



# The Effectiveness of Implementation “KAMI HEBAT” Application in Online Resident Administration Services at Sukabumi City Demographic Affair Office

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**Abstract.** “Kami Hebat” application is an application that is used for the family status registration issuance in online administration services at Sukabumi City Demographic Affair Office. The aim of this study is to find out how the effectiveness of implementation of “Kami Hebat” application. This study uses a qualitative descriptive analysis method. The data collection techniques use observation, interviews, documentation techniques and apply triangulation techniques and analyzing by doing data reduction, data presentation and drawing conclusions. The research used purposive sampling and snowball sampling techniques, with four research informants. They are the staff of population administration information management field, the operator of the application and the users of the application. The results show that the effectiveness of the implementation “Kami Hebat” application is sufficiently effective. It has not been optimal, which can be seen from the quantity, quality and timeliness which are still in the sufficient category. It is undeniable that there are errors in input and updating data in the family status registration. It is because human resources are not balanced with the workload and errors often occur in the system. However, these obstacles can still be overcome by maximizing employee competence in making of family status registration documents.

**Keywords:** Effectiveness · Online Resident Administration Services · “Kami Hebat” Application

## 1 Introduction

In government organizations, service to the community is the main goal that becomes an obligation. In addition, the government also has an important role to provide excellent public services for the citizens.

Public service is one of the important tasks that cannot be ignored by the government considering that if the service component does not receive optimal attention, it will have an impact on various aspects of the life of the nation and state. State Civil Apparatus Law Number 5 of 2014 concerning State Civil Apparatus articles 20 and 21 of the 1945

Constitution which states that every civil servant is assigned the task of carrying out public service tasks, government duties and certain development tasks.

One form of public service from government is population administration, which is a series of structuring and controlling activities in controlling population documents and data through population registration, civil registration, management of population administration information and the utilization of the results for public services and other sector development. Services in the population administration sector are one of the most demanded services. One of the series of activities in population administration is the civil registration process. The forms of services provided related to population affairs are the management of Family Status Registration, E-ID, Birth and Death Certificates, Non-Muslim Marriage Certificates, Divorce Certificates, Child Recognition Deeds, Name Changes, and Moving in and or out and so on.

Effectiveness is a measure of success in achieving the goals that have been set. An activity is said to be effective if it is done correctly and gets useful results according to its objectives. Society demands effective services in various ways, namely in completing work effectively means completing work in a timely manner according to the quantity and use of resources or minimal output in achieving maximum work results.

On February 4, 2021 based on the Decree of the Head of Sukabumi City Demographic Affair Office Number 5 of 2021, the office made a new innovation in online population administration by launching an additional application based on the android system and can be downloaded via the google playstore, namely “Kami Hebat” application for family status registration management. The application used starting February 8, 2021. The Head of Sukabumi City Demographic Affair Office revealed that the presence of this additional application is the result of an evaluation in their office service, especially when the world was shaken by the emergence of the corona virus pandemic (COVID-19) which had a significant impact on human life. Digitalization of administrative services is expected to make it easier for the public to get more effective and efficient services.

In relation to population administration matters for making Family Status Registration document through the “Kami Hebat” application, it appears that there are still a number of problems that can affect the effectiveness of the implementation of the “Kami Hebat” application in online population administration services, namely:

- In terms of quantity, the results of work (documents) that still do not meet the satisfaction of the public users, such as the occurrence of data duplication, errors in names and dates of birth in the Family Status Registration.
- In terms of quality, facilities and infrastructure are not yet adequate and the quality of the application is not optimal.
- lack of consistency in the completion of the making of the Family Status Registration and the less-than-optimal timing of the schedule or implementation instructions.

## **2 Literature Review**

### **2.1 Effectiveness**

Effectiveness according to [1] is a measure that states how far the target (quantity, quality, and time) has been achieved, the greater percentage achieved, so the effectivity also higher.

Moleong [2] provides an understanding of effectiveness related to the implementation of a job, namely the completion of work on time that has been set. This means whether the implementation of a task is considered good or not, especially answering the question of how to carry it out, and how much it costs.

