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## IMPLEMENTATION OF E-OPEN APPLICATION AS A STRATEGIC INNOVATION OF PUBLIC SERVICES IN THE PANDEMIC COVID 19 ERA IN BEKASI

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### ABSTRACT

The COVID-19 pandemic that has hit almost the entire world, including Indonesia, has affected all aspects of life, one of which is in public services. The government has issued a policy for the entire community so that every activity is carried out online or online to prevent the spread of COVID-19 cases. By keeping up with the times and advancing technology, all parties, especially the government, must innovate to encourage more effective and efficient public services. This prompted the Bekasi City Disdukcapil to create an application-based innovation called e-OPEN. This study discusses how to implement the implementation of e-Open in population services in Bekasi City. The method used in this research is descriptive qualitative method, data collection is done by observation and literature study. Based on the results of the research conducted, the e-Open application belonging to the Bekasi City Disdukcapil is considered to be quite effective and easily accepted by the public. Because with this application, people who are busy can manage their population data easily and can be accessed anytime and anywhere. Through the Halo Pamor menu, people who have limitations in using the application also feel helped by the presence of the prestige task force.

**Keywords:** Innovation, Pandemic Covid 19, e-Open

### INTRODUCTION

Public service is the government's obligation in running the government bureaucracy. The implementation of public services has been regulated and stipulated in law no.25 years 2009 that public service are all activities in the context of fulfilling basic needs in accordance with the basic rights of every citizen and resident of an item, service or administrative service provide by the organizer service related to the public interest.

In fact, the implementation of public services is still far from being effective and efficient. The reason is that every time you deal with government activities there will be complicated,

convoluted services, slow services, the existence of KKN to the low quality of government human resources in providing services. The poor quality of public services gives a bad image of the government and can damage the value of public trust. In providing services, every government agency should apply the general principles and principles of governance. Public services must be carried out properly, indiscriminately and without discriminating in the affairs of the public interest in order to create fair and equitable public services.

To encourage better public services, the government creates government innovations based on information and communication technology known as e-government. E-government is the administration of government through an electronic-based information system with the aim of creating a relation between the government and the community in an effective, efficient, transparent, accountable and responsive manner in government administration activities. With the use of information technology in the administration of government, it allows transparency and disclosure of information that can support democratic governance.

Innovation is urgently needed to change, evaluate, and update a bad government system for the better. Innovation aims to increase competitiveness between regions and institutions, improve the quality of public services and increase public participation to participate in government administration. Some experts argue that innovation is carried out because of the desire to make changes that have a positive impact on society and organizations. Government innovations must be carried out evenly throughout all regions in Indonesia so that later each region will be able to complete and create the latest superior and quality innovations. As evidenced by the many innovations that have been made and implemented, making the area more forward in all fields, not only for people who are getting smarter with the times but also have an effect in other sectors of life such as the economy, culture and politics.

Bekasi city is known as metropolitan Jabodetabek. This is because Bekasi city is the area with the third largest population after DKI Jakarta as a result of urbanization or the movement of people from villages to cities. Not only the soaring rate of population movement, the death and birth rate also affect the rate of population growth in the city of Bekasi. The existence of a population explosion will cause new problems, namely the uneven distribution of the population and rapid population growth will affect the limited residential land, employment opportunities, lack of adequate facilities, uneven and low health levels so that the impact is that the government will find it difficult to ensure the fulfillment of the needs of the community.

Of course to find out the distribution and rate of population growth it is necessary to collect population data so that the community is legally registered and can participate in the administration of government in the area. In addition, population data is an important factor for all citizens because this data will make it easier for the public to access various public services interest. Population data collection is carried out by the Disdukcapil or the population and civil registry service which is found in various regions. Based on Permendagri No.14 years 2020 concerning the guidelines for the nomenclature of the Disdukcapil in provinces and districts/cities, it is explained that the population and civil registry service, hereinafter referred to as Disdukcapil is a regional apparatus in charge of population administration affairs in a province or districts/city.

The current outbreak of the covid-19 virus in Indonesia with cases that continue to increase, affects all aspects of life, one of which is in public services. The government has issued a policy for the entire community so that every activity is carried out online or online to prevent the spread of covid-19 cases. By keeping up with the times and advancing technological progress, all parties, especially the government, must make an innovation to encourage more effective and efficient public services. This is what prompted the Bekasi City civil and civil registration office to create an application-based innovation called E-OPEN. The application is an innovation development provided to replace the SIMPADUK online service application or an ineffective population service information system. The E-OPEN application aims to make it easier for the public to manage population data and civil records in the city of Bekasi. This application was formed in mid-2020 in the midst of the covid-19 virus outbreak in the city of Bekasi. In addition to updating the application-based service system, E-OPEN is intended to limit direct public contact with population service officers as an effort to prevent the spread of the covid-19 virus that can be contagious. Based on the description of the problem, this study will discuss the use of E-OPEN applications in its application in the Bekasi City civil registration office.

