

Population Service Innovation Based on Integrated Population Information System (SINTREN)

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ABSTRACT

Dispendukcapil Cirebon Regency launched the SINTREN (Integrated Population Information System) website in March 2020 during the COVID-19 pandemic. In 2022, data synchronization issues arose due to the SIAK system migration, making SINTREN inaccessible. It was relaunched on April 2, 2023, with improvements. This study evaluates SINTREN's digital service innovation and identifies implementation challenges. Using a qualitative approach with interviews, observations, literature studies, and documentation, the analysis is based on Rogers' (2003) five indicators: Relative Advantage, Suitability, Complexity, Likelihood of Trying, and Observability. Results show that while SINTREN facilitates population document management, its use remains suboptimal due to poor community reception. Challenges include technological illiteracy, hesitance to input personal data, network issues, the need for physical visits to obtain ID cards, and inadequate socialization efforts. Despite these benefits, SINTREN faces complexity, suitability, and Observation issues. Dispendukcapil is addressing these by introducing new innovations for village devices to enhance population administration services.

Keywords: Innovation, SINTREN, Service, Integrated Population, Information System.

INTRODUCTION

Along with the development of digital technology, it continues to advance, encouraging the government to continue to innovate, especially in the field of public services (Cinar et al., 2024; Zhao et al., 2023). Innovation, according to Everett M Rogers in (Batoebara, 2021) is an idea that is realized and accepted by individuals and groups to be adopted as a new thing, according to Dwi Yanto (Trisantosa, 2022). Public services are a set of activities carried out by the public bureaucracy that aim to meet the community's needs (Azzahra, 2023; Sudrajat, 2023). The community in question is the community of Indonesian citizens who need public services, such

as managing the submission of population documents in the form of Identity Cards, building permits (IMB), and others (Nurrahmah & Tuti, 2021).

Each region's ability to utilize technology influences innovation in public services, which plays a role in strengthening good governance (van Noordt & Tangi, 2023; WU et al., 2020). Thus, services can be accessed online to provide effective and efficient services to the community. Optimal implementation of government services occurs when the government is closely present and pays attention to the community's needs in providing needed services (Luna et al., 2024; Suwarno, 2008).

The Ministry of Home Affairs (Kemendagri) aims to create a more efficient governance system and simplify the process of managing population documents through the implementation of Regulation Number 7 of 2019 concerning "Online Population Administration Services." This regulation seeks to improve the quality of government services by introducing online systems for population administration (Peraturan Kemendagri RI, 2019). Population Administration made online also aims to improve the quality of good government in Indonesia in order to carry out optimal services for the community (Habibah, 2016). Basically, administrative activities are the process of obtaining results, receiving data, managing data, storing various letters and so on (Sri Wulandari et al., 2021).

In response to the need for improved administrative services, the Population and Civil Registration Office of Cirebon Regency launched the Integrated Population Information System (SINTREN), an innovative online platform, as mandated by the Cirebon Regent Regulation Number 68 of 2021. SINTREN is designed to streamline population administration processes electronically. However, despite its potential benefits, the implementation of SINTREN faces significant hurdles. These include low levels of digital literacy among the populace, a lack of awareness regarding the importance of administrative documentation, and disparities in smartphone ownership. These challenges undermine the effectiveness of SINTREN and call for comprehensive analysis and strategic solutions.

Therefore, the Population and Civil Registration Office of Cirebon Regency introduced an innovative online administration service known as the Integrated Population Information System (SINTREN). The definition of the SINTREN website has been regulated in the Cirebon Regent Regulation Number 68 of 2021 concerning the Integrated Population Information System in Cirebon Regency, in article 1 point 4, explaining that "The Population Integrated Information System, abbreviated as SINTREN, is a series of activities to compile and issue population documents and data electronically by utilizing technology, communication, and information facilities; includes population registration, civil registration, information management, population administration, and utilization of the proceeds for public services."

The development of the SINTREN website by the Population and Civil Registration Office of Cirebon Regency has a major impact on the success of public service innovation today. The

success of innovation can be measured by community satisfaction with the services provided. However, in reality, the implementation of SINTREN service innovation in the field turned out to be far from the government's expectations. Services through the website also have obstacles in the implementation process, such as there are still many people who are not digitally literate, there are still many people who are not aware of the importance of managing administrative documents, smartphone ownership is not evenly distributed so it is difficult to implement innovations provided by the government (Castilla et al., 2023).

