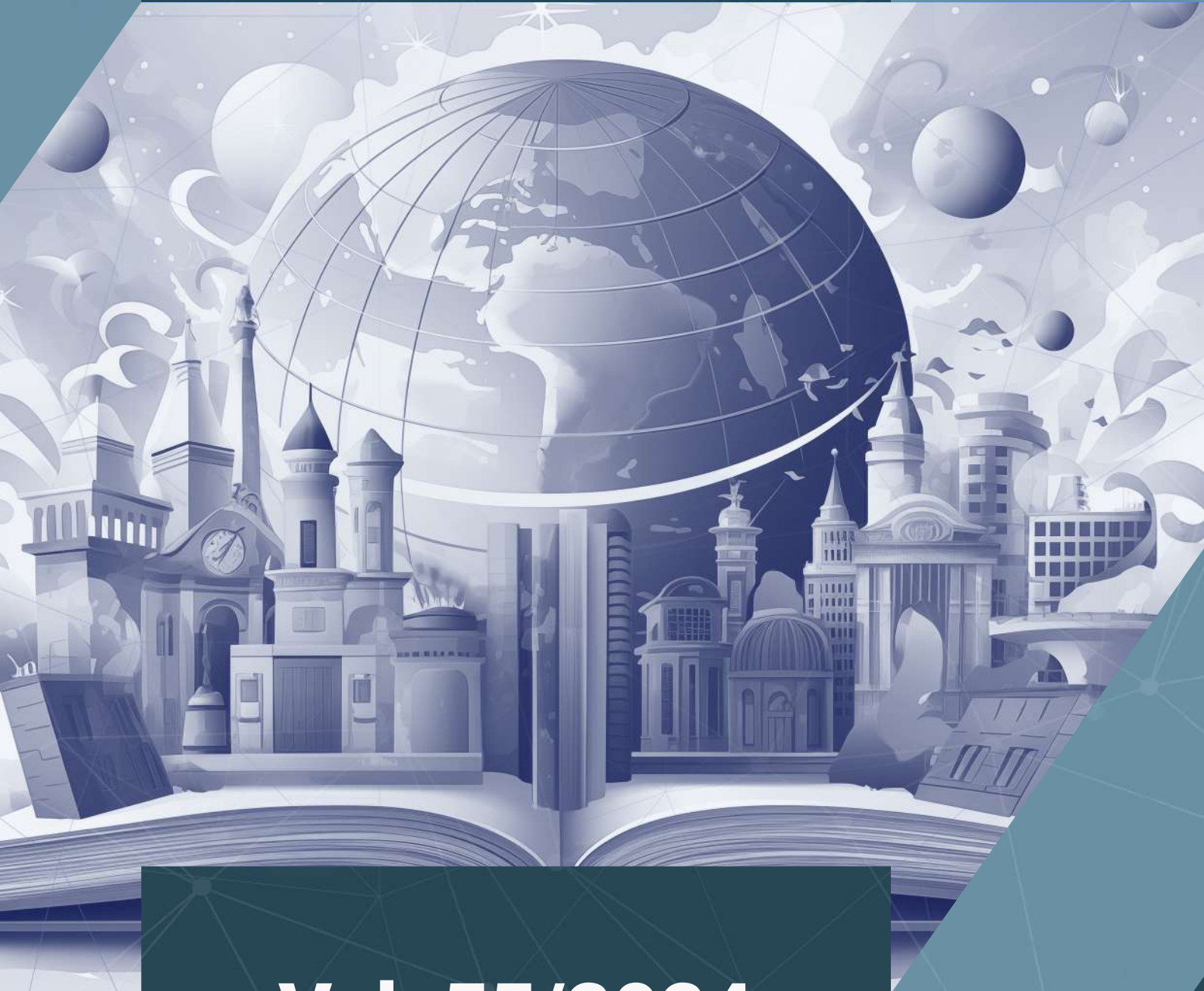




TECHNIUM
SOCIAL SCIENCES JOURNAL



Vol. 55/2024
A New Decade for Social Changes

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Communication & PR

Public Service Innovation at Tomohon City Population and Civil Registration Office