## **2.2 Implementation**

After an organization plans what the organization will achieve, then it carries out what it is planned. Terry in [3] explains that implementation or what we call actuating is action, because something will not happen without going through action. Actuating is intended so that human resources in the Organization are willing and willing to do and complete work to achieve organizational goals.

## **2.3 Service**

Service is a total organizational approach that becomes the quality of service received by service users as the main driving force in business [4].

Santosa [5] says that good service is a person's ability to provide services that can provide satisfaction to customers with predetermined standards.

## **2.4 “Kami Hebat” Application**

Sedarmayanti [6] concerning Population Administration, chapter 1 paragraph 1, states that population administration is a series of structuring and controlling activities in the issuance of population documents and administration through population registration, and chapter 8 states that the implementing agency is Sukabumi City Demographic Affair office.

The Sukabumi City Demographic Affair Office launched the “Kami Hebat” application for Family Status Registration issuance service, which was released on February 8, 2021. This application is very helpful for the community in managing family status registration documents during the Covid-19 pandemic which is still ongoing today. The presence of this application is the result of an evaluation in the office services during the covid-19 pandemic. With the presence of this application, it is hoped that it will make it easier, speed up services and increase the community satisfaction index.

“Kami Hebat” Application is obtained by downloading on the Google Playstore, people can make Status Registration Document according to their needs, whether new, changes, lost or damaged. After the application is downloaded, the public can upload the necessary requirements. Then see the process of completing the completeness of the requirements for document retrieval.

## **3 Research Method**

This study uses a qualitative approach, with descriptive analysis method. Siagian [7] states that the qualitative research method is a research method based on the philosophy of postpositivism, used to examine the condition of natural objects, where the researcher

is the key instrument, data collection techniques are carried out by triangulation (a combination of observations, interviews, documentation), the data obtained tend to be qualitative data, the data analysis is inductive/qualitative, and the results of qualitative research are to understand meaning, understand uniqueness, construct phenomena, and find hypotheses.

Setting informants using purposive sampling and snowball sampling. The informants are the Head of the Information Division of Population Administration, the operator managing the “Kami Hebat” application, and the public users.

### 3.1 Research Concept

Effectiveness according to [8] in Mutiarin and Zaenudin is a measure that states how far the target (quantity, quality, and time) has been achieved, where the greater the percentage of the target achieved, the higher the effectiveness. So, the concept of research carried out by researchers, the dimensions and indicators used in the study are as follows:

**Quantity.** The quantity of work is the volume of work produced under normal conditions. This can be seen from the number of workloads and the conditions obtained or experienced during work. Every institution or company always tries so that the work effectiveness of its subordinates can be improved. Therefore, a company always strives for every employee to have high work morale. In terms of quantity, include:

- Work results.
- Target achieved.

**Quality.** Quality can be seen from the results of work in the form of neatness, accuracy and linkage of results that do not ignore the volume of work in completing the work. In terms of quality include:

- Facilities, such as inadequate facilities and infrastructure in the “Kami Hebat” application.
- Services, the services provided to the community are not yet optimal.

**Time.** Everyone should be able to use time as efficiently as possible. Especially with discipline in work, trying to complete the task as well as possible by utilizing the time during the use of the working period in accordance with company policy. In terms of time, include:

- Punctuality
- Discipline

Based on above, the authors write the research concept as shown in Fig. 1.

