

Acceleration Efforts in Improving the Quality of Digital-Based Public Services in Junrejo District, Batu City

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Abstract: This research was carried out at the Junrejo Subdistrict Office in Batu City. In this study discusses how the efforts made in improving the quality of digitization of public services to the community, where one form of digitalization is by utilizing the Population Administration Information System (SIAP) program. The purpose of this study is to find out how the efforts made by Junrejo District to be able to apply digitalization of public services to the community. Some of the ways that are done are by increasing human resources, and providing socialization to the community in villages under the auspices of Junrejo District. Of course, this business is influenced by several factors including internal, external factors, and also factors from the implementation of its management functions.

INTRODUCTION

Public services as part of the form of government administration as a form of fulfilling the government's obligations for the rights of its people. Public service itself is a series of activities in meeting the needs of public servants of citizens carried out by bureaucracy. (Subarsono, 2005:141). This public service as a basic form and element that is used as a form of *Good Governance* government, namely a government that has good management, the existence of public services that are well organized will also cause good interactions between the community or the public and the government so that both can get positive benefits from the interactions established with the provision of services to the community that are done well. This public service indirectly forms an image for an institution or agency that provides public services. Because public services have such a meaningful impact both for the community and for the government. That way the public's trust in the government and service providers can be obtained. Because the implementation of public services cannot be considered to be running well if the community does not give a sense of trust to these institutions or agencies.

Over time, this public service spans a wide range of scopes. However, the breadth of the scope of public services is not accompanied by appropriate and open policy mechanisms and a democratic political process. This has led to many fraudulent practices that have emerged. No wonder in Indonesia there are so many cases of corruption against public services. This is proof that the quality of public services in Indonesia has not been running well. In providing good public services, of course, it must be supported by a good quality of public services as well. Quality is seen as a degree of excellence that must be achieved in order to provide good service to the community. Quality is very important. Because quality determines whether the service is worthy of being given to the public or not. Although in public services there is a wide scope and scope, quality must still be prioritized regardless of the form of service. Indonesia as a democratic country that prioritizes the interests of the people over the interests of the people should be able to implement democratic public services. So that in the process of public service can run well

In the current period along with the times and the development of technology, public services are also developing with the current development of the times. With increasingly advanced technology and innovation and with the many innovations in the field of technology that help the needs of human life that make all things in all fields turn to digital processes. According to his explanation, the process of making or improving a business with digital technology is called digitalization. The reference to digitalization is the use of digital technology and data which aims to increase income and digital culture. (Crawford et al, 2020; Johannessen and Olsen, 2010). This means that there has been a change in habits where those who only use traditional technology or only utilize human labor have now switched to the use of technology or it can also be called digital transformation. That way it means that at this time everything has turned into a digital form where later everything we use in life that is not yet based on digital and technology will be abandoned. This also applies to public servants, that public services also need digitization to be able to reach more people. Digitalization of public services is expected to provide convenience for the community or anyone who needs even faster access in

meeting their administrative needs. The scope of public services that include population administration, public goods and services, health services and other forms of services is an important part of the needs of the state community.

Public services based on digitalization must still pay attention to quality. Quality in this case can be in the form of ease of accessing information and applications, the strength of the internet network needed, the fast process of receiving services, and so on. Quality must still be one of the important factors that must be present in the digitization of public services. Because even though there is already a sophisticated system, more processes are still needed to be able to make the system more qualified. This digitization of public services is also applied to Junrejo District where the sub-district houses several villages as its regional areas. In this sub-district, the quality of public servants is also very concerned, so in this report discusses how Junrejo District in improving the quality of digitizing public services in its area.

METHOD

The method used in this study is a qualitative research approach with data collection techniques emphasizing descriptive analysis. This qualitative method focuses on exploring phenomena in depth and presenting data in the form of descriptive narratives rather than numerical values. The qualitative approach aims to understand the meaning behind social interactions, behaviors, and conditions that occur within the research setting.

In general, qualitative data collection techniques can be grouped into two types: interactive and non-interactive methods. In this study, the researcher employed interactive techniques, including observation, interviews, and documentation. Through these methods, researchers directly engaged with the research subjects and environment to obtain accurate and contextual information regarding public service management.

The research was conducted at the Junrejo Subdistrict Office in Batu City, East Java Province. Batu City was established in 2001 as a result of the division of the Malang Regency area. According to Law Number 11 of 2001 concerning the Establishment of Batu City, the city consists of three administrative districts: Junrejo District, Batu District, and Bumiaji District. The Junrejo Subdistrict Office was selected as the research location because it represents one of the administrative areas implementing public service activities within the city government of Batu.

