



Sipepeg Application: Social Service Innovation in Optimizing Social Welfare Services

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ABSTRACT

This study explores the SIPEPEG application, an innovation by the Cirebon Regency Social Service aimed at improving public services for Social Welfare Service Providers (PPKS). Using a qualitative approach with interviews, observation, and documentation, the study evaluates the innovation based on Everett M. Rogers' five characteristics of innovation: relative advantage, compatibility, complexity, trialability, and observability. The findings indicate that SIPEPEG has significantly improved administrative processes for the PPKS community through PUSKESOS officers. However, challenges remain, particularly in the complexity dimension, such as limited operating hours and access issues for those without mobile devices. The study recommends strengthening human resources, enhancing collaboration among bureaucratic partners, and increasing commitment to improve the effectiveness and quality of SIPEPEG services.

INTRODUCTION

Technological advancements provide benefits for human survival. One of the benefits is that government services can be more easily provided to local communities. The government can also innovate to bring digital public services. The transition from traditional to digital public services requires a process and support from various stakeholders. Developed countries that have introduced digital public services have developed new bureaucratic governance mechanisms called digital governance. Providing services (meeting the needs of individuals or groups that have an interest in the organization) according to a predetermined legal basis is called public service. Therefore, public services will be provided according to applicable guidelines. In terms of performance, public services will also be a measure of the success of service providers, especially government agencies. Performance serves as an indicator or determinant of the success of a government in managing a professional government and answering philanthropic needs.

Public service innovation can be interpreted as success in achieving, improving and accountability of public services generated by new approaches, methods and tools in public services. In this case, public service innovation should not be interpreted as an effort to deviate from procedures, but rather as an effort to interpret and adapt the rules to local conditions.

The Cirebon District Government through the Social Affairs Office introduced an e-government-based administrative service innovation known as "Administrative Information System for Social Welfare Service Providers (SIPEPEG)". The definition of the SIPEPEG application explains that the "Administrative Information System for Social Welfare Service Providers" is a poverty alleviation program and health insurance scheme for underprivileged communities in Cirebon Regency. SIPEPEG is actually an application that helps underprivileged communities in Cirebon District. This application is the result of the Cirebon Regency Government through the Social Service. SIPEPEG is actually an implementation of the 2019-2024 Regional Medium-Term Development Plan (RPJMD). Where in the second goal, the creation of quality human resources. Even in the future, SIPEPEG services will not only serve PBI APBD, KIP and electricity subsidy applications, but will serve all PPKS communities in Cirebon Regency, which will be integrated in the application.

The development of the SIPEPEG application by the Cirebon Regency Social Service Office has a major impact on the success of current public service innovations. The success of innovation can be measured by public satisfaction with the services provided. Since the first launch of the application in 2023 after six months of launching this application has served 32,190 people. Compared to before the existence of SIPEPEG, Social Services only served 1000-2000 PPKS people per month. This is proof that the SIPEPEG innovation can facilitate social welfare services and is well received by the community in Cirebon Regency. However, in reality, new things must get obstacles and challenges such as people who are not pleased with the existence of this application because they feel disadvantaged, the change of coordinators or officers of the "Social Welfare Center (PUSKESOS)" usually after the change of Village Head so that it is

necessary to have technological guidance on the application to the new PUSKESOS coordinator or officer.

Thus, the formulation of the problem in this study is the innovation that has been implemented by the Cirebon Regency Social Affairs Office before the existence of SIPEPEG, SIPEPEG Innovation in five characteristics based on Rogers' theory (2003), the inhibiting factors faced by the Cirebon Regency Social Affairs Office and the efforts made by the Cirebon Regency Social Affairs Office in overcoming these obstacles and identifying factors that hinder when implementing this application innovation by the Cirebon Regency Social Affairs Office in the local community.

The research conducted by previous research entitled "E-Government Based Public Service Innovation in Improving Social Welfare Services" in Kuningan Regency. This study uses the e-Government Success Element theory which has three concepts according to (Khaerunisa et al., 2024) 1) Support Element, 2) Capacity Element, 3) Value Element. This study examines how digital service innovations are used in the Kuningan Regency Social Agency. The results show that this innovation is optimally implemented, although there are several obstacles in its implementation, such as the lack of support from special facilities provided by the Kuningan Regency Social Agency and the lack of comprehensive socialization because most people do not know about the innovation.