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Abstract. This research aims to analyze: Public Service Innovations at the Tomohon City Population and Civil Registration Service. This research approach uses a descriptive qualitative approach, with 10 predetermined informants using data collection techniques, namely observation, interviews and documentation with data analysis techniques through data reduction, data presentation and drawing verification conclusions. The results of this research show that the Public Service Innovation, namely the Tomohon HEBAT Population Administration Online Service System (SLOATH) at the Tomohon City Population and Civil Registration Service, is quite good as seen from the 5 (five) characteristics/aspects of innovation which are the sub-focus of this research, namely Relatif Advantage, Compatibility, Complexity, Triability, and Observability. It's just that regarding the timeliness of employee responses to the process of using applications from the community which is not yet very responsive, the lack of human resources and infrastructure provided by the Department is quite an obstacle in implementing this innovation, so this innovation cannot be said to be effective and efficient in providing services to the community. Suggestions that can be given should be from the government, in this case the Department of Education and Civil Registration, to add human resources and infrastructure so that in serving the community there will no longer be delays that make the community wait to get a response when using the application.

Keywords. Innovation, Public Services, Population Administration Online Service System

A. Introduction

According to Law No. 25 of 2009 concerning Public Services, article 1 states that the definition of public services is an activity or series of activities in order to fulfill service needs in accordance with statutory regulations for every citizen and resident regarding goods, services and/or administrative services provided by public service providers (Bahri et al., 2020) [1].

Public services are efforts provided by a government agency to meet all community needs in the form of goods, services and administration carried out in accordance with its principles and responsibilities (Mandagi, 2023) [2]. Meanwhile, the meaning of public service itself is an activity carried out in order to fulfill service needs in accordance with statutory regulations for every citizen and resident based on goods, services and/or administrative services provided by public service providers (Ministerial Regulation No. 31 of 2014 in

Dwiyanto 2021) [3]. According to Sinambela in Simamora (2018) [4], Public service is the fulfillment of the desires and needs of the community by state administrators.' The state was founded by the community of course with the aim of improving community welfare, for example in the need for population administration services.

In Indonesia itself, there are still many problems with population administration, both at the center and in the regions. These errors can include errors in typing names, letters, titles, date and place of birth, identity numbers, etc. And the person responsible for fixing it is the Department of Population and Civil Registration or what is abbreviated as the Department of Population and Civil Registration, which will later help the community to take care of all forms of population administration, whether making or changing Resident Identity Cards (KTP), Family Cards (KK.), birth certificates, death certificates, etc. Apart from errors in recording population documents, the services provided are also inadequate, such as the quality of human resources and infrastructure, so that the services provided are ineffective and inefficient. This can be seen from the many complaints reported by the public both directly and through the mass media, who demand that the services provided must be improved to be even better. To overcome this problem, the government is required to be able to make new breakthroughs which will be useful for optimizing the management of population administration for all people living in Indonesia.

The government is required to be able to innovate programs created based on "pick up the ball" services so that the services provided will make things easier for the community, so that people who want to provide services do not need to come all the way to the office, so that services become more effective and efficient. . The meaning of "pick up the ball" service here is that the government goes directly into the community to provide services, so officials no longer just work in the room and wait for the community to report (Cahyadi, 2016) [5].

Public service innovation is a breakthrough type of service which is either an original creative idea/idea and/or an adaptation/modification that provides benefits to society, either directly or indirectly. In other words, public service innovation itself does not require a new discovery, but can be a new approach that is contextual in the sense that innovation is not limited to nothing and then innovative ideas and practices emerge, but can be innovations resulting from expansion or improving the quality of innovation. With the Minister of State Apparatus Empowerment and Bureaucratic Reform Regulation Number 30 of 2014 concerning Guidelines for Public Service Innovation, each region can create public service innovations that suit the conditions in their respective regions, thus the innovations created will be more effective and efficient so that it can improve the quality of public services (Rohman et al., 2019) [6].

Responding to community needs, Tomohon Mayor Carol Senduk and Deputy Mayor of Tomohon Wenny Lumentut launched the SLOATH – HEBAT Application (Tomohon HEBAT Population Administration Online Service System). HEBAT is an abbreviation of humanist, empathetic, with integrity, active, obeying the rules. Humanist, serving the population as well as possible by prioritizing human values. Empathy, serving residents with a sincere heart and understanding what the community feels. With integrity, serving the population completely, responsibly and consistently. Active, Serving the Population Actively, through the Ball Pick Up service. Obeying the Rules, Serving residents according to the rules and Free Services.

The Mayor said, this application is one of the flagship programs of the Mayor and Deputy Mayor of Tomohon, namely Excellent Service to the community from Birth to Death, which is able to reach basic services both in providing residents' civil rights and population documents as a form of regional government responsibility as outlined in a national consensus

through law no. 24 of 2013 concerning population administration, including implementing regulations for this law. We deliberately put this program into a superior program in order to respond to and legitimize the status and existence of population and civil rights of the population through the provision of population documents which we realize will be used in all aspects of life, to make Tomohon able to compete with other regions and cities both domestically and internationally. country and even at the international level. Our goal is not only to explore and introduce regional potential and capabilities, but to focus more on improving the welfare of society as a whole.

