

The Effectiveness of Community Responsiveness in the Digital Population Identity Program in Surabaya City

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ABSTRACT

Digital Population Identity (DPI) is one of the application program innovations created by the Directorate General of Population, as DPI will be a replacement for physical Identity Card which will be carried out in a process or in stages. The aim of this research is to describe how effective the community's responsiveness is regarding the DPI application program as a form of Identity Card reprinting service. We also want to know what problems exist in this DPI application innovation when it is applied to the community. This is the goal as well as community support for the service. DPI. This research uses descriptive qualitative methods, data collection uses observation, and also in-depth interviews with the community. The results of this research show that not all people responded positively to the DPI application which was implemented as a reprinting requirement Identity Card so there is quite a lack of implementation of this DPI application innovation to the people of Pegirian Village because there are so many people who are classified as underprivileged and have low education so there is a lack of following update. The existing population and civil registration technology in Indonesia is quite realized and quite optimal, both in terms of the Service Operational Standards implemented by the City of Surabaya. This has resulted in a lack of conduciveness for the public in creating the latest application as one of the conditions for reprinting the Klampid New Generation (KNG) application as documentation for making DPI

INTRODUCTION

Public service is a process or encouragement to others in certain ways that require sensitivity and interpersonal bonds so that satisfaction and success are formed. The term public service itself is also inseparable from a meaning of service in the definition, the word public juxtaposed with the word service emphasizes the subject to whom we provide service (Roekminiati et al., 2016). Population information is one of the data needed by a country as a prolonged development plan, this population administration information system is tried in all cities in Indonesia, not only to facilitate the creation of supporting information quickly and accurately, this population administration data system also wants to be updated and orderly in the population master number by the central government and quickly printed population identity cards based on the Identity Number (Handriana & Hastuti, 2015).

Population Administration is one of the important documents in population, therefore every individual is required to update population data, especially on Identity Cards (Rudiansyah et al., 2022). The lack of availability of electronic ID cards is an obstacle in the implementation of population administration, besides that there are many applications that exist in the community such as changes in elements on ID cards, damaged ID cards, and lost ID cards which are problems in the government so that the government gets around the lack of electronic ID cards by innovating the Identity Card program through Mobile called Digital Citizenship Identity. This digital ID card is useful as data storage so that the application is already private and cannot be screenshotted so that there is no data leakage.

The city of Surabaya requires its people to have orderly population administration for one of the tangible manifestations of orderly governance. This population administration itself is indispensable in every daily life so that every individual has an identity and is listed at the Surabaya City Population and Civil Registration Office (Moch. Faizal Mustofata, Afifuddin, 2020). The Surabaya City Government has an application that acts as an intermediary for population administration management, namely Klampid New Generation (KNG). The Klampid New Generation application is an application that can include population registration and civil registration. This application can also be done at home online besides that you can also apply offline at the village office by implementing e-government in public services. The Population and Civil Registration Office made the latest innovations regarding the KNG application which aims to help and facilitate the community in making or submitting population administration, besides that the government also created the DPI application, namely Digital Population Identity which aims to replace electronic Identity Card or digital identity so that people can store documents through digital.

The importance of population access in the digital era The use of population data sourced from the Dispendukcapil office encourages all RDWU (Region Device Work Unit) to use a single data policy approach. The purpose of using this data includes the use of data for schools, data license management, welfare management, all the same as the data sources in the Dukcapil office so

that no one has a different identity. Based on the Regulation of the Minister of Home Affairs No. 61 of 2015 concerning the requirements, scope and procedures for granting the right to access and use the National Identity Number (NIK), population data and Identity Card-El, access to data use is provided by the regent/mayor. After the permit was handed over to the Regent/Mayor, the Prosperous Justice Party (PJP) Partnership Agreement was signed. Public Service Agency formed a technical team to carry out cooperation. In addition, access to data will be in accordance with the needs and purposes of use. Organizations that use access will be supervised by the Director/Mayor through the Dukcapil Office and carried out regular monitoring, monitoring and evaluation.

The DPI application *in play store* is one of the innovations of the Directorate General of Population to digitize population documents currently used by Indonesian residents into *mobile phones* in the form of photos or *QR codes*. The application can also make it easier for people to make digital Identity Cards, besides that DPI is one of the requirements in making reprints of Identity Cards or physical Identity Cards. The Digital Population Identity (DPI) includes Identity Cards in digital form. ICT is electronic information used to represent population documents and to retrieve information in digital applications on devices that display personal information as a meaningful identity (Husni Mubaroq, 2021). There are many people who do not understand the benefits of the DPI application in population administration, basically the Surabaya government of the Directorate General of Dukcapil of the Ministry of Home Affairs of Surabaya City made this DPI innovation to make it easier for the public to store population administration data, but many people responded that the DPI application program is quite complicated for the community in managing Identity Cards.