Furthermore, research was also conducted by research (Andriyus et al., 2023) entitled "Implementation of E-Government Through the 'Sitanjak Makin Mantap' Application by the Social Service" in Pekanbaru City. This research also uses three elements according to (Indrajit, 2002), namely, 1) Support Element, 2) Capacity Element, 3) Value Element. This study also focuses on the application of the more stable Sitanjak makin mantap by the social services of Pekanbaru City. The results of this study show that the use of this digital service innovation is not yet optimal, because there are several problems such as lack of support and absence of policies, socialization that has not been comprehensive because it is not a routine agenda of the Social Service, limited human resources, technological facilities and budget. With the identification of this gap, it is necessary to further study digital services in order to explore these areas to make a more important contribution in this field.

Based on previous research gaps that have been found and summarized from previous research. That previous research has not been fully optimized. Thus, this research focuses on the application of digital service innovation through the SIPEPEG application by the Cirebon Regency Social Service. There are differences in the theoretical aspects and limitations have been found in the theory of previous researchers. Therefore, researchers take the theory of Everett M. Rogers (2003) in the hope that when implementing innovation it can be more optimal when used and also as a novelty to analyze research on Social Services innovation in social welfare services through the SIPEPEG application.

LITERATURE REVIEW

Innovation

Public service innovation is a breakthrough in public services, whether in the form of original ideas or changes that directly or indirectly benefit the community. Original and creative ideas and concepts are valuable for public service providers to ensure new innovations in the service sector.

Meanwhile, according to Gopalakrishnan & Damanpour (1997) in (Hadi Prabowo et al., 2022), innovation can be explained through the form of new products and services, new process techniques, structural systems, management of new organizational members, and new plans. In this case, the understanding of innovation cannot be separated from administrative change and reform. Many of the planned changes are the end result of innovation drives in public institutions.

Rogers in the book (Simon Sumanjoyo Hutagalung & Dedy Hermawan, 2018: p. 24) defines innovation as any concept, method, or item that is considered new by others in an organization. According to Everett M. Rogers (2003: p. 15) in his book *Diffusion Of Innovations*, the characteristics of innovation include relative advantage, compatibility, complexity, triability, observability.

1. Relative advantage, an innovation must be better and have greater value than the old innovation. Innovation always has a new value that distinguishes it.
2. Compatibility, an innovation must have characteristics that are comparable or in line with the innovation to be replaced. This is done to ensure that old innovations are not wasted. In addition to lower costs, this also means that the old innovation will be part of the shift to the latest innovation. It can also speed up the adaptation and learning process to the innovation more quickly.
3. Complexity, due to its new nature, innovations can be complex compared to previous innovations. However, this level of complexity is usually not a big problem because the innovation provides newer and better method.
4. Triability, innovation can only be accepted if it has been tried and proven to be beneficial or value-added compared to the old innovation. Therefore, innovation products must go through a public testing stage where every individual or stakeholder has the opportunity to test the quality of the innovation.
5. Observability, for innovation to succeed and create something better, it must be observable. Innovation is a new way to replace old methods or create something new.

In addition to various dynamics and changing needs, there is an urgent need for innovation to respond and meet the needs of the community in various services. One of the strategic efforts of public sector organizations to continue to realize these changes is to create new products, new structures, new relationships and new cultures (Sururi, 2017). Innovation in this much-needed area can be an important source of increasing productivity and service quality (Hadi Prabowo et al., 2022).

Public Service

Public Service is the provision (service) of the needs of individuals or groups with an interest in the organization, according to basic rules and procedures that have been established. With this, public services will be carried out according to applicable guidelines (Muhammad Fitri Rhmadana et al., 2020). Public service is also defined as an effort to fulfill the needs of the community carried out on behalf of the government, both by the Regional and Central governments. Because, in essence, the Government is a development agent capable of meeting the critical needs of society. Public services are organized to meet the needs of the community in various fields / aspects of local life, including health, population administration, education, and others (Ipik Permana and Iwan Ridwan Hardiawan, 2018). Public services are provided by the community, which also has needs and expectations of professional organizers. As a result, the task of the Central and Regional governments is now to provide public services that are able to satisfy the community. Because the quality of public services benefits many people and the impact is felt directly by all levels of society, the community can directly assess the performance of its government from the quality of public services it receives. A proven track record in building public services is delivered professionally, effectively, efficiently and responsibly (Ipik Permana & Tosa Median Jaya, 2018).