FINDINGS AND DISCUSSION

Findings

The results of the interview conducted at the Junrejo Subdistrict Office in Batu City showed that the implementation of the Management Information System had been implemented in administrative service activities. Junrejo subdistrict as part of the local

government institution that houses the village government institutions under it such as the village head, village head, and also RT and RW. Junrejo Subdistrict is one of the sub-districts in Batu City. Junrejo Subdistrict itself as a government institution providing public services. In providing public services, of course, the quality of services is the main thing in providing services to the community. Because this quality greatly affects the public's sense of trust in public service providers. In junrejo district itself, too. In providing public services, community satisfaction is one of the important things because if the community is satisfied with the existing services, it can be considered that the service is good enough for the community.

According to Mr. Harnat Mukarji, S.E digitization of public services has actually been applied to the people of Junrejo District. There are already many villages, including in the Junrejo District area, which have switched to a digital system to provide more effective public services. Junrejo Subdistrict's efforts in providing digital services cannot actually be seen directly from the sub-district itself, but the digitization of public services has been directed by Junrejo District to villages in its area such as in Beji Village, Junrejo Village, Torongrejo Village, and other villages. Junrejo Subdistrict itself had previously submitted a digitalization system plan to the center about approaching services to the community. This is intended to be able to approach, serve, and empower the community so that it can be more affordable. However, this was not approved by the center. Because the Junrejo District area is still very accessible easily.

In Subdistrict Junrejo itself, the digitization system for public services in this case regarding the management of population administration has been improved by conducting direct affiliation with the Population and Civil Registration Service of Batu City. In the implementation of digitalization of public services, Junrejo District as a coordinator for villages and centers in providing direct monitoring and as a bridge to direct the digitization process. As is well known, currently many villages have switched to using the help of social media and the internet to do their job in providing information and public services efficiently. In Junrejo District itself, there is a form of digitization of public services, namely the Population Administration Information System (SIAK) program. For villages that are located in the Junrejo District area, they use the Management Information System in the form of a SIMADE system that is automatically connected to related agencies without going through the sub-district. So, in Junrejo District, it uses semi-systems, namely manual systems and digital systems, not completely switched to digital due to the lack of public understanding related to the existence of service applications that can be accessed through the internet.

Discussion

Efforts to Improve the Quality of Digitalization in the People of Junrejo District

The existence of the Population Administration Information System (SIAK) program, this system is a form of information system that is prepared based on

procedures and requirements based on information technology, and communication that has the aim of helping to organize the population administration system by including population data collection, civil registration, and other population information. In this program, villagers in Junrejo District can use it as a medium or service to obtain and meet their population administration needs without having to come directly to its place and also as a provision of fundamental information about the population in the region. Junrejo Subdistrict itself has tried to increase understanding of community digitalization in public services by providing socialization of use to villages and providing training on how to its use. Because it is undeniable that in this day and age some people are still blind to existing technologies and innovations. This is part of the efforts made by Junrejo District in realizing digital-based public services. In addition, it is also in an effort to improve and realize digital-free public services, Junrejo District itself utilizes the use of the internet through the manufacture of website that contains service information, news about puzzles, and also procedures, conditions, about services in Junrejo District, there are even services complaints for people who experience problems in their dealings with junrejo sub-district.

The SIAK system is also used in the Junrejo Subdistrict Office itself as an information bridge and online service place related to the approval of the direct sub-district parties. With the SIAK system, it is proof that Junrejo District is ready for the current changes that are currently happening. This can be the beginning of a form of digitization of public services and in the future, it can be developed continuously with much better innovations. In addition, with the existing digitization program, Junrejo District also seeks to improve and strengthen the base of the online service system owned by villages in Junrejo District. This is to improve service performance in order to provide digital services that are safe, comfortable, fast, efficient, and easy. The SIAK program is actually part of a national program to advance public services in Indonesia by utilizing technology and the internet. So this program is not only applied to Junrejo District but also used in other sub-districts and other service provider institutions.