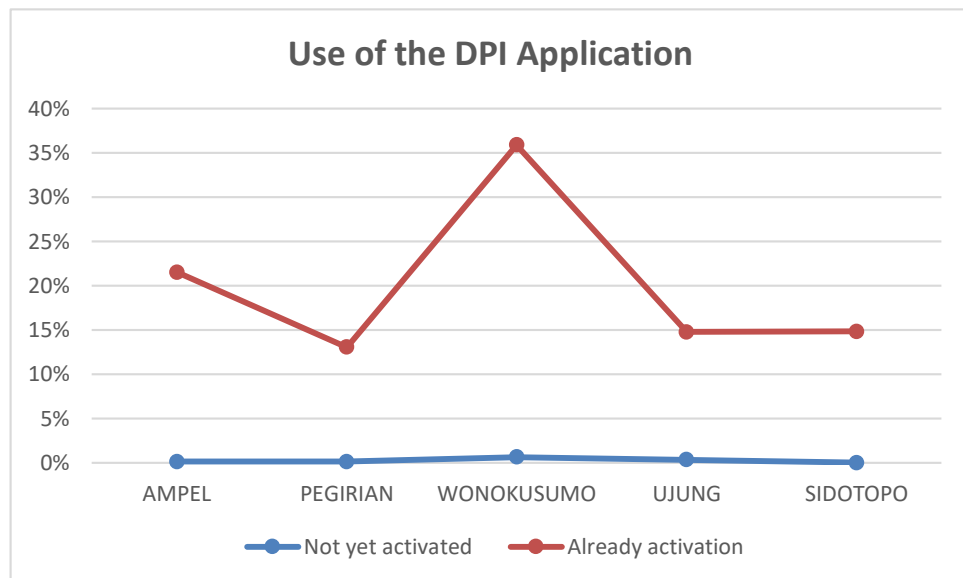


Figure 1. Digital Population Identity Usage Graph
Source Data: Population and Civil Registration Service Processed by
Researchers 2023

Based on the data graph above, it shows that from the Semampir District area, Pegirian Village only reaches 13% where many people also do not understand the innovation of this DPI application. In addition, in the Pegirian village area, there are also many people who are poorly educated so they do not follow the digital era in the name of their disability, but there are also many people who understand the advantages of this DPI application so they want to use or create a DPI account on each *cellphone*. The Surabaya city government innovates the DPI application so that people obey population administration and follow the technology of the digital era of implementing the DPI application, namely socializing to each RW so that all people understand the use and benefits of the DPI application for the community, besides that DPI has also been held in every RW hall, while services on the KNG account have also been directed to each RW hall This is a solution from the government to facilitate citizens' access to population administration and DPI management issues.

LITERATURE REVIEW

A. The Effectiveness of Community Responsiveness in DPI Program Innovation

A government program that will be carried out can be said to be effective if it is able to meet the targets set in a policy. The value of effectiveness in a program needs to be done in order to find out the extent of the impact and benefits produced by the program, all because the effectiveness of a program is a picture of success in the organization to achieve goals. The success of the program in a public organization is very much influenced by the ability of a leader so that the leader can give orders to subordinates in a clear and young understandable manner. In this program, the government must create a condition for the community to be able to develop their creativity in order to achieve the desired goals, therefore the government has an obligation and responsibility in providing good and quality services.

According to Purwadarminta (2006: 238) states that the term "effective" comes from English, from "effective", which means "successful" or "successful well". There are many different perspectives on effectiveness, depending on the context, and who is judging it. However, one thing in common remains, and that is the achievement of organizational goals.

Effectiveness is how well the work is done, the extent to which people create outputs as expected. That is, if a job can be completed according to planning, either in time, pay, or quality so that it can be said to be efficient. Instead, energy is responsive. is a manifestation of the assumption and willingness of service providers in helping distribute help to residents in the form of services. Responsiveness also refers to the alignment of service programs and activities with the needs and aspirations of residents. Responsiveness is needed in public services because it is a fact of organizational expertise to identify the needs of citizens.

