

Innovation Of Administrative Services In Pemurus Village In South Banjarmasin Sub-District, Banjarmasin City

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Abstract.

This research aims to find out about the innovation of administrative services in Pemurus Village in South Banjarmasin District, Banjarmasin City. Innovation in research is defined as a planned change in the form of ideas, ideas, new objects/objects or technology and the use of new equipment within the scope of government agencies, namely urban village. The type of research used is a descriptive study with a qualitative approach. The findings in the study are that Pemurus Dalam Village participates in innovating administrative services with the siPalui Application, namely Palui Mobile, which can be accessed by residents to get mail services in all urban villages in Banjarmasin city only through Smartphones, instagram and whatsapp. The existing facilities are quite good and the condition of the village office is comfortable and clean and the office employees are ready to serve the community who want to take care of administration/certificates and others. This readiness is also stated in the instagram account of the village office and a whatsapp number has been provided to communicate which means that the Village Management has carried out delivery innovations. However, this application often experiences network disruptions so that village employees cannot run the application and also for a while the application cannot be accessed due to application updates and application system maintenance.

Keywords : *Innovation, Service, and Administration.*

I. INTRODUCTION

The government has duties and functions as well as an important role in providing public services to all citizens or residents as mandated in Law Number 25 of 2009. Article 1 of Law number 25 of 2009 has explained the definition of public services, namely activities or series of activities provided or carried out by public service providers in order to meet the needs of every citizen and resident in the form of goods, services and/or administrative services in accordance with laws and regulations. The government has the duty and function of providing these services to the community including administrative services or certificates as provided by the village government, including services for making death certificates, certificates of incapacity, business certificates, certificates of never married/married, general certificates, and other certificates. Administrative services are also important services for the community, because they are prerequisites for further important needs that must be owned by all Indonesian citizens such as making ID cards, making birth certificates, making death certificates and others. Because this is important, the government must provide the best service that is able to overcome the problems that arise, including through service innovation. Innovation is needed in the implementation of an organization, both public sector organizations and private organizations. Innovation is used in the public sector because it is expected to be able to be a new solution to solve old problems or problems that have not been resolved until now. The existence of this innovation is a demand for government agencies which is also caused by the increasing pressure from the public or the public for an increase in the performance of government agencies.

Increasing government performance is expected to be able to solve problems in people's lives through services and programs made. Innovation in government agencies is needed in the process of providing administrative services by developing new things, new ways and new resources. In addition, innovation in the public sector is carried out so that organizational efficiency can be increased and also reduce costs considering that basically public sector organizations are always faced with the problem of limited budgets and scarcity of resources. This is like what was stated by Hadi Prabowo (2023: 129) that in responding to the demands for changes in improving public services, innovation is needed. Public service

innovation is one of the alternatives/choices that can be taken by the government in breaking the deadlock (status-quo) of bureaucracy and public services that have many problems. Through innovation, public organizations can create new ways or methods, new systems and technologies that can, shorten service time, lower costs, cut red tape, and most importantly be able to give confidence to the public in the performance produced by the government. Therefore, it is a must for public organizations or governments to innovate in providing public services to the community so that these public services can be of high quality. This means that there is also a need for innovation in administrative services in Pemurus Dalam Village, so that the implementation of administrative services carried out can be completed easily, precisely and quickly. But in fact, the implementation of administrative services in Pemurus Dalam Village still has several problems faced so that administrative services cannot run in accordance with the objectives that have been set, namely services that facilitate the community, precisely and quickly.

The problem faced by Pemurus Dalam village government is that when residents apply for a certificate, the necessary requirements are not complete so that they need to go back and forth to the village office. This certainly extends the turnaround time. Not a few residents still do not know about the requirements that must be met when they want to take care of matters related to administrative services or certificates at the Village Office. There are still people who come with incomplete required files, so the village apparatus is confused about what services are needed by them, for instance they do not have certificate from the local RT. Even though it is clear the requirements that should be brought and completed from various services in the Pemurus Dalam village. So that if people who want to get services must bring the documents listed on the requirements needed when coming to the office. Therefore, this situation for some people gives the impression that the administrative services provided by the village government are difficult and slow. To overcome this, the village government feels the need to carry out innovation and new ways of administrative services. One of them is through an electronic-based government system (SPBE) as regulated in Presidential Regulation number 95 of 2018 concerning electronic-based government systems. The purpose of SPBE is to realize good, clean, transparent, accountable and effective governance, as well as to realize quality public services. In addition, it is also necessary to manage the electronic-based government system nationally, which is intended so that the efficiency and integration of the electronic-based government system can be realized properly. Therefore, the author is interested in conducting research on administrative service innovation in Pemurus Village in South Banjarmasin District, Banjarmasin City.