With this application, people don't need to go all the way to the Discapil office / Public Services Mall to get population services, just come to the sub-district office or even from home for important documents such as Family Card, Birth Certificate, Death Certificate, Marriage Certificate, Information moving in / out can be obtained through this application, the SLOATH Tomohon HEBAT application is also an explanation of CSWL's Vision and Mission in implementing Smart City and Excellent Service to the Community from Birth to Death. This program is a breakthrough for the Mayor and Deputy Mayor of CSWL to pursue effectiveness and ease of service for the people of the city of Tomohon, and is a commitment in the leadership of the mayor and deputy mayor now and in the future in the solidarity of all stakeholders together with components of society, including religious institutions, government, entrepreneurs and others. , to make Tomohon able to compete with other regions and cities both domestically and even internationally, but also with greater emphasis on improving the welfare of society as a whole.

Based on the results of initial observations carried out by researchers at the Tomohon city population and civil registration service, like other service-related innovations also carried out at the Tomohon city population and civil registration service, the implementation of the SLOATH - HEBAT application is one of the service innovations which is a program from Mayor Caroll Senduk and Deputy Mayor Wenny Lumentut packaged in the Vision and Mission of CSWL Tomohon HEBAT namely excellent service to the community from birth to death is realized.

As a form of excellent service from birth to death, which is able to reach basic services both in providing residents' civil rights and population documents as a form of regional government responsibility, the target is not only to explore and introduce regional potential and capabilities, but to focus more on improving the welfare of society as a whole, and services can be provided from home, but based on researchers' findings that the use of this application is not yet effective and optimal, due to the limited ability of the community to use the application from their respective homes, they do not yet have Android facilities.

Even though every sub-district already has a civil servant operator, the existing officers must be Civil Servants who also still have other tasks that must be completed while they have to simultaneously carry out the tasks in the civil service, and there is no honorarium related to this task. , apart from the innovation of the dukcapil application, equipment for JeBol services (Pick Up the Ball which still uses old equipment, it is hoped that there will be a dukcapil car that supports the activities of the JeBol Team, also to strengthen the implementation of the use of the SLOATH - This great application is by providing tools/machines Population and Civil Registration Platform (ADM) so that people can print their own population documents. On the other hand, there are also special obstacles for printing Population Identity Cards (KTP) and Child Identity Cards (KIA) which still have to be printed at the dukcapil office, which is actually expected by the community directly. You can get KTP and KIA when the means to print Resident's Identity Cards (KTP) and Child Identity Cards (KIA) are available in every sub-

district, so that it doesn't take time to be delivered or picked up at the Tomohon dukcapil office, considering the distance between sub-district offices, let alone sub-districts. which is on the outskirts of Tomohon city, which is far from the dukcapil office and which definitely requires transport costs, for example from Tondangow Village to the Tomohon Population and Civil Registry Service which takes approximately 20 minutes.

B. Method

This research uses a qualitative descriptive approach because the researcher hopes to find many facts in the field, originating from phenomena that arise so as to obtain a new pattern of thinking and learning in similar research in the future. Because in principle, research with this approach is considered very effective for analyzing and explaining events, phenomena, attitudes, beliefs, social dynamics and perceptions of individuals or groups regarding things that will be encountered in the field (Sugiyono in Supit & Lumingkewas, 2023)[7].

The location for this research is the Tomohon City Population and Civil Registration Service. The main focus of this research is Public Service Innovation at the Tomohon City Population and Civil Registration Service. Study on Tomohon HEBAT Administration Online Service System Innovation (SLOATH) with a subfocus of Relative Advantage, Compatibility, Complexity, Triability, and Observability. The data analysis technique used is the Miles & Huberman approach model in Sendouw et al. (2023), namely data collection, data reduction, data display, and drawing conclusions [8]. Then, to ensure the validity of the data, researchers used the 4 main criteria presented by Lincoln and Guba in Dilapanga et al., (2023), namely credibility, dependability, transferability, and confirmability [9].