## **LITERATURE REVIEW**

### **a) Innovation of government**

Government innovation is defined as a form of renewal of government administration so that it creates relation and can increase public trust in the government. An innovation is here to change and improve a system to keep up with the times and the benefits and uses can be felt by the community, especially in public services. Simon (2018) innovation is a new finding that has changes such as new ideas and thoughts that can be developed, applied and can be felt the benefits. Innovation can be said

to be successful and useful if it has productivity when applied so as to produce relevant improvements in quality, efficiency and effectiveness (Yogi Suwarno, 2008). Fathur and Janwan (2020) public service innovation has several characteristics, as follows:

- a. There are prominent characteristics in the form of ideas, programs, systems and arrangements that will produce changes as expected
- b. Has an element of novelty as a special feature to show its authenticity and novelty
- c. Innovation programs must be planned so that their implementation can be carried out properly and directed
- d. The existence of goals and strategies to be achieved from the implementation of innovation

Innovation will run well if there is cooperation between the government, the public and the private sector. Samodra Wibawa in Fathur Rahman & Janwan S.R Tarigan (2020) there are several factors that can influence innovation, as follows:

- a. Effective leadership
- b. Government human resource development
- c. Organizational culture
- d. Teamwork
- e. Networking and partnership

According to Rogers in Hutagalung and Hermawan (2018), there are four factors that determine the success of a government innovation, as follows:

- a. Innovation characteristics

A product can be easily accepted by the public if it has a relative advantage. This means that the level of innovation or new product idea is considered better than before. Second, compatibility that is a product must have conformity with the values, needs and desires of the community. Third, the complexity of an innovation must make it easier for the community. Because the more difficult the product is to use, the less attractive it is to the public. Innovation is created to update and make it easier for someone in every way not to complicate the situation. Fourth, triability is the ability of innovative products to try and attract people's attention. Fifth, observability is the ability to be seen by consumers and communicated to other consumers. The more known consumers or the public, the more attractive the innovation product.

b. Communication channel

An innovation product can easily spread to the outer layer (society) if the agency can utilize communication channels such as mass media properly.

c. Change efforts from agents

Companies or agencies need to involve traditional consumers (communities) and service users. The goal is to introduce innovation, influence it and relate it to the purpose of the change or product of the innovation.

d. Social system

Rogers (1996) defines a social system as a set of interrelated units to solve problems and achieve common goals. Social system that occur in the midst of modern society will facilitate innovation to develop because people tend to accept change compared to traditional social system.

b) Public services

In law No.25 years 2009 concerning public services, it is explained that public services are all activities in the context of fulfilling basic needs in accordance with the basic rights of every citizen and resident of an item, service or administrative service provided by a service provider that provides services related to the public interest. Hardiyansyah (2018) public service is the provision of services to the community or organizations that have an interest in accordance with the rules and regulations that have been set which are intended to provide satisfaction values. According to Pararusman (in Nurdin, 2019: 20) there are five indicators to measure the level of community satisfaction with the public services, as follows:

- a. Tangibles are the quality of public services in the form of physical facilities or supporting facilities such as information places, waiting rooms, computerized administration and so on which are intended to support the smooth running of the service process and provide comfort for the people served.
- b. Reliability is the ability and proficiency in providing services.
- c. Responsiveness is the ability to help and provide services quickly, accurately and responsively to the wishes of the community.
- d. Assurance in the quality of service shown by officers in ensuring public trust
- e. Emphaty is a firm and attentive attitude of officers in providing services to the community

## **RESEARCH METHODOLOGY**

This research was conducted at the office of population and civil registration (Disdukcapil) of Bekasi City. This is because e-OPEN is a government innovation created by the Bekasi City civil registration office to make it easier for the public to manage population data through an online system. The time used in this study was 1 (one) month by direct observation to the location. Data collection techniques in this study were carried out by collecting secondary data, namely by making observations, in-depth observations on the official website Disdukcapil of Bekasi City, books, journals and other sources that support this research. The method use in this research is descriptive qualitative method which is shown to explain and explore phenomena in depth by collecting relevant data related to the topic and object of research.

## **RESULTS AND DISCUSSION**

Innovation of government is a new breakthrough by the government by updating or creating a product that can facilitate the community in implementing government administration. Albury in Yogi Suwarno (2008) a successful innovation is an innovation that has new creations and applications both in the product process, service and other methods so that it will have an impact on quality results, effectively and efficiently.