PROBLEM STATEMENT

How is the innovation of administrative services in Pemurus Dalam Village in South Banjarmasin District, Banjarmasin City?

LIBRARY SURVEY

Definition of Public Service

In the Decree of the Minister of State Apparatus Empowerment and Bureaucratic Reform number 63 of 2003, it is explained that the definition of public service is: "all service activities carried out by public service providers as an effort to meet the needs of service recipients and the implementation of laws and regulations". So according to Kepmen number 63 of 2003 that this public service is an activity to meet the needs of people in need. Meeting the needs of the community is carried out by the government as the organizer of these public services. Likewise, according to Kurniawan's opinion in Sinambela (2008: 5) that "public service is the activity of providing services to people or communities who have interests or needs in the public organization, where the service is provided in accordance with the main rules and procedures that have been determined". In the above sense, it is implied that public service is an activity carried out by a public organization to provide assistance or serve to people or communities who need assistance from the public organization.

Then Rohman (2008: 3) provides an understanding of public services with a service or provision of services to the community in the form of the use of public facilities, both services and non-services, carried out by public organizations, in this case the public organization is a government institution. This means that public services are services provided by the government to the community in the form of public facilities,

both services and non-services. Meanwhile, according to Saefullah (2008: 5) that "public service is a service provided to the general public who become citizens or who are legally residents of the country concerned". In Saefullah's opinion, this means that public service is the provision of services to legitimate citizens in a country. And then Soedarmayanti (1999: 195) also explained that what is meant by public service is "serving a service in all fields needed by the community." In other words, what is meant by public service here is to provide services to the community in the form of services needed for all fields. Based on the above, public services are all service activities carried out by the state apparatus in an institution or public organization to meet the needs of people or communities who have interests and needs in the organization in accordance with the main rules and procedures that have been determined.

Understanding Public Service Innovation

Rusdiana (2014: 43-45) explained that "innovation is a form of renewal, invention and some associate it with modernization. Innovation and change, both have elements that are new or different from the past. Innovation is different from change because in innovation there is an element of intentionality". In general, innovation can be equated with renewal because renewal also contains elements of intentionality. Likewise, according to Said and Susanto (2007: 27) it is interpreted as a planned change by introducing technology and the use of new equipment within the scope of the agency. Innovation has a sense that is not only limited to building and updating but can also be broadly defined, utilizing new ideas to create products, processes, and services. Innovation according to Evert M. Rogers (in Suwarno, 2008: 9) is an idea, thought, practice or object/object that is realized and accepted as a new thing by a person or group to be adopted. So, innovation according to Evert includes ideas or ideas accepted as new things by a person or group to be used or applied.

While Rina Mei Mirnasari (2013: 77) defines that innovation in public services is "an achievement in achieving, improving, and improving accountability, effectiveness and efficiency of public services produced by new initiatives, approaches, methodologies, and / or tools in community services". From Rina's definition, it can be seen that innovation is a new initiative, methodology, approach, or tool used to enhance and improve the effectiveness and efficiency and accountability of public services that have been provided. Farr and West (in Irawati and Siti Fatimah, 2022: 42) define innovation as "the intentional introduction and application of new processes, ideas, manufacturers and products to implementers designed to benefit organizations, groups, and society at large. Innovation in service aims to change services for the better". Based on some of the notions of innovation mentioned above, innovation in this study is a planned change in the form of ideas, ideas, new technology and the use of new equipment within the scope of village government agencies.

Innovation Dimension

Halvorsen (in Suwarno, 2008: 42) states that the dimensions of innovation developed in the public sector are:

1. Conceptual Innovation, which is introducing new ideas or new strategies that are rational or the result of conceptual innovation is the emergence of new paradigms, ideas, ideas, thoughts, and breakthroughs. The benchmark for this conceptual innovation is a new idea or idea in an organization's management in providing services, and the extent to which the idea or idea can be useful to customers. As for the determining criteria in this conceptual innovation are:
 - a. This innovation is born from a change in the way of view of a problem which is then manifested in the form of policies.
 - b. Assessing this success can be seen or done by comparing with previous policies based on old perspectives. If the results or performance of the new policy are better, then innovation can be seen as successful.
 - c. Usually, this change in perspective is done by looking at an issue with a more positive perspective or by updating the paradigm.
2. Inovasi delivery.