Optimization

The definition of optimization according to Poerwadarminta (Ali, 2014: 124) in (Muhammad Rendy Yoga Pradana et al., 2023) is the result of achievement in accordance with expectations or desires efficiently and effectively. So that it can be defined as a measure by which all needs can be met from the activities carried out. Meanwhile, according to (Nurrohman, 2017) in (Muhammad Rendy Yoga Pradana et al., 2023) Optimization is an effort to improve performance in a work unit or individual related to the public interest, in order to achieve satisfaction and success from the implementation of these activities.

The need for optimization is very important in various activities, especially those related to community services. Service activities for the community are one of the functions and duties in state administration. Based on (Mohammad Nurul Huda, 2018) in (Muhammad Rendy Yoga Pradana et al., 2023) optimizing means being better or highest. While optimization is a process that makes something better or higher. Therefore, in this context optimization means making maximum efforts to achieve the best results in implementation in line with the expectations and goals that have been set. Optimal is closely related to the criteria for the results achieved.

METHODOLOGY

This research was conducted at the Cirebon Regency Social Service and PUSKESOS Kelurahan Sumber using qualitative research methods. A qualitative approach is research in which the researcher relates to the facts under study. Researchers use this method because it is to obtain data based on conditions without manipulation. This research describes the actual situation. The type of

research used is descriptive research. Data collection techniques according to (Sugiyono, 2019) are steps in research because the main goal is to obtain information. There are three data collection techniques used, namely: Observation, Interview, Documentation.

The collection technique that researchers obtained through observation interviews and documentation using the theory of Everett M. Rogers (2003: 15) in his book *Diffusion Of Innovations*, states that innovation has several characteristics including: Relative advantage, Compatibility, Complexity, Triability, Observability. The informants of this research are staff employees of the Social Service of the Social Empowerment section, the PUSKESOS coordinator of Sumber Village and the community of Sumber Village, Cirebon Regency. Data analysis in qualitative research is carried out during data collection and after data collection is completed within a predetermined time frame. The data analysis procedure in this study by collecting data from sources, namely summarizing the data obtained for the research focus, presenting the data in narrative form and finally in this case drawing conclusions or validation to explain the research findings that have been carried out. Furthermore, the triangulation technique is used to review the validity of the researcher's data.

RESULTS AND DISCUSSION

The results of the research conducted by researchers show that the Cirebon Regency Social Service has introduced innovations in improving public services to the community. The research method used involves direct field observations and interviews with the Cirebon Regency Social Service, interviews with the PUSKESOS coordinator of Sumber Village, Cirebon Regency who has accessed this application service, and interviews with the community of Sumber Village, Cirebon Regency.

This research is based on the results of interviews conducted with Irfan Sukmajati, SH and Wisnu Eka Perdana, S.Pd.I as staff employees of the Social Empowerment section of the Cirebon Regency Social Service. Initially, the PPKS service process was carried out manually, causing the community to queue in taking care of filing PPKS services, besides that there were many unauthorized persons who provided their services in managing submission documents for PPKS communities such as filing Healthy Indonesia Cards (KIS), Smart Indonesia Cards (KIP), and applying for electricity subsidies belonging to people who did not understand the service procedures. This makes community services at the Social Service not conducive, community submission services are not efficient so that services at the Social Service are not optimal. Thus, the Social Affairs Office launched a new innovation in the form of an application "Administrative Information System for Social Welfare Service Providers" (SIPEPEG) which is integrated in the same system as the Population and Civil Registry Office (Disdukcapil), Communication and Information Technology

Office (Diskominfo), Health Office (DHO), Hospital, Social Security Organizing Agency (BPJS), Education Office, and State Electricity Company (PLN).