This study examines several innovations that have been implemented by the Cirebon District Dispendukcapil before SINTREN, SINTREN innovations in five aspects of Attributes based on Rogers' Theory (2003), the inhibiting factors faced by the Cirebon District Dispendukcapil, and the efforts made by the Cirebon District Dispendukcapil in overcoming these obstacles. This study aims to understand the digital service innovation embodied by SINTREN, analyze the factors that hinder its implementation in the Cirebon District, and propose strategies to overcome these obstacles to improve the effectiveness of digital public services. For policymakers, this research provides insights to refine digital service policies to better meet the community's needs; for practitioners, this research offers practical guidance to improve service delivery at Dispendukcapil; and for the community, this research promises more efficient and accessible digital services. In addition, this research also contributes to the broader discourse on digital public service innovation by presenting a case study that highlights the importance of addressing local contextual challenges and has the potential to serve as a model for other regions facing similar issues, thereby advancing public administration and digital governance.

RESEARCH METHODS

In this study, researchers adopted qualitative research methods. Qualitative research does not produce data through quantitative measurements, statistical analysis, or other techniques that use numbers as metrics. In contrast, data in qualitative research are presented descriptively, taken from a description of field events in the form of sentences. Qualitative research also aims to understand the object of research in depth (Rukajat, 2018).

Qualitative data collection techniques include (1) interview activities where the objects that researchers take related to Population Service Innovation through the SINTREN website are carried out with Key Informants Ana Rashana Kristia, SH as Administrator of Civil Registration Database of Population and Disability Office of Cirebon Regency and Main Informants with the people of Cirebon Regency who do not know SINTREN and have used, (2) literature studies conducted by researchers, namely collecting data and information by reading journal articles and reference books related to problems in research, (3) documentation that researchers do, namely by collecting several documents to be used as information, this research is carried out by taking photos and sound recordings; and (4) Observations were conducted at the Population and Civil

Registration Office of Cirebon Regency from February to March 2024. The analysis process follows a general pattern that corresponds to the flow model introduced by Miles and Huberman, which includes the stages of Data Collection, Data Reduction, Data Presentation, and Conclusion Drawing or Verification (Yusuf, 2014).

RESULTS AND DISCUSSION

Results

Service Innovation in Dispendukcapi Cirebon Regency

The research results show that the Population and Civil Registration Office of Cirebon Regency has introduced innovations to improve public services to the community. The research method used involved direct field observation and interviews with the Population and Civil Registration Office of Cirebon Regency, as well as interviews with people in Cirebon Regency who have used SINTREN services and who are not familiar with SINTREN.

Based on the results of an interview conducted with Mr. Ana Rashana Kristia, SH as the Administrator of the Civil Registration Database of the Population and Civil Disability Service launched several innovations that have been implemented since 2016-present.

The management of online services in the form of birth certificates appeared on a website, one of the innovations that was first raised by the Population and Civil Registration Office of Cirebon Regency, which began to be implemented in 2016. At first, the process of issuing population and civil registration documents was carried out manually, causing people to have to queue to get them. The agency also could not ensure when the management would be served because of the condition of the community who wanted to do this uncomfortable document management, finally, the Population and Civil Registration Office of Cirebon Regency gave up the website "aktaonline.cirebonkab.go.id" which only focused on managing Birth Certificate documents.

Online Registration in the form of an e-ID Card In 2018 the Population and Civil Registration Office of Cirebon Regency also made a breakthrough in the form of a website. Online registration was made for the e-ID card queue due to the surge of people carrying out management and the limited tools in their official offices, making the queuing system.

Document management through SINTREN in 2020 the Population and Civil Registration Office of Cirebon Regency continues to innovate by making new breakthroughs by presenting SINTREN. SINTREN is taken from the results of discussions by officials, service heads and staff employees of the Population and Civil Registration Office of Cirebon Regency. The official has also integrated with local online motorcycle taxis so that the community if carrying out the management of population administration is in the form of documents, the file can be sent to the Cirebon Regency area (Same day) far near at a price of 15,000 to the front of the house that carries out management.

In 2022, the SIAK system migrated to the Ministry of Home Affairs (Kemendagri), so indirectly, access to the SINTREN website has stopped because it requires synchronization with the Ministry of Home Affairs database. In about a year, the Population and Civil Registration Office of Cirebon Regency tried to synchronize with the centre to ensure that its local website could be accessed by all people of Cirebon Regency. This effort is carried out in line with the commemoration of the 541st anniversary of Cirebon Regency, which falls on April 2, 2023. Regarding the features in SINTREN in 2020 and 2023, it is almost the same; it is just that now the chat feature appears, the language used has been updated, and the performance used has been more updated so that the performance displayed is better. Currently, SINTREN is also used as a bridge for the IKD (Digital Population Identity) program.