These innovations include new or altered ways of solving problems, delivering services or interacting with clients for specific service provider purposes. The benchmark in this delivery innovation is a new way or method in delivering information about the implementation of an innovation to customers so that the service system runs effectively.

The criteria for determination in delivery innovation are:

- a. Delivery innovation is carried out when the organization feels the need to build a pattern or model of information delivery by all related parties in order to find out new information and stages of new policies that have been formulated
- b. This innovation is clear and firm and can be enjoyed directly by customers.
- c. The assessment of this success can be seen by looking at the method of delivering informants in disseminating policies and programs that have been set to customers or the community, if the results of delivering information can be understood or understood well by the community, then delivery innovation can be said to be successful.
- d. System interaction innovation

System interaction innovations are new or changed ways of interacting with organizations or as new forms and mechanisms of dealing with others in order to achieve common goals. The success of a program is greatly influenced by how the interaction system exists in it, between each unit and stakeholders in an organization. The benchmark in this interaction innovation is coordination and communication in the implementation of innovation so that the services provided can run well.

For criteria in system interaction innovation as follows:

- a. Relationship innovation is carried out when the organization feels that the ways and mechanisms it has done to connect with stakeholders have been ineffective and profitable.
 1. An indicator of the success of this innovation is if stakeholders feel easier, more comfortable, and faster in dealing with the organization. Usually innovation is also related to increased networking.

II. METHODS

The research approach used in this study is a qualitative approach while for the type of research a descriptive type is used, where the author will describe the innovation of administrative services in the Pemurus sub-district in South Banjarmasin District in accordance with what happens in the field. Data collection techniques are carried out by observation, documents analysis, and in-depth interviews with informants and making conclusions so that they are easily understood by others and themselves. The informants referred to here are the apparatus of the Pemurus Dalam in South Banjarmasin District, Banjarmasin City, and the community. Furthermore, all data obtained will be analyzed using qualitative methods through interpretation.

III. RESULTS AND DISCUSSION

Pemurus Dalam Village is one of the villages located in South Banjarmasin District, Banjarmasin City, South Kalimantan Province. Its area is 2.95 km², with a density of 2,234 people/km² and has a population of 24,290 people. While the Pemurus Dalam Village Office is located on Jl. Pemurus, South Banjarmasin District, Banjarmasin City, South Kalimantan. The Pemurus Dalam Village Government has an obligation to provide quality administrative services to meet the needs of the community in Pemurus Dalam Village. In order for the service to be of high quality and can meet the needs of the community well, a new innovation is needed. And with the development of the current era, the government closest to the community is the village and of course it is increasingly required to provide fast, precise and accurate services. One of the efforts of the Banjarmasin City government, including Pemurus Dalam Village, is to use urban village administration service application that is integrated with the population data. Where the population data is taken from the population and civil registration office of the city of Banjarmasin. This is an innovation in public services by using information technology in public services. From the results of the researcher's interview with Mrs. Shelleya Deseesta, S.KM, MM as the Head of the Village in Pemurus

Dalam, she explained about the existence of the "siPALUI" application used in 52 urban villages, including Pemurus Dalam Village which aims to provide convenience for people who need administrative services.

siPALUI stands for Integrated Village Administration Service Application. In this application called siPALUI, population data is directly connected to the population server at the Banjarmasin City Population and Civil Registration Office. Utilized and processed as such as possible for the purposes of administrative services to the community at the village level. The Palui application is also connected to the land and building tax data server, so officers in urban village can see taxpayers who have or have not paid the UN up to the RT level. The Palui is indeed something new and has a change in providing administrative services in this village, namely the change from manual to electronic. Change from manual to electronic, but the function is the same, namely the service of making application letters in urban village. With this application, making an application letter to the village is possible to do it at home by downloading the siPalui Application on the Play Store and coming to the village if the requested application letter has been completed. Thus, this application makes it easier for the community to make a certificate requested to the urban village, where the community previously made a certificate or other done by coming directly to the urban village office. As for the requirements and rules, it still remains the same as before. Therefore, this siPalui innovation exists to complement previous administrative services, at least more simplified documents that are collected in digital form and this is to avoid queues in the office.

