4.1 Overview of the Three in One SIMPATIK DUKCAPIL Program, DKI Jakarta Province

In 2018, the Provincial Government (Pemprov) of DKI Jakarta launched a program in the context of implementing the Population Document Integrated Service system with BPJS Birth and Membership Services (SIMPATIK DUKCAPIL). In this program, mothers who give birth bring home six documents at once, including a birth certificate from the hospital, a population identification number (NIK), an updated family card, a child's birth certificate, a child identity card (KIA), and a BPJS Health membership number.

With this program, all children born in Jakarta can have complete residence documents. This service guarantees it will meet the target on six papers processed simultaneously for three days. The requirements for participating in the SIMPATIK DUKCAPIL Program are as follows:

- Photocopy of Parent's Identity Card (Father and Mother)
- Photocopy of Identity Card of two Witnesses
- Application Form
- Original Birth Certificate from the Hospital
- Photocopy of Complete Marriage Certificate and Signature of the Office of Religious Affairs (KUA)
- Copy of Original Family Card

This program involves three components of local government organizations: The Department of Population and Civil Registration, hospitals throughout DKI Jakarta, and BPJS Health DKI. This program is also free of charge by the community because the DKI Jakarta Provincial Government has facilitated it.

### 4.2 Internal Strength and Weakness

Based on the general description of the SIMPATIK DUKCAPIL Three in One Program, DKI Jakarta Province. Strength analysis in the program is to shorten administrative services in managing population administration documents, health administration, and health insurance administration. In addition, the strength of this program is as a form of innovation that other provincial governments can follow in Indonesia. This program is expected to strengthen administrative services for society in need so that this service innovation is right on target in its special designation for residents of DKI Jakarta.

However, based on the researcher's findings, this program's weakness lies in the administrative requirements. Administrative requirements that do not use renewal information technology are in the form of e-SIMPATIK DUKCAPIL Three in One or online application for the program. It is evidenced by the government still using the old method, namely complex documents, as a requirement to get SIMPATIK DUKCAPIL Three in One service so that residents have to pay operational costs in photocopying the original documents.

### 4.3 External Opportunity and Threats

Opportunities in the SIMPATIK DUKCAPIL Three in One program by the DKI Jakarta Provincial Government can be used in other program innovations with good integration. Another option that can be found is to facilitate the performance of local governments by integrating data and documents in the government bureaucracy. Public service innovation in the health sector; can also be applied to technology-based, educational, and social-based public service innovations by the ease of public services to meet the community's needs.

However, the threat in this program that must be watched out for is the easier a program is. Because part of the impact of creating a public service innovation system is to increase human resources in integrating documents that are simultaneously served, the threats that occur outside this program have started from 2018 until now. Still, the danger is in the form of not supporting adequate technology in document requirements, which will burden DKI Jakarta residents in operationalizing the health sector.

### 4.4 Matrix Analysis SWOT

The SO (strength-opportunity) strategy in the Three in One SIMPATIK DUKCAPIL program by the DKI Jakarta Provincial Government must be carried out. Namely is strengthening the SIMPATIK DUKCAPIL to develop the concept of electronic document integration to make it easier for the public to access registration. Such as by providing applications via smartphones in the form of SIMPATIK DUKCAPIL. Chances are that the three components involved in the program are not worried if the required documents are not available because the technology system makes it easier for public services.

The WO strategy (weaknesses-opportunities) in the SIMPATIK DUKCAPIL Three in One program by the DKI Jakarta Provincial Government is no longer fulfilling the requirements by using hardcopy and requiring additional costs. Hence, an excellent solution to fixing these weaknesses is by utilizing information technology opportunities in applications. The public can access the SIMPATIK DUKCAPIL electronic system by the DKI Jakarta Provincial Government through a technology information system. The information system, which is part of technology in the form of electronic applications, in taking advantage of its opportunities, must be given understanding and insight into each sub-district so that the benefits of the technology.

The ST strategy (strength of threat) SIMPATIK DUKCAPIL Three in One by the DKI Jakarta Provincial Government certainly strengthens the blood government bureaucratic system in public services. Still, the ease of bureaucracy in public service innovation has led to a new vocabulary by the DKI Jakarta Regional Government to carry out new budgeting to add electronic power to the SIMPATIK DUKCAPIL Three in One program by the DKI Jakarta Provincial Government.

The WT strategy (weaknesses-threats) of SIMPATIK DUKCAPIL Three in One by the Provincial Government of DKI Jakarta has the potential to lack public insight if the application of SIMPATIK DUKCAPIL Three in One is complete with administrative requirements. It is also essential that the Provincial Government of DKI Jakarta conducts mapping for the community, so that insight and knowledge of the program have understood the convenience and benefits of SIMPATIK DUKCAPIL Three in One the

DKI Jakarta Provincial Government. The threat is more on the operationalization of the SIMPATIK DUKCAPIL Three in One program involving its fields in information systems in technology development which will require considerable costs in the future.

## 5 Conclusions and Suggestions

The results and discussion on the SWOT analysis and SWOT Matrix Analysis show the DKI Jakarta Provincial government's role in synchronizing and renewing public service innovations in the future SIMPATIK DUKCAPIL Three in One program. A solution very relevant to the SWOT analysis and SSOT Matrix Analysis is developing technology and information and sustainable socialization for the residents of DKI Jakarta. However, it is also necessary to remember the importance of budget efficiency in developing technology and communication if this innovation is very much needed to facilitate services for the community.

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