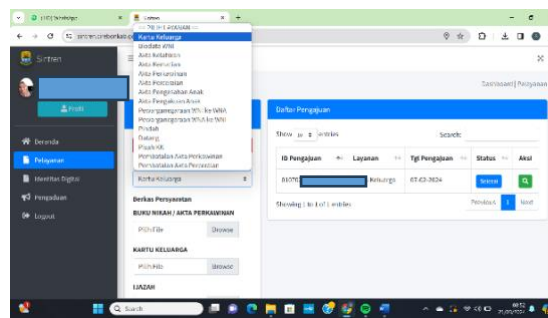


Figure 1. SINTREN website Application Page

Discussion

In this study, the researcher focuses on developing the latest service at the Population and Civil Registration Office of Cirebon Regency, namely, innovation realized through a website platform called SINTREN. This research takes five key aspects of public service innovation, which are based on the theory of Rogers (2003) as explained by Aprilia Hapsari et al. (2021), including Relative Advantage, Suitability, Complexity, Possibility of Trying, and Observability. These five attributes are used as a step for researchers in reviewing Population Service Innovation based on the SINTREN website in Cirebon Regency.

SINTREN innovation in five aspects of Attributes based on Rogers Theory (2003)

Based on observations at the Population and Civil Registration Office of Cirebon Regency on public services have various forms of innovation as follows:

Relative advantages

According to Rogers (2003) in (Aprilia Hapsari et al., 2021) Relative excellence is used as a benchmark that the new innovation is better than the previous innovation, where the latest innovation must have higher advantages and value than before, innovation must also have characteristics inherent in innovation.

According to the results of an interview with Mr. Ana Rashana Kristia, SH, who serves as the Administrator of the Civil Registration Database at the Population and Civil Registration Office of

Cirebon Regency, the party has announced the launch of an innovation in the form of the SINTREN Website. This innovation has provided direct benefits to society. The SINTREN website can be accessed anywhere and anytime, the results of documents from the applicant can be received directly via email submitting it and the launch of the SINTREN innovation can minimize transportation costs for the people of Cirebon Regency besides that the presence of the SINTREN innovation is enough to bring order to the community in owning and managing population documents.

The benefits obtained by the people of Cirebon Regency who have used SINTREN based on the results of an interview with Mr. Ahmad as a Sindang Laut community, namely the presence of the SINTREN Website launched by the Population and Civil Registration Office of Cirebon Regency is very helpful, especially in managing people who have Android. The benefits obtained by the people of Cirebon Regency who have not used SINTREN based on the results of an interview with Ibu Putri Masyarakat Talun who just learned about the SINTREN Website raised by the Population and Civil Registration Office of Cirebon Regency is very helpful because the management can be done at home without having to pay transportation costs.

Based on the results of interviews and observations obtained, researchers can draw conclusions that launching innovations on the SINTREN website has a fairly good impact because it provides direct benefits to the community, where the SINTREN Website has 24-hour access so that when submitting an application on the SINTREN Website it can be done anywhere and anytime. The results of the residence document can be received directly through the applicant's email, and management can be done at home without having to pay transportation costs.

Compatibility

Innovations have a compatible/conformity nature with previous innovations. In this new innovation, previous innovations are not forgotten because previous innovations are also a process of moving to new innovations. With this new innovation it makes it easier for people to adapt and facilitate learning to be understood. Likewise, when implementing innovations in the form of websites, it is necessary to see conformity with previous innovations. The new innovation is considered to be the suitability of the previous innovation. This new innovation was launched in the form of a website that can be used to facilitate and increase public access to managing documents. In addition, when viewed in terms of the suitability of new innovations with previous innovations, it can also be seen from the needs of the community which has guidance to meet the needs of the community because technological changes are growing every time, because every public service must answer according to the people in need (Sinta, 2023).

This research was obtained through a series of interviews with Mr. Ana Rashana Kristia, SH, who serves as Administrator of the Civil Registration Database at the Population and Civil Registration Office of Cirebon Regency. Innovation in providing online birth certificate and e-ID card services only focuses on one aspect of service, while SINTREN innovation covers various

services, including Family Cards, Indonesian Biodata, Birth Certificates, Death Certificates, Marriage Certificates, Divorce Certificates, Child Probate Deeds, Child Recognition Certificate, Indonesian Citizenship to Foreigners, Citizenship of Foreigners to Indonesian Citizens, Moving, Coming, Separation of Family Cards, Cancellation of Marriage Certificates, and Divorce Certificate Annulment. However, keep in mind that KIA (Child Identity Card) and KTP cannot be sent directly because the documents are physical. People who take care of KIA can directly come to the Dispendukcapil office of Cirebon Regency, while KTP management involves a verification process through IKD (Digital Population Identity) carried out by Dispenduk officers via video call using an Android device.