The Palui application is a mail service application provided by the Village to people who need it, there are 11 types of letters that have been standardized, namely Birth Certificate, Death Certificate, Move Cover Letter, Marriage Introduction Letter, General Certificate, Certificate of Incapacity, Certificate of Good Behavior, Business License Certificate (Licensing), Business Certificate, Certificate of Not Having a House, Certificate of never married/married. In using it, it is very easy for employees or village officers and also only takes a short time by typing the name or residence number of the applicant, all fields of the letter will be filled in automatically according to the existing data from the Dukcapil Office and after that the officer only fills in the needs of the requested application letter. This means that it shows that Pemurus Dalam village has participated in innovating concepts that strive to provide the best and fast service to the community as an effort to realize community welfare. The hope for siPALUI is to be able to collaborate with all stakeholders in the Banjarmasin City Government, whose goal is the same, namely to provide services and welfare to the community, especially the residents of Banjarmasin City. In accordance with Banjarmasin's motto is Banjarmasin Baiman, Banjarmasin Barasih Wan Nyaman. But in fact, the application of public service innovation with the siPalui application is still not able to run as desired and there are still several obstacles. At this time most people still do not know about the use of this siPalui application, some even do not know about the existence of this application. Based on information that socialization of siPalui has been carried out by the village government to the community in an effort to introduce and procedures for its use. However, there are still many people who have not been able to use the Palui application for making certificates and others, as stated by a resident, Mr. Amat that:

"I only know a little about the Palui, I get information from people. I cannot use this application, I prefer and get used to administrative needs/requests for certificates and others by coming directly to the village office and meeting with the apparatus who provides the service to ask for an explanation and this for me feels easier and more enjoyable".

Based on the results of the interview mentioned above, the habit factor of the community becomes one of the obstacles in the application of village administration service innovation (siPalui) in applying for a certificate at the office. The community is used to it, comfortable and finds it easier to take care of making certificates by coming directly face to face and talking directly with administrative service officers at the Pemurus Dalam village office. And if there is something lacking in meeting the requirement, they can immediately know and understand from the information of the village employee. Most of the people who ask for administrative services are those who are not familiar with online services.

The above finding is also supported by the results of an interview with Mrs. Noor Rahimi, one of the residents of Pemurus Dalam sub-district, saying that:

"I did know that the making of certificates in the village can be through the siPalui application, but at the time I asked for the certificate making service directly to the officers. Actually, I could have used the si Palui application, but I did not use the siPalui application because I did not have a cellphone that could support the siPalui application. I was more comfortable and used to coming directly to the village office and immediately bringing the necessary document. And the waiting room is already there and clean".

Likewise, the results of an interview with Mrs. Tri Mulyati, one of the residents, explained that:

I know about the Palui application, but if I ask for a certificate making service, I prefer to come directly to the village office because I am used to it, it is easier because I meet directly with the officer and it is easy to ask questions. I asked first the requirements that must be completed, then I completed it and I drove it back to the office. For me it is easier than through the application which in my opinion is more complicated and a bit slow to respond. Regarding the problem of the waiting room for me is not a problem, because it is comfortable and clean.

In addition to these problems, lately the siPalui application often experiences errors so that until now it has not been able to be used optimally. Based on the results of interviews with Pemurus Dalam village officers, in carrying out this service innovation, there are several obstacles, one of which is the technical problem of the application, namely if there is a slow internet network disruption that can cause the Palui application cannot be accessed or opened. The Palui application often experiences network problems so that village employees cannot run the application and for the time being the application cannot be accessed due to application updates and application system maintenance so that this application still cannot be used optimally. The error in the siPalui application is almost the same as the results of previous research conducted by Maulida Putri Rahmawati, 2021 entitled "Innovation of Application-Based Population Administration Services in the Grip (Pak Dalman) in Kendal Regency". The results showed that public service innovation with the Pak dalman application in Kendal Regency is good and has realized most of the 5 typologies of innovation consisting of innovation: service methods, processes, products, systems and strategy or policy innovations. And the factors that influence the service innovation are good cooperation between Urban Village/Village and Dispendukcapil, good facilities and infrastructure, the competence of officers in accordance with their expertise, low public understanding of population administration management requirements, limited number of employees and application networks that sometimes cause trouble.