Based on the narrative from Mr. Harnat Mukarji S.E. said that efforts to increase digitalization sometimes cannot reach the understanding of the community, this is evidenced by the fact that there are still residents or villagers in Junrejo District who come to the sub-district office just to ask for information, or take care of administrative needs which can actually be done from home or come to the local village hall. According to him, the increasing number of residents or villagers who come to the sub-district office indicates that socialization about understanding digitalization to the community has experienced failures and obstacles. This is indeed a risk from the changing times and the development of technology that there are still people out there who cannot adapt well to the technology that has become part of human life today. This usually happens to the elderly or communities whose areas are less affordable with changes. By responding to this, the Junrejo District decided to continue to serve the administrative needs of its community manually or without using the online system that was already available. The sub-district also not only takes care of population administration as said by Mr. Harnat

Mukarji S.E, the sub-district also takes care of permits to establish business licenses, letters of recommendation, procurement of community empowerment activities, distribution of assistance, and so on.

Factors Influencing Efforts to Improve the Digitization of Public Services in the Community

In carrying out a public service, the organizing agency or institution certainly experiences various obstacles in the implementation process. Especially in the implementation of the digitalization system in public services, which of course will take time to be able to provide an understanding to the public about changes in services that exists. In implementing digitalization in public services in the people of Junrejo District so that it can run smoothly, there are several population factors that can strengthen the digitalization system this is to be well received by the community such as providing a good understanding of knowledge by members or devices in villages in Junrejo District about new innovations regarding digitalization in public services. This is said by the source as one of the important supporting factors. Because according to him, if members of public service institutions or agencies cannot properly understand the use of new existing technologies and systems, of course the socialization process will not run optimally.

For this reason, before going directly to the community, the first thing that needs to be done is to provide a briefing of understanding of the digitalization system to all members of public service providers and all village officials. So that in an effort to improve the digitalization system in the community can run optimally because it has been supported by the existence of human resources who are able and qualified in this regard. The program from digitalization itself also needs to be strengthened again before it is socialized to the community. This was passed down directly by Mr. Harnat Mukarji S.E that in an effort to increase digitalization, a strong system is needed first by fixing all forms of errors in digital applications and fixing existing information so that it can be better understood easily by the villagers in Junrejo District.

In addition to supporting factors in efforts to increase digitalization in public services, there are also factors that hinder these efforts. As mr. harnat has said, the most commonly encountered inhibiting factor is about the understanding of society itself which cannot understand correctly and thoroughly about existing technological changes. In addition, there is a lack of approach taken by village leaders in junrejo sub-district in providing understanding, training, and guiding their citizens to be able to switch to the form of digital services. According to Mr. Harnat said that this digitalization was made to be able to facilitate affairs and provide fast and efficient services, but the synchronization between the digitization system and the community in junrejo district has not been able to run well. which makes this or this digitization a troublesome thing for its citizens because the community is not used to it.

Application of Information Systems in Junrejo District

That in Junrejo Subdistrict uses a semi-system between the synchronization of the digital system and the manual system. For services related to population, if the village has carried out a digital system in the form of applying SIMADE, it will automatically be connected to the Population and Civil Registration Service, so that in the sub-district it only receives data updates through the SIAK application by the Batu City Population and Civil Registration Service every month. The SIAK application is a form of utilization of information and communication technology which aims to facilitate the process of managing population administration information in an agency. From this, information about the population will be generated accurately from all aspects. So that the implementation of policy programs can be implemented by the government. According to the speaker, Mr. Harnat, the advantages of the SIAK application include making it easier to service, saving time, saving transportation costs, to record residents accurately but also being able to provide an automatic and fixed NIK for one resident.

Manually, junrejo sub-district also conducts attached reports from the village every month which include reports of births, deaths, moving in, so that the sub-district synchronizes between data online and manual data.

How to Understand the System to the Community in Junrejo District

The system provides a quick response and can cut time so that the work is much faster to complete, according to the source before the system runs we have to do socialization first considering that in Junrejo Subdistrict it is not system-based but people-based in villages. Strengthening socialization with systems that can be reached by the community is very important, because how we can understand the system to the community so that people are able to enjoy the system. So, the more people who come to the sub-district, the more socialization in the village fails.

The management information system in the village using the SIMADE application (Village Management Information System) is an information system that can accommodate most administrative activities in the village office or villages ranging from data mutations, voter name lists, letter making, monthly population reports, family records and card making for temporary migrant residents, and partly quickly and accurately, so that SIMADE can be used as a solution in carrying out operational activities in village or kelurahan offices. In general, villages that belong to the Junrejo District area have switched to using the SIMADE system, such as Torongrejo Village. If the village has used the SIMADE application, there is no need to come to the sub-district, but there are certain documents that must come to the sub-district, for example moving enter the population, if only the management of KK and KTP has been detected on the SIAK application. In this case, the system is packaged to make work easier, but people think that the online system is an elusive system. Is it because the mentoring in the village

regarding this online system has not been reached from all the roots of life.