According to Steers, "Effectiveness is the effort of a program as a system with certain resources and means to meet its objectives and means without crippling those techniques and resources and without putting unreasonable pressure on its implementation". On the contrary, for Gibson, "Effectiveness is

the abandonment of goals and objectives that have been agreed upon to achieve the goals of joint efforts. The level of goals and objectives displays the level of effectiveness. The achievement of these goals and objectives will be determined by the level of sacrifice that has been spent," on the contrary, according to Sondang P. Siagian shared the following definition: Usability is the utilization of resources, facilities and infrastructure in a certain amount that is consciously determined in advance to create some goods for the services of the activities it runs. Effectiveness displays success in terms of achieving or not the targets that have been set. If the results of random activity are close to the target, it means greater effectiveness. From some of the opinions above regarding effectiveness, we can conclude that an indicator is used to measure how far management has achieved the goals or final objectives and objectives of the program, where the goals and objectives are the goals to be achieved by management. Effectiveness is also an important component in achieving predetermined goals or objectives for any organization, activity, or program. When a goal or objectives are achieved, it is called effective. "Effectiveness is a measurement in the sense of achieving predetermined goals," said H. Emerson, quoted by Soewarno Handyaningrat. However, when in the field, the author sees the ineffectiveness of this application when applied in the community, this is due to the lack of socialization held to the community so that this DPI application runs in accordance with the purpose of creating this DPI application, and also in accordance with four stages as a reference for research results, namely the accuracy of program targets, program socialization, program objectives, and program monitoring are four stages, according to Budiani (2007: 53).

1) Accuracy of program targets

The effectiveness of a program can be demonstrated through its operations in implementing a program to the community in accordance with the objectives that have been set. The process and stages of an activity carried out in the field can be used to assess the success of the program.

2) Program socialization

The effectiveness of the program can be demonstrated through the ability of government support in accordance with the objectives that have been set. The process and mechanism in an innovation that will be applied to the community becomes an assessment of success in a program.

3) Program objectives

The creation of this DPI application innovation is the main goal for the government for the community as will be measured by how the community implements this DPI application program and will be a benchmark for the effectiveness or failure of this DPI application innovation in the community.

4) Program monitoring

Monitoring this DPI application program through the SIAK application where the application is an application activating this application program so that it can find out how many people are active in this DPI application.

Through this effectiveness theory, it is a target measure that has been achieved, efforts to implement this DPI application program innovation from the

government to the community as a form of utilizing technological advances and the application of e-government in population services.

Responsiveness is also one of the service indicators related to the responsiveness of the apparatus to the needs of residents who need services as stipulated in the legislation. Responsiveness displays the alignment between programs and service activities with the needs of residents. Responsiveness is included in one of the performance indicators, because responsiveness directly describes the expertise of public organizations in carrying out their missions and goals, especially to meet the needs of citizens.

Digital Citizenship Identity Application Innovation

Population administration is a document or letters that are needed by every individual in each city that is useful as the identity of each individual, usually each city has its own procedures in regulating the population administration of its community. Like the city of Surabaya, the city of Surabaya has a distribution application to take care of a population administration, which is commonly called the KNG application, before this application the people of Surabaya were advised to come directly to the population and civil registration office of the City of Surabaya or commonly referred to as siola to take care of their population administration for example such as legalization, reprinting of Identity Card or record Identity Card, and another thing, with so many people who do not obey population administration or you could say there are also many people who are still without identity because they are less able to pay for vehicles to get to their destination or siola and also unable to pay for administration to take care of their population administration papers, so the government makes public service applications to make it easier for the people of Surabaya to manage population administration, In addition, this application also applies the spirit of e-government.

The spirit of e-government itself is to use information technology as a tool and its use makes government services run more efficiently. E-Government offers new opportunities to improve the quality of government apparatus, increase efficiency, new services, increase citizen participation and the presence of improving global information infrastructure (Program et al., n.d.). Thus, e-Government will improve the quality of public information services a way to achieve good governance. The administrative apparatus can develop the use of information and communication technology (ICT) in the course of its work, the interaction between the government and citizens will increase simply and easily. The use of ICT can also help the government bureaucracy to minimize the possibility of moral hazard interaction between citizens and the government.

Through the effective work of village government officials conducting government bureaucratic training, they must show that their work contribution is significant in improving the quality of service, especially in the village government structure to provide services to spectators. To improve the quality and ensure the delivery of public services according to general principles and provide protection for all citizens and residents from abuse of authority in the delivery of public services in a forum both government and private organizations

A. Electronic Identity Card

The e-ID Program was launched by the Ministry of Home Affairs of the Republic of Indonesia. The e-ID Program in Indonesia has been started since 2009 with the appointment of four cities as national pilot projects. The four cities are Padang, Makassar, Yogyakarta and Denpasar. While other districts / cities were officially launched by the Ministry of Home Affairs in February 2011 whose implementation was divided into two stages. Identity Card is a data or official identity of each individual as population data and also as someone's identifying data, basically People who have an Identity Card are those who are over 17 years old or married, as proof of identity for adults. (Anggraini, 2021). (Identity Card-El) as part of the implementation of e-government. This program policy is motivated by the conventional Identity Card creation system in Indonesia which allows a person to have more than one Identity Card (Ilmu et al., 2014). This is due to the fact that there is no integrated database that collects information about all residents of Indonesia. This fact provides an opportunity for individuals who want to cheat against the state by doubling Identity Cards (Rauf, 2019). Children who are 17 years old or younger but married do not have the right to get an Identity Card in this case. This is because, according to the written law, residents who have an Identity Card are those aged 17 years and over. For every resident who is 17 (Seventeen) years old and over or has been married or married, they are required to have an Identity Card (Anggraini, 2021).