C. Result and discussion

Tomohon HEBAT Population Administration Online Service System Innovation, Tomohon City

In order to maintain the consistency of Population and Civil Registry services (Department of Population and Civil Registration) of Tomohon City, in accordance with CSWL's superior program, namely excellent service to the community from birth to death, Population and Civil Registry is implementing the SLOATH service program (Tomohon HEBAT Population Administration Online Service System) which makes it easier for people to get services from home or the Village Office in managing ownership of community population documents.

Mayor of Tomohon Carroll Senduk The Tomohon City Government, through the Population and Civil Registry of Tomohon City, continues to make breakthroughs in improving services to the community, including fulfilling the ownership of community population documents such as Family Cards (KK), Resident Identity Cards (KTP), birth certificates, marriage certificates and death certificates.

Relative Advantage

Relative advantage, namely the extent to which the innovation is considered profitable for the recipient. The level of profit or usefulness of an innovation can be measured based on its economic value, or perhaps from factors such as social status, pleasure, satisfaction or because it has very important components. Relative advantage is the degree to which an innovation is considered better or superior than what has existed before. The greater the relative advantage felt by the adopter, the faster the innovation can be adopted. Adopters will assess

whether an innovation is relatively profitable or superior to others or not. Adopters who quickly accept an innovation will see the innovation as an advantage (Choiriyah & Chabibi, 2018) [10].

Based on several descriptions and statements, it shows that the relative advantages of the innovation of the Tomohon HEBAT Population Administration Online Service System (SLOATH) when measured in terms of its economic value show quite good results in terms of improving the quality of public services. Providing free services to the entire community and operational funding sources have been backed up by the APBD through the SKPD of the Population and Civil Registration Service. The cost of this service is not charged to the community who want to use the SLOATH Application and is implemented and responded to very well by employees in their fields.

Viewed in terms of benefits, it can be said that the Tomohon HEBAT Population Administration Online Service System Application Innovation (SLOATH) has generated positive benefits for government organizations and especially for the community itself. People are happy with policies that make it easier for them to get administrative services. The concept of administrative services for home visits or picking up football, which is also one of the programs in the SLOATH application innovation, helps some people who are constrained by time and energy. With free services, people are increasingly happy with the SLOATH application innovation.

From several explanations of the findings above, it can be seen and discussed that to realize the concept of Good Governance, the government must provide more effective and efficient services so that there is synergy between the policies set by the government and the general public. Public services can be said to be effective if they can produce large achievements with small costs. Therefore, the government needs a new innovation that adapts to current developments in order to provide public services (Sellang et al., 2022) [11].

From the theoretical discussion and juxtaposed with the law which talks about public services, the service must have a relative advantage which measures the economic value and worth of the benefits of a service, in this case regarding the application of the Tomohon HEBAT Occupation Administration Online Service System (SLOATH) as it should be. has been running and has received a good assessment when compared with several theories and views of public service legislation.

Then, to clarify this, it is proven by the findings in the sub-focus of this research, namely showing that the relative advantages of the innovation of the Tomohon HEBAT Population Administration Online Service System (SLOATH) when measured in terms of its economic value show quite good results in terms of improving the quality of public services. Providing free services to the entire community and operational funding sources have been backed up by the APBD through the SKPD of the Population and Civil Registration Service. The cost of this service is not charged to the community who want to use the SLOATH Application and is implemented and responded to very well by employees in their fields.

Furthermore, regarding the benefits, it can be said that the Tomohon HEBAT Population Administration Online Service System Application Innovation (SLOATH) has generated positive benefits for government organizations and especially for the community itself. People are happy with policies that make it easier for them to get administrative services. The concept of administrative services for home visits or picking up football, which is also one of the programs in the SLOATH application innovation, helps some people who are constrained by time and energy. With free services, people are increasingly happy with the SLOATH application innovation.

However, several of the findings mentioned above are intended to explain the existence of conformity between theory, law and problem findings in the sub-focus of relative profits in the SLOATH application service innovation. There are also several shortcomings which in this case are related to negative findings from the results of the research conducted, namely the lack of availability of Human Resources (HR) who are competent in operating the application.

Compatibility

Conformity is the degree to which the innovation is felt to be compatible with the existing values, previous experience and needs of the majority of adopters. Innovations also have the nature of being compatible or compatible with the innovation they replace. This is intended so that old innovations are not simply discarded, apart from the large cost factor, but also that old innovations become part of the transition process to the latest innovations. Apart from that, it can also facilitate the adaptation process and learning process towards innovation more quickly (Putra, 2018) [12].