Based on the results of the interviews obtained, researchers can draw conclusions that SINTREN Innovation is good because its population services already cover the whole, but there are some that have not been included on the SINTREN Website such as KIA and KTP because these documents must indeed be physical so that the SINTREN Website makes a bridge to develop KTP documents by connecting them through IKD (Digital Population Identity).

Hassle

In complexity/complexity, the difficulty of understanding and using innovation for its recipients and the complexity of applying it also looks at whether the innovation has problems or not. New innovations also have a higher level of complexity than before because a new innovation also offers better and more updates than previous innovations, and automatically, the level of complexity is also reduced. An innovation that is easy to understand will be easily accepted by the community in the process of dissemination, but if an innovation is difficult to understand, it will be difficult for the community to accept it in the process of spreading. (Sinta, 2023)

This is in accordance with Rogers's views, quoted by Suwarno (2008) [10], which states that when an innovation offers a new and more efficient solution, its complexity should be minimized. Innovations that are simple and easy for users to adopt will spread quickly.

This research is based on the results of an interview with Mr. Ana Rashana Kristia, SH as the Administrator of the Civil Registration Database at the Population and Civil Registration Office of Cirebon Regency. Difficulties experienced by SINTREN operator employees include difficulties in processing applications due to the public uploading unclear documents; documents included are blurry and incomplete.

This research is based on the results of an interview conducted with Mr. Ahmad a Sindang Laut Community who has used SINTREN, he knows the SINTREN website from village stakeholders through the SINTREN website link and then downloads the form file as requested by the Dispendukcapil. Applying on the SINTREN website is easy because they are used to submitting residence documents and the requirements attached are complete so as not to be complicated when submitting, who find it difficult to access SINTREN in the community where one of the required documents is not attached completely so that the Dispendukcapil rejects its application

for personal biodata experiencing dissynchronization such as the date of birth on the KTP with the KK does not match and People who do not have Android. In making submissions experienced by the people of East Cirebon, especially in Sindang Laut Mr. Ahmad found it difficult when accessing the SINTREN website because of network constraints.

This research is based on the results of an interview conducted with Ibu Putri a Talun Community of Cirebon Regency who just learned about the SINTREN Website, she did not feel any hassle in accessing SINTREN because the initial page on the SINTREN website is very clear and the form that needs to be completed when submitting an application has also been listed on the application page, but if parents who access the SINTREN Website will experience difficulties.

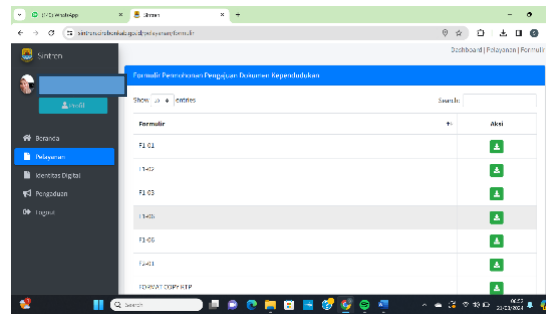


Figure 2. Type of Form required

Based on the results of the interviews, researchers can conclude that innovations that are easy to understand will make it easier for people to use the SINTREN website, both people who have used SINTREN and people who are new to it. Dispendukcapil also needs to conduct socialization with the people of Cirebon Regency as a whole so that the community understands the submission procedures related to documents that must be completed and opaque documents that cannot be inputted.

Possibility of trying

Innovations will be accepted by users after being tested and proven to provide better benefits and value than previous innovations. Therefore, before launching, innovations must undergo a trial process as part of preparation (Sinta, 2023).

This study is based on an interview with Mr. Ana Rashana Kristia, SH, who serves as the Administrator of the Civil Registration Database at the Population and Civil Registration Office of Cirebon Regency. Before its launch, SINTREN innovations have always undergone a series of internal trials with the participation of employees of the Population and Civil Registration Office of Cirebon Regency. In the trial, the disadvantages and advantages of the SINTREN website will be discussed, and the test will be conducted to determine whether the SINTREN website is experiencing interference. However, the response from employees who tested the SINTREN website was very enthusiastic. Trials were also carried out externally, one of which was to the

State Civil Apparatus (ASN), which served in other services and gave positive responses because they felt very helped by the launch of the innovation.