General Demography (Ida Bagoes Mantra, 2000: 27) Explains that the population registration system in Indonesia has been started since the 19th century. In 1815 Raffles (English nationality) carried out population registration in order to establish a land tax system. After the British left Indonesia, the Dutch continued to apply for the registration but until the mid-19th century there was little registration information published. After 1850 the Dutch government began to pay better attention to the population registration system. Starting in 1880 the Dutch Government carried out population recording and reporting with a weekly card system. (Gardiner, 1981). But during the Japanese occupation this similar registration system was abolished and changed with a vital system that concerns Birth, Death, Marriage and Divorce (Said Rusli, 1983). After Indonesia's independence, the population registration system continued again with the weekly card system that was previously implemented and changed to weekly reports at the subdistrict level. Where every week the Village Head gathers in the sub-district to hand over the changes in the population that exist throughout the week in his village (Gardiner, 1981).

One of the transformations regulated by the issuance of Law No. 24 of 2013 concerning Amendments to Law No. 23 of 2006 concerning Population Administration is a change in the service system which was originally based on the principle of events as the principle of domicile. The result of this change is the implementation of population administration services carried out according to the domicile of the population itself. This age of technological growth continues to increase and the high mobility of the population causes many residents to live outside their domicile area. This has an impact on population administration services, especially electronic Identity Card recording services as

a subsidence of public services. Based on this atmosphere, the Government as the organizer of public services must always distribute easy and fast services, so that service innovation must always be pursued over time (Rosyanty & Rahayu, 2018). Therefore, encouraged by the implementation of electronic government (e-Government) and to be able to improve the quality of service to citizens, the Ministry of Home Affairs of the Republic of Indonesia applies a technology-based population data system is an electronic Identity Card or Identity Card-el.

B. Digital Population Identity

Digital Population Identity (DPI) is information in the form of digital or smartphone that can be used to represent population data and reverse documents in digital applications (Agus Widiyarta, 2023). Through Identitas Kependudukan Digital (DPI, employees who display personal documents as their identity This has been regulated in Permendagri Number 72 of 2022 concerning Hardware, Software, and Electronic Identity Card Standards or Specifications and the Implementation of Digital Population Identity. The objectives of the existence of Digital Population Identity: (i) follow the application of information and communication technology regarding population digitalization (ii)) merupakan informasi berupa digital atau smartphone yang dapat digunakan untuk merepresentasikan data kependudukan dan dokumen balikan dalam aplikasi digital, melalui increase the use of population digitalization for residents (iii) facilitate and accelerate public or private service transactions in digital form (.iv) secure ownership of Digital Citizenship Identity through an authentication system to prevent falsification and data leakage.

METHODOLOGY

When carrying out this research, the implementation method used is using qualitative research, in qualitative research this is used to describe an event and events that occur in the field, or the source of data used in this study is premier data directly from the field The source of data used in this study is primary data obtained directly from the field in the form of observations, and interviews. While skunder data comes from journal articles and from other references. Which will be accompanied by observations and arguments regarding discoveries in the field (khsan Risniawan Putra, 2022).

The location of this research is in the community area of Pegirian Village and also the Surabaya City Administrative and Civil Registration Office, more precisely directly to the community as users or who are advised to have the DPI application and also staff as DPI application activation, When conducting research must begin with preparation. The preparation carried out was to visit the community of Pegirian village directly to immediately find out how public testimony was applied by the government as a mandatory DPI. Before knowing or researching the testimony of residents, the author has also participated in activating the DPI application service at the pegirian village office, so that he understands how the conditions in the field because they have participated or participated in DPI activation services and I can conclude that there are some people who are very incapable so they cannot follow the mandatory DPI rules which are used as a requirement for reprinting Identity Cards.

Next is to see how the positive impact of this DPI application is on residents who are classified as capable and obedient to population administration (Salsa Bella et al., 2022). The majority of the Pegirian village community is the lower middle class or classified as gakin, while the DPI application is a digital application whose users must have a smartphone with at least 4GB of ram (Anggraini, 2021). This study uses the theory of program effectiveness proposed by Budiani (2007: 53), which states that there are four stages carried out to determine how effective a program is: accuracy of program targets, program socialization, program objectives, and program monitoring. Which means that all interview methods follow the concept that is referenced as questions interview (Studi et al., 2022) Kelurahan pegirian is one of the sub-districts in semampir sub-district that uses innovative administrative services, especially population. Among the application innovations launched by the city government, Pegirian Village uses the Digital Population Identity (DPI) application which means that it requires all residents or residents in this Pegirian Village to have a DPI application (Ilmu et al., n.d.).