The Tomohon HEBAT Population Administration Online Service System Application Innovation Program (SLOATH) so far has not been implemented in accordance with the prevailing public service values (non-discriminatory, fast and timely). Because there are still many people who say that this service is still not timely in the process of retrieving manuscripts or physical files, but the process of using the application is good, but there are also problems with the network and sometimes there are disruptions to the website that will be opened. However, the Department of Population and Civil Registry is still trying to improve the quality of administrative services to the community.

The Tomohon HEBAT Population Administration Online Service System Application Innovation (SLOATH) has been quite helpful in terms of meeting community needs and administrative services. The community feels helped by the innovation of the Tomohon HEBAT Population Administration Online Service System (SLOATH) application. People who have jobs or are busy so they cannot take care of their administrative problems can immediately take advantage of the Tomohon HEBAT Population Administration Online Service System Application Innovation (SLOATH).

From the description above, it can be seen that one of the principles of government is service, namely the spirit of serving the community. To make this happen, a process of behavior change is needed which, among other things, can be carried out through the cultivation of a code of ethical conduct which is based on environmental support (enabling strategy) which is translated into standards of behavior that are generally accepted and used as a reference. bureaucratic behavior of public servants both at the center and in the regions. The conclusion that can be drawn from the very long discussion above is how public service innovation in the Tomohon HEBAT Population Administration Online Service System (SLOATH) application, which is measured by the suitability of values and needs, is in accordance with what is explained above regarding ethics in public services, will However, there are also several problems that cannot be avoided for service providers, in this case the Tomohon City Population and Civil Registration Service, namely the lack of Human Resources.

Complexity

Complexity is the level of difficulty for the recipient to understand and use the innovation. An innovation that is easy to understand and easy to use by recipients will spread quickly, while an innovation that is difficult to understand or use by recipients will be slow in spreading (Nugroho & Santiko, 2023) [13].

Regarding the procedure for obtaining the Tomohon HEBAT Population Administration Online Service System Application Innovation (SLOATH) it is in the easy to understand category. The community as users of the innovation program find it not difficult. And it's easy to understand the service procedures provided. Then this is in line with the aim of realizing the concept of Good Governance, the government must provide more effective and efficient services so that there is synergy between policies set by the government and the general public. Therefore, it is then said that public services are the most visible benchmark for government performance. The public can directly assess government performance based on the services they receive. For this reason, the quality of public services in all ministries/institutions is a fundamental thing that must be immediately improved. In Law Number 25 of 2009, it is stated that excellent service is service that is fast, easy, sure, cheap and accountable, then from this concretely public service can be said to be effective if it can produce a large achievement at a small cost.

People who want to use the Tomohon HEBAT Population Administration Online Service System Application Innovation (SLOATH) simply open the link or application that is available and then start the processing process. Then several options will appear in the application to direct you to which Population Administration to take care of and for what purpose. With this procedure, which can be said to be simple, it is hoped that the public will be able to use this innovation program. Therefore, it is hoped that the program using the Tomohon HEBAT Population Administration Online Service System Application Innovation (SLOATH) will spread quickly and receive a good response from the public.

The procedure for obtaining or accessing the Tomohon HEBAT Population Administration Online Service System Application (SLOATH) is relatively easy. Just open the link or application that is available and then start the processing process. Then several options will appear in the application to direct you to which Population Administration to take care of and for what purpose.

Triability

Triability, namely whether or not an innovation can be tried by the recipient. Testability or triability is the degree to which an innovation can be tested within certain limits. An innovation that can be tested in a real setting will generally be adopted more quickly, an innovation should be able to demonstrate (demonstrate) its superiority. Testability aims to reduce uncertainty. Having the possibility to be tested first by adopters to reduce their uncertainty about the innovation (Fajerin & Mulyono, 2020) [14].

The ability of the Tomohon HEBAT Population Administration Online Service System Application (SLOATH) innovation program to express or demonstrate its superiority is still said to be not fully maximized. The steps taken to socialize this program are still not effective. Either directly to the community or to several community leaders. So far, the Department of Population and Civil Registry has relied more on social media as a place to socialize this program. So there are still many people who don't know in detail what the Tomohon HEBAT Population Administration Online Service System (SLOATH) application is.

So far, the development of the Tomohon HEBAT Population Administration Online Service System (SLOATH) application innovation program has been quite good. Many people are already using the Tomohon HEBAT Population Administration Online Service System (SLOATH) application. However, the obstacle is the lack of human resources, which causes this service to be less than optimal. The Tomohon HEBAT Population Administration Online

Service System Innovation (SLOATH) is expected to be able to adapt to environmental developments and technological developments.