Forms of Service in Junrejo District

Public service is a framework of all forms of service in accordance with the laws of each institution. The system in the service in the sub-district can be staff in charge of the village who are referred to as village assistants to provide information. In the sub-district, every period holds guidance for the community so that ordinary people can find out related to services and updated information. In providing information related to services, the sub-district also shared through the sub-district's own social media such as Instagram. Services in Junrejo District are free of charge for all free teitung services. The services in Junrejo District are divided into two, namely:

a. Services related to administration

Services related to administration include the management of Family Cards (KK), Identity Cards (KTP), certificates of moving in and out, marriage introduction certificates. In administrative services in sub-districts, it uses a semi-system between a digital system and a manual system.

b. Services related to society

The subdistrict bridges information through officials related to villages or sub-districts. Sub-districts coordinate with community-related workers with community-friendly workers (PSM) in each village or sub-district.

Identification of Applied Management Functions

In an effort to improve the quality of the digitization of public services in Junrejo District, of course, it requires management factors. In management there are elements and functions that become a great influence in the running of a public administration. Because the management function also plays the role of a regulator. Management functions are indeed many forms, but according to George R. Terry in the book "*Principle of Management*" management functions are divided into 4 principles, namely *planning, organizing, actuating, controlling*. In the first function, namely *planning* or planning as the selection of facts and making, and the use of estimates and assumptions on something that will come by describing or formulating activities that need to be carried out to be able to achieve predetermined goals. In this study, the form of planning used was like making plans about counseling and socialization to the public about digitizing public services. And also plan how the system like SIAK is run to the community. The function of organizing as a form of determining, grouping, and compiling various activities needed to be able to meet the objectives.

In this case, the organizing carried out is to coordinate directly with village officials under the auspices of Junrejo District to be able to help each other in providing understanding on the digitization of public services so that quality public services can be

created. In addition, there is also a division of duties to its members, and also gives responsibility to leaders in local villages to be able to organize and nurture their communities about the digitization of these services. The next function is the execution function. This function is as a mobilizer to develop and encourage all members and the community to be able to strive to achieve the goals that have been set. This implementation function must be supported by good communication between the community, villages, and the Junrejo District itself. In addition, the supervisory management function as a form of role is to test, and supervise whether the implementation of other management functions is running well. In addition, if the implementation is running well, this function is used to supervise all forms of activities in order to achieve the desired goals. In this case, Junrejo Subdistrict acts as a supervisor and coordinator for the center. Because Junrejo District acts as a liaison for activities carried out in its area to the central government.

Conclusion

Based on the results and discussion of the research on Efforts to Improve the Quality of Public Service Digitalization in Junrejo District, several conclusions can be drawn as follows:

1. Efforts to improve the quality of digital public services in Junrejo District are carried out to keep pace with technological developments by utilizing innovation, information technology, and the internet. These efforts aim to accelerate, simplify, and expand access to public services for the community.
2. The form of digitalization in public services in Junrejo District is implemented through the Population Administration Information System (SIK) program. This system is designed to reach a wider segment of the population, particularly those living far from the city center. At the village level, digitalization is supported by the Village Administration Management Information System (SIMADE), which functions similarly to SIK. Both systems represent the government's adaptation to digital transformation, aiming to facilitate administrative processes for the community, village governments, and central government institutions.
3. Junrejo Subdistrict plays an important role as a supervisor, coordinator, and implementer of various government programs. As an intermediary between village administrations and the central government, the subdistrict ensures that digital service policies are implemented effectively, monitored continuously, and aligned with regional needs.
4. To minimize obstacles in the digitalization process, the Junrejo Subdistrict provides socialization and guidance to village officials and the community. This is intended to create a common understanding regarding the goals and benefits of digital public services. Effective management and coordination are essential to achieving the objective of improving the quality of digital-based services.
5. Although there is currently no single digital application accessible to the wider community for administrative purposes at the subdistrict level, the principles of

digitalization have been integrated into the systematic workflow and service mechanisms of the Junrejo Subdistrict Office.

6. To realize high-quality, digital-based public services, strong collaboration between the government and the community is crucial. Both parties must develop mutual understanding, adaptability, and active participation in sharing accurate information and providing feedback. Through this synergy, no community group will be left behind, and the implementation of digital public services can be carried out more inclusively, effectively, and sustainably.

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