RESULTS AND DISCUSSION

Surabaya City is one of the cities that implements Digital Population Identity (DPI), this program makes it very easy for the community so there is no need to be complicated and wait too long for changes in elements contained in the Identity Card such as marital status or change of address because if the requirements are complete and processed by village employees within one day the data in the DPI has changed as submitted. But there are also various people who do not understand this program because also some people do not have a Hanphone that supports to activate this DPI, so there are pros and cons to this program. A program can be said to be efficient if the efforts or activities carried out are in accordance with the results dreamed of according to Junia (2010; 26) Program effectiveness can be formulated as a level of view of the objectives, the extent to which the objectives of this program have been implemented. Programs or activities can be said to be efficient if they provide consequences, impacts, influences, results and definitely provide satisfaction to residents (Anis et al., 2021).

1) Government Optimization in DPI Application Implementation

Pegirian Village is one of the villages located in the northern part of Surabaya City, Pegirian Village is also predominantly inhabited by underprivileged or lower middle class people so that the Pegirian community slightly objects to the existence of this DPI application which requires people to have a DPI application as a requirement for Identity Card reprinting (Tarifu, 2020). According to Dann Sugandha in Murad (2013: 1), administration is organizing or organizing all its sources to succeed so that they can achieve goals., this is done by the government in implementing the DPI program so that the people of Surabaya can store population data digitally, the government greatly optimizes this DPI application in order to make it easier for the people of Surabaya. In addition to DPI, there is also a KNG application as an intermediary

for making population administration so that the community can more easily manage population administration (Soraya, 2019).

Digital Identity Card is a digital application of Digital Population Identity (DPI) that can be accessed via smartphone or smartphone. Digital Identity Card is also the transfer of electronic Identity Card that is being used by Indonesians into their smart phones, be it smartphones or smart phones. in the form of photos, or QR Codes (dukcapiladmin, 2023). This digital identity is contained in the Minister of Home Affairs Regulation (Permendagri) No. 72 of 2022 stipulating standards and specifications for hardware, software, and blanks Identity Card-El as well as a digital population identity management system. Some time ago, the Director General of Dukcapil of the Ministry of Home Affairs Zudan Arif Fakrulloh stated that the Digital Identity Card is the transfer of electronic Identity Cards currently used by the public to mobile phones in the form of photos or QR Codes. This was announced at the same time as the Digital Identity Card came into force.

The Digital Population Identity Application (DPI) is a digital application provided by Dukcapil. DPI is electronic information used to display population documents and return data via mobile phones. By using each user's mobile phone, the DPI application displays personal data as the identity of the owner. The DPI application itself can also be downloaded through the goggle play store making it easier for the public to access DPI, steps to make DPI: Download the DPI application through the goggle play store, If it has been downloaded, open the DPI application, Click register, then there will be a DPI explanation written and just scroll down then press next, Fill in your NIK, email, and cellphone number 2 times each, Make sure the email is listed on the handphone, Take a selfie to meet the DPI registration requirements, Give it to the DPI officer in the village, or where you make the DPI, Scand barcode, after that there will be an email from the siak / DPI officer in the email will tone the DPI pin code and also the DPI activation link, Open the email and click activation, enter the pin code in the SIAK email then enter the chapcha code, If it has been activated / there is already a DPI login writing, open the DPI application, click enter, enter the pin code in the siak email. DPI is already in use.

The benefits of the DPI application :P use are simpler, Faster manufacture, No need to print using a langko, No need to be stored in a wallet. Identity Card is simply stored in a smart phone (HP), No need for a photocopy of Identity Card to access public services, More secure from falsification of resident data, No more problems Identity Card lost. As for some DPI application menus: Enter the application and enter the pin code that has been sent via email by siak or officer, After that the user's full name and nik will appear, Below that there will be several menus consisting of: Family data, Documents, Electronic signature, Service, Service monitoring, Activity history, Change pin or keyword, Delete account, Description, Then under the menu there will be options again such as: digital Identity Card, Biodata, Scan, Key Each of these menus has its own function, making it easier for users to access DPI applications.