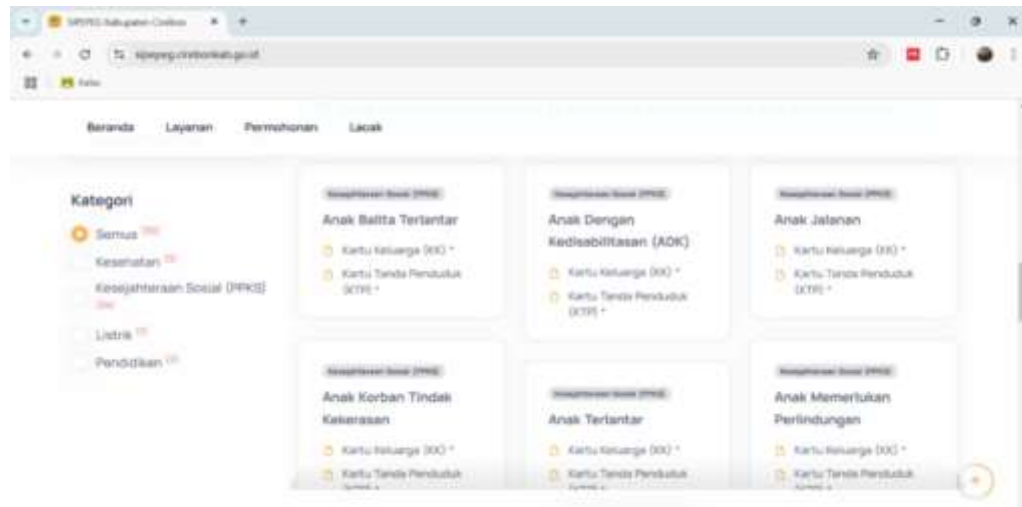


Figure 1. SIPEPEG Application Submission dashboard page

Source : <https://sipepeg.cirebonkab.go.id/>

In this study, the focus of researchers is on the development of the latest services at the Cirebon Regency Social Service, namely innovations that are realized through the application platform. This researcher took five key aspects in public service innovation based on the theory of Everett M. Rogers (2003) in his book *Diffusion Of Innovations*, which has several characteristics including: Relative advantage, Compatibility, Complexity, Triability, Observability, and ease of observation. These five characteristics were used as the first step by researchers in examining the application innovation in Cirebon Regency.

Relative Advantage

This research is based on the results of interviews with Irfan Sukmajati, S.Pd.I and Wisnu Eka Perdana, SH as staff employees of the Social Empowerment section at the Cirebon Regency Social Service, the Cirebon Regency Social Service has announced the launch of an innovation in the form of the SIPEPEG application. This innovation has provided direct benefits for the community and PUSKESOS. Accessing the application can be done anywhere and anytime to apply for PPKS services, then verification can only be done during operational hours, but those who can access it are from the PUSKESOS of each village or kelurahan, the community only comes to apply for Government assistance programs through PUSKESOS by bringing files that are in accordance with the purpose of what is being submitted so as to minimize time. Because, before the existence of this application, the time required was quite long to take care of service needs at the Social Affairs Office. In addition, in terms of transportation costs, it is quite expensive because the number of sub-districts in Cirebon Regency consisting of 40 sub-districts is also not close to the source as a whole. Therefore, every person who wants to get services costs approximately Rp.50,000/person to come to the Cirebon Regency Social Service. Therefore, the

Social Service Office is thinking of ways to provide services that are not burdensome to the underprivileged community.

This research is the result of interviews with Mr. Adi Gunawan and Mrs. Nining as residents of Sumber Village. Before the existence of the SIPEPEG application, the community experienced complexity in collecting documents where the community had to queue and services that took a long time when submitting at the Social Affairs Office. With the SIPEPEG application through the PUSKESOS officer, the PPKS community can feel benefits such as the community directly coming to the PUSKESOS in their respective villages and not having to queue again at the Social Service, the community also does not need to go all the way to the Social Service to apply for social assistance in the application.

Based on the results of interviews with Mrs. Sri Heriya, S.Pd as the coordinator of PUSKESOS officers who access the SIPEPEG application. One of the objectives of the existence of SIPEPEG is to save transportation costs and minimize time when serving the community, that this goal is indirectly felt by PUSKESOS officers in Cirebon Regency, one of which is in Sumber Village. Because this goal is felt to have been achieved, that with the SIPEPEG application, PUSKESOS officers do not need to go to the relevant agencies to submit requests for community assistance, simply by inputting data through the SIPEPEG application. When the community cannot come to PUSKESOS, they can contact the PUSKESOS officer's social media. For people who do not have a cellphone, submission files can be sent through the local neighborhood association.

This study is based on the results of an interview with Mr. Slamet Riyadi as RT in one of the source villages, this SIPEPEG innovation is very helpful for the community in needing social welfare. when people cannot come directly to the PUSKESOS for the administration process or take a Certificate of Incapacity (SKTM) and people who do not have a cellphone can go through the RT to help contact the relevant PUSKESOS social media. So it can be said that this innovation is optimal in serving the needs of the community.