In Pemurus Dalam Village, if the siPalui application cannot be accessed or used because it has an error in the system, then what can be done by the apparatus is to carry out the administrative service process manually and provide information through social media. so that if people who want to get services must bring the files listed on the requirements needed when coming to the office. As stated by the management residents in that when they take care of the certificate, they immediately bring the file to the village which has previously been asked to the officer about what requirements are needed in accordance with the application for the required administrative services. Pemurus Dalam Village has also innovated public services using the website. For example, the office has provided information on requirements, systems, mechanisms, settlement times, tariffs / fees, service products to service complaints for all administrative services through: <https://sippn.menpan.go.id/instansi/97372/kelurahan-pemurus-dalam>. But even so, there are still people taking care of or requesting administrative services that are still incomplete the requirements requested, because they do not know. This is because socialization does not reach them, either directly or indirectly such as not being used to seeing through websites or instagrams. Therefore, they come first to the village to ask for an explanation, then complete the association. Judging from the village office facilities that the condition of the village office is comfortable and clean and the office employees are ready to serve residents who want to take care of administration/certificates and others. This readiness is also stated in the instagram of the Pemurus Dalam village office and a whatsapp number has been provided to communicate. This means that the Village Management has made innovations, namely if it uses the Halvorsen concept (in

Suwarno, 2008: 42) it can be said to include delivery innovation.

In this delivery innovation is a new method or way of providing information about the implementation of an innovation to the public or the community so that the service system runs appropriately, quickly and effectively. In addition, to facilitate the queue in the waiting room, waiting chairs are provided in the service room, so that it is enough to provide comfort for residents while waiting for the queue for requests for village administration needs, although the seats in the waiting room are insufficient if there are many queues, but people can wait in outside public waiting seats. This innovation not only makes it easier for the community to take care of administration or certificates, but also reflects the commitment of the Pemurus Dalam Village government, to provide the best service to the community. Indeed, the government, both village and village governments or levels above, should have a high commitment to carry out their duties and functions optimally.

IV. CONCLUSION

In an effort to provide easy, fast and precise administrative services, the Pemurus Dalam Village government participates in using and developing an integrated village administration service application (siPalui). siPalui is a mail service application provided by Kelurahan to people who need it. This application can be accessed by residents to get administrative/mail services in all urban villages in Banjarmasin only through Smartphone, including Pemurus Dalam urban village. Pemurus Dalam village has also innovated public service information using the website, instagram and whatsAPP. The existing facilities are quite good and the condition of the village office is comfortable and clean and the office employees are ready to serve residents who want to take care of administration/certificates. This readiness is also stated in the instagram of the Pemurus Dalam village office and a whatsAPP number has been provided to communicate which means that the Pemurus Dalam Village has made delivery innovations. In addition, to facilitate the queue for services, waiting chairs are provided in the service room, so that it is enough to provide comfort for residents while waiting for the queue for requests for village administration needs, although seats in the waiting room are not enough if there are many queues, but people can wait in outside public waiting seats.

This innovation not only makes it easier for residents to take care of administration, but also reflects the commitment of Pemurus Dalam Village to provide the best service to the community. There are several obstacles in carrying out administrative service innovation, especially technical problems from the siPalui application, namely internet network disruptions that can cause the siPalui application to be unable to be accessed or opened. The Palui application often experiences network disruptions so that village employees cannot run the application and also for a while the application cannot be accessed due to application updates and application system maintenance. Therefore, what can be done by government officials at the Pemurus Dalam Village Office is to carry out the administrative service process manually. The habit factor of the community is one of the obstacles in the application of innovative administrative services of siPalui village in applying for a certificate to the kelurahan. The community is used to it and finds it easier to take care of making certificates by coming directly face to face with administrative service officers at the Pemurus Dalam village office. Most of the people who ask for administrative services are those who are not familiar with online services. Therefore, it is necessary to understand and assist the use of the siPalui application to the community.

V. SUGGESTIONS

To overcome some of the obstacles of implementing administrative service innovation, of course, the first thing that must be done is to improve quickly and earnestly to the Palui Application in order to provide the best, fast and precise service. Socializing innovation and at the same time its use to all elements of society in Pemurus Dalam Village so that people know more and are accustomed to using it. For people who do not understand and it is difficult or limited to use the si Palui application, it is necessary to open assistance services for using the siPalui application at the village office and village officials are ready to help them.

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