2. DPI Application Effectiveness Level

The DPI application is a digital application that aims to make it easier for people to store population data, DPI is also made as a requirement for making Identity Card reprints which means that all people who want to make or reprint Identity Cards are required to have DPI first. Basically, the people of Semampir District consist of 206,449 people (<https://surabayakota.bps.go.id/>) Semampir sub-district consists of 5 (five) sub-districts: Pegirian, Ujung, Wonokusumo, Ampel, and Sidotopo. i. Of the 5 villages in Semampir District, there is 1 village that is a research center, namely Pegirian Village, this pegirian village has 35,272 people and 10,025 families (<https://surabayakota.bps.go.id/>) The policy concept according to grindle theory is about responsiveness, and public compliance with the government's Digital Population Identity (DPI) application program.

Table 1. Semampir District Activation Data

Neighborhoods	Not yet activated	Already activation
Ampel	0%	21%
Pegirian	0%	13%
Wonokusumo	1%	35%
Ujung	0%	14%
Sidotopo	0%	15%

Based on the data above, it shows that there are still a few users of the DPI application program innovation, especially Pegirian Village, the lack of education is also one of the causes of the ineffectiveness of this application when applied to the community. The public also understands the innovation of this DPI application so that they follow the update of technological advances in the government (Kependidikan, 2018). According to Siagian quoted by Pasolong in the book Public Administration Theory (2011: 3) interprets administration as the entire process of implementing activities carried out by two or more people through isaha Cooperation in order to achieve the goals that have been implemented previously, this is also applied by the Surabaya City Government so that the government and the community work together to meet the needs so that the objectives of this program can be more easily and quickly applied to Pegirian Village.

In accordance with the theory proposed by Budiani (2007: 53), which states that there are four stages that must be passed to determine program effectiveness, namely program monitoring, program socialization, program objectives, and program target accuracy.

1. Accuracy of program targets

The government tries to improve the quality of Surabaya City services in the innovation policy that has been implemented. Budiani's concept in effectiveness says that every program that has been made must have targeted goals and objectives, "the accuracy of program targets is the extent to which program participants are right with the targets that have been set." One of the goals he targets is public service, this can also have an important influence in the running of a Government activity in accordance with established policies.

Surabaya City Government strives to improve service quality in innovation policies that have been implemented. The Population and Civil Registration Office innovates the DPI program to support technological progress in Indonesia and also as a system for implementing E-Government, one of which is digital technology. As explained by Budiani in Reski and Fakhri (2019: 30), "the accuracy of program targets is the extent to which program participants are right with existing targets." predetermined". Every program must have goals and objectives. One of the objectives that targets the community is public services, this can also have an important influence in the running of a Government activity in accordance with established policies. One innovation program has goals and objectives. The program focuses on the community. similar to this DPI application innovation that makes the community the target target, revealed in a staff interview According to the Surabaya City Population and Civil Registration Office, the DPI application program innovation is intended for the community. It was explained that this government program solely aims to improve people's welfare.

Table 2. Dispendukcapil Staff Interview Results

Element Interview	Interview Results
Compliance	The creation of this digital population application is to facilitate the public in terms of population data, digital Identity Cards are mandatory for the community, especially the people of Surabaya, this is due to the many problems in the community which resulted in continuous reprinting of Identity Cards despite the lack of budget and also physical Identity Card blanks that made the government dukcapil making DPI program innovations as a form of facilitating the community in terms of population, because DPI or Digital Identity Card is automatically changed if the community changes the data on the Family Card
Responsiveness	The Surabaya government has optimized the DPI application program to the community, the creation of a DPI application program directly from the dukcapil center which must be applied to the community. Many people in Surabaya have implemented the DPI application and have given positive responses about the innovation of the DPI application from its benefits that can be used in agencies, banks, KAI, and immigration as a substitute for a physical Identity Card.

Source: Years of Research 2023

Response is an individual response that responds to a person's observation (Lilawati & Rohmah, 2019). According to Manila in R. Sinulingga (20014; 12), the program consists of several components. This includes objectives, decisions made to achieve these objectives, implementation rules and procedures, estimates of required budgets, and strategies for implementation, as is the case

with the DPI application program service according to the community of the village pegirian with the DPI application is very important in a population administration with all the advantages such as its electronic Identity Card which can be accessed in several agencies, although there are still many people who do not understand the existence of this DPI application, it is enough to make people aware of the importance of population administration or Identity Card-El. In this program service, the community is free of charge and for the activation of this program, there are in villages, sub-districts, Public Service Malls and even in several large Malls in the city of Surabaya so that it is very helpful for the community (Fauziah et al., 2022).