Innovation goals cannot always be realized if there is neglect of thinking because there may be pressure from various parties who do not want the innovation goal to have a positive impact on other people. Several ways to develop creativity and innovation in organizations, starting from the individual level, then moving to groups or teams in the workplace, and then leading to organizational innovation. The goal is for all parties in the workplace to be able to develop their skills in building a work environment that will release and guide their creative energy as well as the energy of all individuals who work with them. Mulgan and Albury (2003) introduce types of innovation, namely 1) incremental, 2) radical, and 3) systemic originating from different levels, namely 1) local, 2) cross-organizational, and 3) national which are produced in government agencies that implement three policies. which are interrelated with innovation [15].

Observability

Ease of observation, namely whether or not an innovation result is easily observed by the recipient. Observability is the degree to which the results of an innovation can be seen by others. The easier it is for someone to see the results of an innovation, the more likely that person or group of people is to adopt it. An innovation must also be able to be observed, in terms of how it works and produces something better (Umमारoh & Choiriyah, 2023) [16].

So far, many people in the Tomohon City area have gradually begun to use the Tomohon HEBAT Population Administration Online Service System (SLOATH) program. The community gave a positive response to this service because they felt it was made easier even though there were still several obstacles from the Tomohon HEBAT Population Administration Online Service System (SLOATH), the community hopes that the government, in this case Disdukcapli, will further improve the quality of its services. With this, it is hoped that this innovation will be accepted by society. The innovation program for the Tomohon HEBAT Population Administration Online Service System (SLOATH) has so far been going quite well in Tomohon City itself. There are already people who know about this innovation.

Making government policies to improve and improve services is always carried out with the principle of public satisfaction. To provide good service to the public, it is necessary to explain the principles of public service, namely: simplicity, clarity, certainty, openness, efficiency, fairness and timeliness. Then, from the theoretical explanation and discussion above, it can be seen how the Tomohon HEBAT Population Administration Online Service System Innovation is seen from the aspect of ease of observation which is then measured by the acceptance of the community and simply it can be seen that everything is in accordance with the principles of public service and the community is very accepting of this. because it can make their work easier and is included and included in this innovation, it is classified as a simple service, because it has simple procedures. Then the community really accepts and uses one program or application of the Tomohon HEBAT Population Administration Online Service System (SLOATH).

D. Conclusion

Based on the discussion in the previous chapters, namely regarding "Public Service Innovation in the Tomohon City Population and Civil Registration Service, a study of the Tomohon HEBAT Population Administration Online Service System, the author draws the following conclusions:

1) The Tomohon HEBAT Population Administration Online Service System Innovation Program seen from the aspect of relative excellence itself provides positive changes for administrative services to the community. The benefits provided to organizations, especially the Tomohon City Government, especially the Population and Civil Registration Service, are quite good. The employees on duty are able to provide good service by responding quickly to community results in responding to complaints from the community via the SLOATH application. Then for the community, of course it is very helpful for the community, most of whom are hampered by various jobs and activities so that they do not have time to take care of administration directly at the sub-district office or at the Population and Civil Registration Service Office. Apart from that, the Tomohon HEBAT SLOATH Population Administration Online Service System Innovation is a free service.

2) The Tomohon Population Administration Online Service System Innovation Program is HEBAT seen from the aspect of Conformity. Tomohon HEBAT Population Administration Online Service System Innovation until now its implementation is still not in accordance with public service values where this service is still not timely in the process of responding to the system that has been filled in by the Community which is due to the fact that there are still problems in implementing the Online Service System innovation Tomohon's GREAT Population Administration, one of which is the lack of human resources and infrastructure.

3) The Tomohon Population Administration Online Service System Innovation Program is GREAT in terms of complexity. The procedures offered by the innovation are said to be easy to understand or understand. Both for the employees themselves and the community.

4) The Tomohon Population Administration Online Service System Innovation Program is GREAT in terms of the possibility of trying it. So far the Tomohon HEBAT Population Administration Online Service System Innovation program still has problems related to socialization to the community because so far the public knows about the existence of this innovation only from casual conversations, not direct socialization by the government of the Population and Civil Registration Service to the Community.

5) The Tomohon Population Administration Online Service System Innovation Program is GREAT from the aspect of ease of observation. To date, the Tomohon HEBAT Population Administration Online Service System Innovation program has begun to be accepted by the public. This is proven by people who are increasingly interested in using this service. Apart from that, the procedure when people want to use this innovation is also relatively simple, making it easier for people from all walks of life to use this innovation.

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