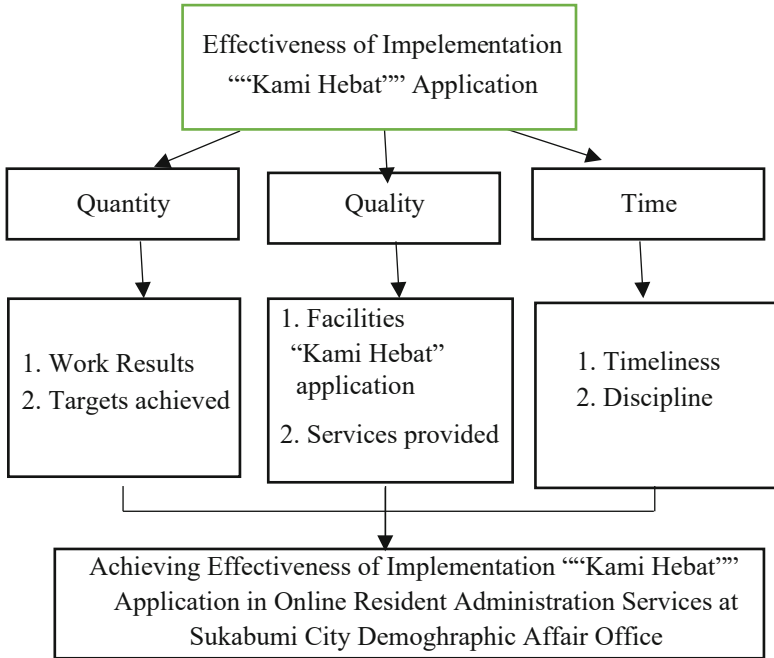


Fig. 1. Research concept

### 4 Result and Discussion

The results of the quantitative dimension research with several informants can be concluded that the level of community satisfaction with the use of the “Kami Hebat” application is sufficient good because this application makes it easier for people to take care of the family status registration document. Although there are still errors in writing data on the family status registration document. This is caused by the imbalance of human resources with the workload. Based on the results of research with several informants can also state that there is an imbalance between the number of workloads (applications for making family status registration) and the number of human resources who manage the application must work more extra, so it is necessary to add personnel so that its implementation is more optimal. Several informants stated that the operator managing the “Kami Hebat” application needed additional personnel to maximize its implementation.

In terms of quality, the results of the study state that the facilities that carry the “Kami Hebat” application are adequate. The menu contained in the “Kami Hebat” application is complete according to the needs of the community and is easy to understand.

However, there are still some obstacles in making Family Status Registration documents through the “Kami Hebat” application, including unstable network constraints, log-in access code constraints, there are people who lack understanding in internet-based information technology so that there are still many people who apply for Family Status Registration directly on the internet. Compare by using the application. However, this

does not affect the existing services, the Demographic Affair Office continues to try so that the public will understand the use of the “Kami Hebat” application.

Several efforts have been made to increase the use of the “Kami Hebat” application, including: upgrading the “Kami Hebat” application so that there is an option to forget the access code, then by socializing it every morning and opening a consultation room regarding problems using the “Kami Hebat” application and when people come to the Sukabumi City Demographic Affair office. Those who have android phones are also directed to use the application, when those who don’t have android phones, the office pulls the file directly and keeps entering it through the application.

In terms of timeliness, employees always try to improve their work capacity and are guided by existing regulations. From the results of interviews with several informants, it can be concluded that the implementation of the “Kami Hebat” application is sufficient good in terms of timeliness, the family status registration document is completed no later than 5 working days after the applicant completes the submission requirements. And based on the results of the study also stated that the services provided by employees were in good category, but sometimes they did not match the time due to input errors, system errors, internet problems, forgetting access codes, which made it necessary to repeat it many times resulting in delays.

## 5 Conclusion

Based on the results of research and discussion on “The Effectiveness of Implementation “Kami Hebat” Application in online Resident Administration Services at Sukabumi City Demographic Affair Office”, the conclusions are:

1. The quantity of implementation the application is quite effective, but not yet optimal. This can be seen from the rating or assessment of the application which shows that it is sufficient good, which means it is quite satisfactory for the public. Even though there are occasional errors in writing names or other data.
2. The quality of application is sufficient effective, but not yet optimal. This can be seen from the competence of good employees so as to provide good service as well. Then, judging from the facilities that carry the application, it is also sufficient, the service menu in the application is complete and the procedure is easy to understand. But, the internet connection is often constrained by frequent errors and access codes that are difficult for the public to remember. However, when you forget the access code, you can contact the social media admin listed on the first page of the application, after that the access code is given back.
3. The timeliness of the application is also sufficient good. This can be seen from the efforts from the operators managing the application, even though they are often overwhelmed because of the unbalanced workload with their human resources, but employees always try their best so that the family status registration document is completed on time according to the instructions in the application. Which is 3 days to 5 working days, although sometimes there are delays due to system errors, users who do not understand how to use the application, the blurry data or incomplete data.

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