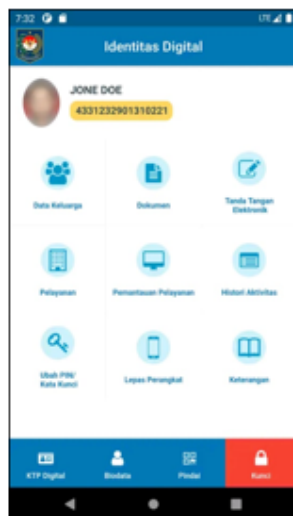


Figure 2. DPI Home Example
Source: [Playstore Apk DPI](#)



Figure 3. DPI User Bio Example
Source: [Playstore Apk DPI](#)



Figure 4. Example of User Family
Data
Source: [Playstore Apk DPI](#)

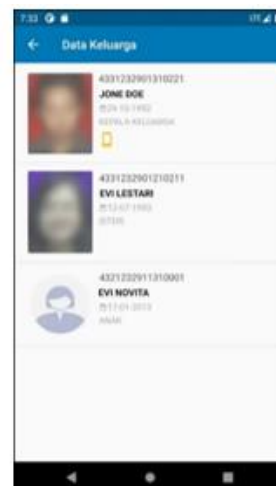


Figure 5. An Example of a User's
Digital Identity Card
Source: [Playstore Apk DPI](#)



Figure 6. Example of the Family Card Print Application Menu on DPI
Source: DPI Application Playstore

1. Program Socialization

A program can be socialized in various ways, especially in today's digital era, where many people use social media for promotion, socialization, advertising, and various information. In the current era of computers and the internet, the Surabaya City Population and Civil Registration Office also took advantage of this opportunity to disseminate the Digital Population Identity (DPI) program. Socialization carried out in promoting the DPI program through social media such as Instagram, TikTok and websites, in addition to efforts to further introduce how this program from the Dispendukcapil also conducts socialization at several government events and socialization with sub-districts and sub-districts in each sub-district and kelurahan. This is done for every applicant who wants to have a DPI that has been socialized and knows how to activate which can only be done in, sub-district or at the Public Service Mall (PSM) in Siola.

According to Soerjono Soekanto (2016), socialization is defined as the process of communicating "culture" to the new community. If related to this study, "culture" refers to the DPI application program aimed at "young people or aged 17-35 years" which in this case is the community or target group of the program (Jibril, n.d.). However, the lack of socialization has resulted in young people not understanding the innovation of this application, this has resulted in less effective programs in a program goals and objectives.

Program organizers can conduct program socialization to provide information about its implementation to the community as a whole and especially to program targets. According to Allo Liliweri, there are two main functions of the socialization process in the community: a) Viewed from individual interests, the purpose of socialization is to make individuals recognize, recognize, and conform to the values, norms, and social structures that exist in society; and b) Viewed from the interests of society, socialization

serves as a tool in order to maintain, disseminate, and transfer values and norms that exist in society.

In this case, Dispendukcapil conducts socialization about DPI to the entire community gradually and this program service can not only be done in kelurahan, kecamatan or MPP but also in each RW Hall and at Surabaya City Mall. The government does this with every effort possible so that the community gets good and fast service in this program, besides that the City Government has also tried to socialize more widely through social media related to the procedures for activating and using the program.

2. Program Objectives

The objectives of this program are related to its original purpose. The main focus of this program is the reason behind its existence and its purpose, according to Budiani, "the purpose of this program is related to the extent of conformity between the results of program implementation and the program objectives that have been previously set." DPI was established with the aim of being one of the public innovations that facilitate the community in population administration through the optimization of digital-based services, this aims to make people switch to digital population identity and also reduce things that are less effective in terms of population administration services such as requirements that include a photocopy of the Identity Card. Therefore, Digital Identity Card is expected to streamline population administration services.

Goals, according to H. R. Daeng Naja (2005) in the journal (Farhani & Adnan, 2021), are goals that an organization wants to achieve in the future and requires direction to achieve them. Program objectives are the most important component in designing and establishing what program will be implemented. This shows that the purpose of the program is one of the reasons for the creation of a program, this DPI application program was created with the aim that the government makes it easier for the community with this digital Identity Card, this digital Identity Card was also created with the aim of reducing current community problems.

The purpose of this program is also to facilitate the community in terms of management to agencies if the physical Identity Card is still in process, it can be applied to banks, such as Bank Jatim and several other banks, this DPI application can also be used for immigration, and others whose management requires a physical Identity Card. This digital Identity Card is also very private, this also aims as the absence of data loss of DPI application users (Susi Ratnawat, 2016).

3. Program Monitoring

According to Viktor M. Situmorang and Jusuf Juhir (1998), monitoring is an effort to find out the extent to which the success of a task has been achieved in accordance with the objectives that have been set. Testing and comparison of program results is a way to monitor programs.

Monitoring of this application is carried out by the dispendukcapil team that holds the SIAK application section (Nurul et al., 2011), as well as activating this application to the public, and will also discuss how to use this DPI application to the public regarding existing features. Of course, the team

that handles this DPI program continues to make server improvements so that it is optimal and there are no problems when people use this DPI.