E-OPEN or electronic online population service is a new innovation at the Disdukcapil of Bekasi City which was created to make it easier for the people of Bekasi City to manage population files. This application can be accessed anytime and anywhere making it easier for people to update or update their identity such as residential address, status, blood type, citizenship, name, religion and gender.

In the E-OPEN application, there are 9 (nine) types of population service innovation menus, namely e-KTP application that are given one day after completion (MOTEKAR), reporting to become residents of Bekasi City (PERMISI), service assistance through the prestige task force (HALO PAMOR), population administration service pick-up (Jebol Dukcapil), Disdukcapil complaints serving the community (DUDUK MESRA), reports of residents outside the city of Bekasi who have lost their e-KTP (PETAK LUDO), requests to replace their photo ID cards (Moto KTP), information system for foreigners (SIP ORA), data services that have not been updated on other service institutions and e-KTP services, child identity cards (KIA), birth certificate, death certificate, Indonesian citizen transfer certificate (SKPWNI) and Indonesian citizen arrival certificate (SKDWNl).

### **1. Halo Pamor (pamor task force assistance)**

Socialization related to the use of E-OPEN applications is carried out by providing guidance to officers who are monitoring both at the kelurahan and RW levels in each sub-districts. In the socialization activity, the pamor satgas were given direction and guidance regarding the procedures and procedures for submitting population administration documents to be given to the community.

The monitoring and monitoring task force or satgas pamor is an officer who can help people who experience problems in using or limiting tools to access E-OPEN applications. Not only that, prestige officers have a role and function as a communication liaison between the community and the kelurahan and are tasked with socializing each program to local RT and RW administrators and inviting community participation to actively participate in the program. The pamor satgas has been placed at every RW point in the Bekasi City area.

Through the Halo Pamor menu available in the E-OPEN application, the public can contact the prestige officer by accessing the whatsapp number that is available and will be connected to the pamor officer in the local RW environment who will later visit the applicant's house. The Halo Pamor menu provides assistance starting from managing e-KTP, family card (KK), child identity card (KIA), birth certificate and death certificate which, SKPWNI and SKDWNII can be completed within three days according to services standards. In its duties, the pamor satgas will assist in the management of community population data by retrieving documents and processing these documents through the E-OPEN application. After the data is complete, the pamor officer will deliver it back to the resident's house.

### **2. Jebol Dukcapil (population administration service pick-up)**

Jebol Dukcapil or population administration service pick-up is one of the service menus in the E-OPEN application that can be used by the people of the city of Bekasi in carrying out population registration. Through the Jebol Dukcapil menu, the public can submit an application to record e-KTP in the nearest kelurahan or subdistrict. The Jebol Dukcapil menu is intended for vulnerable groups such as people with disabilities, people with mental disorders (ODGJ), disaster-affected communities, indigenous people and so on. For people belonging to mental disorders (ODGJ), disabilities and neglected people who are accommodated by the social foundation, data collection will be carried out and will cooperate with the Bekasi City social service.

Disdukcapil will reconcile and mix and match with integrated data on social welfare (DTKS), recipients of APBD contribution assistance (PBI APBD), clean population data (DKB) and vaccination data in collaboration with the social service, health office and BPJS. Through the E-OPEN application, the public can periodically monitor the data submission process through the status menu available on the E-OPEN application. On the status menu, the public can monitor starting from file verification, file processing, file completion, file retrieval, rejected files and failed data transmission processes.

Documents such as birth certificates, death certificates, family cards (KK) and other population documents other than e-KTP, child identity cards (KIA), certificates and side notes for civil registration can be printed independently and don't need to be legalized because the data is easily identified through the QR code on each document.

### **3. Duduk Mesra (Disdukcapil complaints serving the community)**

Currently all population services in Bekasi City are carried out online using the E-OPEN application. This is intended to make it easier for the public to manage population data without having to come to the Disdukcapil. In addition, E-OPEN application innovation is also aimed at avoiding extortion and brokering in public service matters. Disdukcapil Bekasi City also provides online complaints and consultation services through the intimate sitting menu service available in the E-OPEN application, this service menu will be connected to the official whatsapp call center belonging to the Bekasi City civil registration office.

The number of cases of public data leakage makes the security system in Indonesia not safe. The article is that there are still many cases of using people's population data that is used for online loans and hacking website or official government applications that are hacked and data taken for sale. Disdukcapil Bekasi City guarantees that the confidentiality of Bekasi City people's data will be safe because E-OPEN websites and applications use VPN networks, firewalls and are connected to PT. Telkom's local network. Bekasi City Disdukcapil also ensures that each application is separated into different servers to ensure the confidentiality and security of public data.