Based on the results of interviews with Mr. Luskardi and Mrs. Ria as residents of Sumber Village, that the existence of the SIPEPEG application greatly facilitates the community in the administrative process for social welfare services, because the community does not need to travel to related agencies for the administrative process in applying for social welfare services. so that when the community comes to the relevant agencies only to take the results of the social welfare assistance program that has been verified by the Social Affairs Office.

Based on the results of interviews and observations obtained, researchers can conclude that the launch of PPKS service innovations in SIPEPEG has a very good impact because it is very useful and makes it easier for the community and PUSKESOS in Cirebon Regency, in terms of the time required, costs incurred and procedures carried out. Thus making the service more optimal.

Compatibility

Innovations in the provision of SIPEPEG application services cover a wide range of services including neglected children under five, children with disabilities (ADK), street children, children that is victims of violence, neglected

children, children in need of protection, children in conflict with the law, former prisoners of correctional institutions, the poor, vagrants, families with psychological problems, victims of trafficking, displaced elderly, people with mental disorders (ODGJ), people with HIV, migrant workers with problems, scavengers, application for Smart Indonesia Card (KIP), application for KIS PBI APBD, application for electricity subsidies, activation of KIS PBI APBN, beggars, people with disabilities, socio-economically vulnerable women, recommendations for newborn recipients of Contribution Assistance (PBI) APBD, homes for victims of natural/social disasters, and tunas susila. However, keep in mind that the PPKS community who will apply for this social assistance must bring physical documents. PPKS communities who take care of applying for social assistance can come directly to the PUSKESOS in their village or kelurahan. Meanwhile, those who access the PPKS submission service involve PUSKESOS officers through the SIPEPEG application.

This research is based on the results of interviews with Mr. Irfan Sukmajati, S.Pd.I and Wisnu Eka Perdana, SH as staff employees of the Cirebon Regency Social Empowerment Department. That the SIPEPEG innovation has met the needs of the PPKS community in Cirebon Regency.

Based on the results of the interview research obtained, researchers can draw the conclusion that this application service innovation is better than the previous one because the service has covered the needs of the community.

Complexity

The results of interviews with Mr. Irfan Sukmajati, S.Pd.I and Wisnu Eka Perdana, SH as staff employees of the Cirebon Regency Social Empowerment Department. Because of this SIPEPEG innovation, there is a change in services from offline to online, namely through digital applications, at any time there must be an error problem that complicates the service process in the application.

This research is based on the results of an interview with Mrs. Sri Heriya, S.Pd as the coordinator of PUSKESOS Kelurahan Sumber. The hassle experienced by the PUSKESOS officer is that there are still PPKS communities in the process of collecting documents outside of the relevant PUSKESOS operational hours, thus making the community contact through the officer's social media located at PUSKESOS. PUSKESOS officers can serve the community outside of operational hours but only in the manual data input process for the verification process carried out by the Social Service Office of the Social Empowerment section during service operating hours for PPKS. This causes disruption to the service process in this application which should be inputted and verified during operational hours. And also when people who do not have cellphones, people who cannot come directly to the PUSKESOS because of a need or are outside the area but want to collect documents for submission, usually people who have cellphones can just send the files via social media. So for people who do not have a cellphone, it is difficult and they have to borrow a cellphone first.

Based on the results of the interview research obtained, the researcher can draw the conclusion that even though innovations have a higher level of complexity, they will not cause serious problems because they offer better

solutions. In the context of PUSKESOS, complexity arises due to service requests outside of operating hours, which disrupts the data input and verification process. In addition, when people who cannot come directly to PUSKESOS to carry out the administrative process but do not have a mobile phone, the complexity arises due to requests for services outside of operating hours, which disrupts the data input and verification process.

Triability

This study comes from interviews with Mr. Irfan Sukmajati, S.Pd.I and Wisnu Eka Perdana, SH as staff employees of the Cirebon Regency Social Empowerment Department. Before being launched, the SIPEPEG innovation underwent a trial phase involving PUSKESOS in two sub-districts, namely Sumber and Kaliwedi sub-districts. The response from the officers involved in the trial phase of this application was very enthusiastic in welcoming the application innovation. Because, there is a change in services from offline to online so that it becomes more effective and efficient. Even if this application is growing and has a huge impact on the people of Cirebon Regency. So, in the future the application can be accessed directly by the community without having to go through PUSKESOS and a trial phase will be held first.