Based on the results of the interview research above, in accordance with Rogers' statement quoted from Suwarno (2008) (Sinta, 2023) innovation can be accepted when it has been tested and proven to have more advantages or value than previous innovations. Before launching the SINTREN Innovation, the Population and Registration Office of Cirebon Regency conducted a trial stage first internally and externally, to find out what are the shortcomings of the SINTREN website and whether the SINTREN website has an error or not. Despite some findings of problems during the trial, the Population and Civil Registration Office of Cirebon district continued to evaluate. Evaluation is carried out in order to find out the problems that occur in the system, if the system experiences problems, maintenance is needed to maintain the stability of the system (Siti Jubaedah et al., 2021).

Observability

Ease of observation refers to the extent to which innovation results can be easily observed. If the results of innovation can be easily observed, society will likely accept it more. Therefore, new innovations must be clearly observed, both in how they work and in producing significant improvements (Sinta, 2023).

This study comes from an interview with Mr. Ana Rashana Kristia, SH, who serves as the Administrator of the Civil Registration Database at the Population and Civil Registration Office of Cirebon Regency, so that the SINTREN website is easy to observe and understand regarding the procedures for its use and can be known by the people of Cirebon Regency Dispendukcapil Cirebon Regency carried out various kinds of efforts, one of which was by conducting socialization of innovations that had been raised. Socialization is carried out to representatives of sub-district officers and socialization through social media and print media. The Population and Civil Registration Office of Cirebon Regency provides guidance on using the SINTREN website to the public through their official YouTube channel.

Based on the results of the interview, SINTREN innovation can be considered easily observed and understood by the public in its use because the Population and Civil Registration Office has provided information about the mechanism of using SINTREN through their official YouTube channel SINTREN Innovation has also produced good results from before, for example in terms of use which originally people could only apply for Birth Certificates, now people can apply for a series of population administration, besides that SINTREN innovation is also used as a bridge to apply for Digital Population Identity (IKD) activation.

Inhibiting Factors in the Application of SINTREN

Based on the results of an interview with Mr. Ana Rashana Kristia, SH, who serves as Administrator of the Civil Registration Database at the Population and Civil Registration Office of Cirebon Regency that there are obstacles experienced in the implementation of SINTREN

innovations, including community culture that is still minimal in the use of information technology; There are still many people who want to do instant document management by using the services of brokers; Socialization is not comprehensive to the community so that there are still many people who lack knowledge about Sintren innovations while employees in Dispendukcapil Cirebon Regency still do not cover to carry out socialization to the community as a whole in Cirebon Regency, and There are still many people who have mobile phones but are not adequate to apply.

Efforts made by Dispendukcapil to overcome obstacles

The efforts made by Dispendukcapil Kab. Cirebon in overcoming obstacles that occur in the implementation of Sintren Innovation based on the results of an interview with Mr. Ana Rashana Kristia, SH, who serves as Administrator of the Civil Registration Database at the Population and Civil Registration Office of Cirebon Regency, namely Continue to innovate by opening complaint services such as Instagram and Website <https://disdukcapil.cirebonkab.go.id/kritik-saran/> ; Provide procedures for using the Sintren website on the official YouTube channel; Continue to conduct socialization through print media, sub-district representatives and social media; Make technical updates to the SINTREN website system; and Developing SINTREN innovations specifically for people who stutter technology and who do not have mobile phones, namely by presenting services in the village, now Dispendukcapil makes innovations in the form of a website, namely the Population Data Administration Service (PADUKA) where access is only village devices that can submit Population Documents.

CONCLUSION

Based on the explanation that has been submitted by the researcher, it can be concluded that the innovation introduced by the Population and Civil Registration Office of Cirebon Regency has adopted information technology. This application aims to facilitate the online population administration process in Cirebon Regency. One of the innovations introduced is the SINTREN (Integrated Population Information System) website by the Population and Civil Registration Office of Cirebon Regency. The presence of SINTREN innovation gives the people of Cirebon Regency get convenience in managing population documents because it can be done without having to queue and visit the Cirebon Regency Dispendukcapil office directly, so during the submission process through the SINTREN Website the community can submit applications anywhere and anytime, thus it can minimize transportation costs and save time. However, not all people of Cirebon Regency know the Sintren innovation that has been launched by Dispendukcapil, on the other hand, there are still many people in Cirebon Regency who stutter digitally, so the use of the SINTREN website has not been carried out optimally. Although there are several obstacles in its implementation, it is not an obstacle that can hinder the implementation of population services through the SINTREN website.

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