According to (Farhani & Adnan, 2021) in the journal (Moch. Andre Firmansyah, 2016) monitoring a program can be done by checking a program and equalizing the results that have been achieved from the program. If at any time there is an error in achieving the goals that have been set previously so that an evaluation can be carried out and also correct it with special handling. Monitoring is an activity to see directly whether the program being run is in accordance with its principles so that if there are problems in its application so that it can be overcome and improved by monitoring methods and analyzing publicly.

According to George R. Terry (in Sarwoto, 2010) supervision / monitoring is a process of actions carried out to correct activities according to the targets to be achieved. This shows that monitoring is needed when an application program begins to be applied to the community, because with the monitoring of the program the government can find out the data of who are the people who have logged in to this DPI application, so that it can be monitored if there are server problems.

From the results of prnulis in the field shows that, the author found many public complaints in Pegirian Village against the innovation of this DPI application such as the reprint of a physical IDENTITY CARD which is currently required to have a smartphone and wajin to activate the DPI application program first, low education is one of the problems in the innovation of this DPI application program, many also view that this DPI application has no benefit, this is due to the lack of government socialization in terms of smartphone technology-based application innovation to the community.

There are several public complaints related to the process of activating DPI on the SIAK application which suddenly has an error server or is having problems from the center, making residents unable to activate this DPI application. Therefore, the central government is obliged to conduct extra monitoring of the application of DPI applications to the community and also more extra in monitoring the SIAK application which is an application for activating the community DPI application.

Table 3. Interview Result

Element Interview	Interview Results
Accuracy of program targets	This application was created to minimize physical Identity Card blanks replaced with digital. This application was created to be mandatory for the community, because there are often problems such as: damage, loss, change so that the community needs to update the Identity Card. The public can take advantage of this DPI facility to make changes to Identity Card data according to the Family Card automatically replaced according to the user's Family card or concerned.
Program socialization	In this DPI application program, there is a lack of socialization to the community so that many people do not know the innovation of this application program and its uses. So far, socialization has only been done manually, namely gathering citizens per group on the move. While not using social media such as: tik tok, istagram and <i>twitter</i> .
Program objectives	The government of the Directorate General of Dukcapil created this DPI application innovation as a form of support for the implementation of <i>e-governance</i> in population services, and also aims to facilitate the community in terms of population data storage. In addition, the purpose of this DPI is also to minimize problems that exist in the community which results in having to reprint Identity Cards such as elemental changes, damaged Identity Cards, or lost Identity Cards. However, it is different from the views of people who do not understand the benefits and uses of this application created, so many people object to the existence of this <i>digital</i> application and result in this application being less effective in society.
Pemantauan program	This DPI application is monitored by the SIAK application, the SIAK application acts as an activation of this DPI application to users, so that this DPI application can be monitored how many people are active in an area. The results of temporary monitoring seen from the SIAK Application DPI Application users are young people between 17-50 years old. The range that uses the most is the relatively young age group of 17-35 years.

Source: Research 2023

The results of the interview above prove that a DPI application innovation program has been implemented in the Pegirian Village community, but due to several problems that exist in the area, DPI application innovation is less effective in the community's view. According to data displayed from the Surabaya City

Population and Civil Registration Office which shows the Pegirian Village area to be one of the least areas in community activation of this DPI application program, so the application of this DPI application can be said to be less effective. In accordance with the four elements that we can conclude that the optimization of this DPI application from the government to the community is good enough, but the lack of socialization is also one of the problems in the ineffectiveness of this DPI application in the community.

CONCLUSIONS AND RECOMMENDATIONS

The Surabaya City Population and Civil Registration Office has optimized this DPI application program to the community, but this application is seen by the public as a less useful application because of the lack of public updates to current technology in Indonesia, resulting in the innovation of this DPI application is less effective for the people of Pegirian Village, according to data provided from dispendukcapil The city of Surabaya shows that the DPI application in Semampir District still does not know much about the innovation of this application program and shown in the data of Pegirian Village which shows that only 13% of DPI application users show that the DPI application program is ineffective in the Pegirian Village community and not many also know the innovation of this DPI application program, due to the lack of socialization from the government, making the people of Pegirian Village unaware of this DPI application innovation if there is no interest in reprinting Identity Cards. Basically, population administration is very important in the life of every individual person, the city government makes application innovations that aim to facilitate the community in managing population administration so that all people obey their respective population administration. The government also created the DPI application to make it easier for the public to store population administration documents, besides that this DPI application can also be used in certain agencies if the Identity Card is still in the process of printing, although there are some public responses who view that this application makes it very difficult for residents to take care of reprinting Identity Cards, but there is always a solution from the Surabaya city civil registration population office, often held socialization or counseling about this DPI application so that it is quickly recognized society and make people adhere to digital population identity.

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