Based on the results of the interview research above, in accordance with Rogers' statement in (Ardelia Nur Sinta & Diana Hertati, 2023) that innovation can be accepted when it has been tested and proven to have greater benefits or value than previous innovations. Before launching the SIPEPEG Innovation, the Cirebon Regency Social Service conducted a trial first involving PUSKESOS officers to find out what the shortcomings of this application were and to ensure that PUSKESOS officers mastered how to use the application.

Observability

This study comes from an interview with Mr. Irfan Sukmajati, S.Pd.I and Wisnu Eka Perdana, SH as staff employees of the Cirebon Regency Social Empowerment Department, so that this application is easily observed and recognized by the community and PUSKESOS in Cirebon Regency. The Cirebon Regency Social Service made various efforts, one of which was by holding a socialization of the innovations that had been launched. Socialization was carried out to representatives of PUSKESOS officers in each sub-district of Cirebon Regency and socialization through social media.

Based on the results of the interview, SIPEPEG innovation can be considered easy to recognize by the community and easily observed or understood by PUSKESOS officers because the Social Affairs Office has introduced SIPEPEG through social media and direct socialization to PUSKESOS officers in Cirebon Regency.

Inhibiting Factors in the Implementation of SIPEPEG

In the process of implementing SIPEPEG, there are obstacles experienced, including people who do not accept the presence of SIPEPEG and there are still people who want to submit services instantly by using brokers; The occurrence of changes in the coordinator or PUSKESOS officer after the election of the Village

Head so that there is a need for technological guidance on the SIPEPEG Application to the new PUSKESOS coordinator or officer; When the SIPEPEG Application experiences maintenance, errors or network disruptions.

Social Service's efforts in dealing with obstacles

Efforts made by the Cirebon Regency Social Service in overcoming obstacles that occur in the process of implementing SIPEPEG innovations, namely with the existence of SIPEPEG, it actually reduces and breaks the chain with brokers, even if people still want to use the services of brokers in the administrative process of applying for social assistance, Social Service officers will not process the application because the service process is through the application which is accessed directly by PUSKESOS officers so that it cannot be represented; Continue to coordinate with each village in the selection of PUSKESOS officers and always conduct technological guidance on this application when there is a change of PUSKESOS officers; Currently the SIPEPEG Application is the second version, namely "SIPEPEG New Generation" where the application services continue to grow more complete and all PPKS communities in Cirebon Regency will be served by the application. As the PPKS service continues to grow through SIPEPEG, the Cirebon Regency Social Service always controls every semester through DISKOMINFO Cirebon Regency to continue to optimize this application service starting from the server and network because those who access it are all PUSKESOS in Cirebon Regency. When this application has an error or maintenance, it is immediately handled in just a matter of hours, if the handling process takes longer, then this application service will be transferred via Google Form for a while.

CONCLUSIONS AND RECOMMENDATIONS

Based on the explanation that has been conveyed, it can be concluded that the innovation launched by the Cirebon Regency Social Service regarding services using information technology has been implemented optimally. The purpose of this innovation is to simplify administration for people who need PPKS services. One of the innovations introduced is the SIPEPEG (Administrative Information System for Social Welfare Service Providers) application by the Cirebon Regency Social Service. This innovation facilitates the PPKS community in Cirebon Regency in the administrative process of applying for government programs without having to queue or come directly to the Social Service directly, just come to the PUSKESOS in their respective villages or sub-districts. By using the submission process through PUSKESOS, the community can reduce transportation costs and minimize time. Although, there are several obstacles in its implementation, it is not an obstacle that can hinder the application of PPKS community service innovations through the SIPEPEG application. Researchers try to provide some suggestions from this innovation in improving social welfare services, namely: (1) Strengthening human resources in service delivery; (2) Strengthening bureaucratic cooperation partners to improve the quality of these application services; (3) Increasing bureaucratic commitment in SIPEPEG application services.

ADVANCED RESEARCH

Further study is recommended to explore the long-term impact of the SIPEPEG application on improving access to social welfare services for the PPKS community. Future research could focus on evaluating user satisfaction, identifying barriers faced by vulnerable groups in using digital services, and assessing the effectiveness of PUSKESOS as local service facilitators. Additionally, studies comparing similar digital service innovations in other regions may provide insights into best practices and potential improvements. This research will be valuable in supporting the ongoing development and sustainability of SIPEPEG as a tool for enhancing inclusive and efficient public service delivery.

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