## **Analysis of innovation attributes in the online electronic application for population services (E-OPEN) at the Bekasi City Civil Registration Office**

Rogers (1996) there are 5 (five) interrelated characteristics of innovation, namely relative advantage, compatibility, complexity, triability and observability.

### **Relative Advantage**

Relative advantage is the degree to which an innovation or new idea is considered better than before. The result of the innovations carried out is to modify and improve the old system so that it can be carried out continuously to ensure that the agency can provide a sense of satisfaction to the community. Relative advantage is measured through work performance, productivity level, effectiveness and benefits. The use of the E-OPEN application is a new object given by the Bekasi City civil service office as an update to the previous application, namely SIMPADUK or a population service information system that is less effective and lacks public interest in trying it.

The novelty element in the E-OPEN application is the HALO PAMOR. With this menu, the community is greatly helped, especially those who have limited tools and don't understand the use of technology. As evidenced by the existence of HALO PAMOR, many people were helped in managing population data and the Disdukcapil received awards and appreciation from the provincial government for this program innovation.

### **Compatibility**

Compatibility is the suitability of the new innovation product with old product. This is intended so that people can easily adjust the use of the application because it is not much different from the previous application, namely SIMPADUK.

### **Complexity**

Complexity is the level of complexity of an innovation product to be understood by the public. In this case, innovation is influenced by the resources that are able to implement and the available budget. An innovation will be easily understood by individuals who are familiar with its use. But it will look difficult and take a long time to be understood by individuals who don't understand and master. For example, millennials are accustomed to using gadgets and social media. With the E-OPEN application, it doesn't take long for them to understand and understand how to use it, while older people who don't really understand the use of technology will find it difficult to use this E-OPEN application.

### **Triability**

Triability is an experiment on new innovative products to attract people's interest. An innovation will be accepted by the community if it has more value and is felt to have benefits for its users. In using the E-OPEN application, there are still many problems. Such as the complexity of the community to access the available service menu, the length of time the server responds to user requests to the server being down when accessed by the public. The head of the Bekasi City Disdukcapil said that his party will continue to evaluate and improve the E-OPEN application so that the public gets easy, effective and quality services.

### **Observability**

Observability is then innovation to be observed through the results obtained. In this case, an innovation can be easily accepted by the community when they know the benefits of using the innovation. The E-OPEN application is made to make it easier for the public to manage population data. This innovation based on the use of a smartphone application is designed so that all people in the city of Bekasi can easily manage population data through the available menus without having to come to the Disdukcapil office.

Through various menus in the application, document processing and other population data can be done anywhere and anytime without having to wait long and have to wait in long queues at the Bekasi City Disdukcapil office. In addition to easy service, public results or files don't take long, so it can be said that the use of E-OPEN applications is very effective and efficient and reduces costs in public services.

### **Supporting factors and inhibiting the use of E-OPEN application Disdukcapil Bekasi City**

#### **1. Supporting factors**

The E-OPEN application is integrated with data belonging to the ministry of home affairs so that it will make it easier to manage population data and civil registration. It is also necessary to assist the government in registering people who are classified as beneficiaries so that later they can be right in target.

In utilizing the population administration information system or SIAK, the Bekasi City government also consolidates net population data every semester at the ministry of home affairs and provides guidance SIAK operators who are responsible for the population database. The use of this database is used for development planning, public services, budget allocation, law

enforcement and crime prevention in the city of Bekasi. In addition, the Bekasi City Disdukcapil also disseminates the use E-OPEN applications through mass media such as instagram, youtube channels and the official Disdukcapil website so that the public knows the latest innovations from the Bekasi City Disdukcapil.

## 2. Inhibiting factors

In its use, there are still many people who don't know and understand the E-OPEN application. This is likely due to the lack of socialization of the use of the application to the public. Then, the application server is still weak so that many people complain about the difficulty of accessing the menu in the application and the lack of dates for government officials to public complaints.

## CONCLUSION

Based on the results of the research conducted, the E-OPEN application belonging to the Bekasi City civil registration office is considered to be quite effective and easily accepted by the public. Because with this application, people who are busy can manage their population data easily and can be accessed anytime and anywhere. Through the Halo Pamor menu, people who have limitations in using the application also feel helped by the presence of the prestige task force, this is what needs to be maintained and improved so that the quality of service is better.

But in its use, there are still some obstacles that occur so that people often need a long time in managing population data. This problem needs to be evaluated si that services through the online system have a good level of quality and are the as direct service delivery.

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