

Analysis of Mobile Village Development Innovation in Technology-Based Public Services

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ABSTRACT

The implementation of public services in village government often experiences problems with timeliness, transparency, and effectiveness in services. So that technology-based public service innovation is needed to support this progress. The purpose of this writing is to analyze and identify the performance of the Saiti Mobile application used in public services in Saiti Village. In addition to discussing the performance of these applications, this paper also explains the elements of the benefits and satisfaction of public services received by the community from the development of this technology. This research was conducted using a qualitative approach with data collection techniques in the form of in-depth interviews, participant observation, and documentation. Based on the results of the research that has been done, it shows that the application of the Saiti Mobile application in Saiti Village is very helpful and beneficial for the community because it can increase trust, efficiency and effectiveness in services in Saiti Village.

ABSTRAK

Pelaksanaan pelayanan publik pada pemerintahan desa seringkali mengalami kendala pada ketepatan waktu, transparansi, dan efektifitas dalam pelayanan. Sehingga inovasi pelayan publik berbasis teknologi sangat diperlukan untuk mendukung kemajuan tersebut. Tujuan penulisan ini adalah untuk menganalisis dan mengidentifikasi kinerja dari aplikasi Saiti Mobile yang dipergunakan dalam pelayanan publik di Desa Saiti. Selain membahas mengenai kinerja aplikasi tersebut, tulisan ini juga menjelaskan mengenai unsur manfaat dan kepuasan pelayanan publik yang diterima masyarakat dari adanya pengembangan teknologi tersebut. Penelitian ini dilakukan menggunakan pendekatan kualitatif dengan teknik pengumpulan data berupa wawancara mendalam, observasi partisipasi (participant observation), dan dokumentasi. Berdasarkan hasil penelitian yang telah dilakukan menunjukkan bahwa penerapan aplikasi Saiti Mobile di desa Saiti sangat membantu dan bermanfaat bagi masyarakat karena dapat meningkatkan kepercayaan, efisiensi dan efektifitas dalam pelayanan di Desa Saiti.

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INTRODUCTION

A country is obliged to provide fulfillment of the rights and needs of society. In practice, every citizen receives services to facilitate the completion of matters related to administration, goods, and services. This service is referred to as Public Service or *Public Service*. Explanations related to public services according to Widodo (in Maryam, 2016) can be interpreted as providing services (serving) the needs of people or communities who have an interest in the organization in accordance with the basic rules and procedures that have been determined. According to Hayat (2017), Public service is the provision of services provided to citizens in a good and professional manner, whether services, goods, or administrative as part of the

neadministered. As for Public Services according to Law no. 25 of 2009 is an activity or a series of activities in meeting service needs in accordance with laws and regulations for every citizen for goods, services, and administrative services provided by public service executors. The purpose of public service is to increase community or public satisfaction.

The implementation of public services at this time continues to experience development from various directions. For this reason, there is a need for an increase in public service standards. In Indonesia, public service standards are regulated in the Minister of State Apparatus Empowerment Decree (Keputusan Menteri Pendayagunaan Aparatur Negara) No. 63 of 2003 concerning General Guidelines for the Implementation of Public Services where the service standards include easy service procedures, effective and efficient turnaround times, reasonable and detailed service fees, service products must comply with provisions, as well as adequate facilities and infrastructure.

Efficiency and effectiveness are vital elements in realizing e-Government, so that e-Government is very much in line with efforts to create good governance (Pratama, 2015). In supporting effective and efficient public services, several regions have implemented *e-Government*, including in village governance. E-Government is an internet based information management system and community services provided by the government to citizens or the community (Nasrullah, 2018). From the existence of *e-Government* can help improve the quality of public services that focus on effectiveness and efficiency assisted by information technology.

The implementation of E-Government is carried out in various government institutions including the Village. The definition of a Village according to Law (Undang-Undang) No. 6 of 2014 is a legal community unit that has territorial boundaries and is authorized to regulate and manage government affairs, local community interests based on community initiatives, origin rights, or traditional rights recognized in the government system of the Unitary State of the Republic of Indonesia. The village is one place that has a need for complete information. However, in practice in the field these needs are often not met due to various reasons. Apart from that, the community's need to meet their daily needs often makes it difficult for residents to fulfill administrative needs, moreover, finding out information about the village is very difficult to obtain, so they have to use manual methods.

Saiti Village is one of the villages in Indonesia that is trying to develop innovation in providing technology-based services with an application called SAITI MOBILE. Saiti Village is located in Nuhon District, Banggai Regency, to be precise in Central Sulawesi Province. The location of the location which is quite far from the Regency/City, namely Luwuk, makes the service system often inefficient due to long distances. For this reason, the Saiti Village Government through its breakthrough has created innovation in a technology-based public service system which is realized in the form of public service applications. The application will later be aimed at helping service systems that are easier to reach with the output of producing quality, accurate, timely information that can later serve the public interest.

Based on this background, the writer is interested in examining several things that become the formulation of the problem. There are 3 formulations of the problem including; 1) How does the Saiti Mobile Application work? 2) How is the implementation of the Saiti Mobile Application in Saiti Village? 3) What are the benefits of the Saiti Mobile application for the community in public services? The purpose of this study is to analyze and identify applications used in public services in Saiti Village.

Literature Review

In this paper, it refers to several previous studies that are relevant to the topic of discussion as a source of reference and comparison of recent research.

1. Public Service Innovation Based on *E-Government* Case Study on the Sapa Cetar Application (Anggraeni,N & Purnamasari, H, 2022). In this study the government of Karijati Village, Jatisari District, Karawang Regency issued a fast and smart service application system (Sapa Cetar). This application focuses on managing various population administrations and increasing Village-Owned Enterprises.
2. Optimizing Public Services in Village Governance in Pematang Johar Village (Hajar, et.al, 2022). The program created by Desa Pematang Johar is an administrative service program from an Android mobile called e-Desa. This service is focused on taking care of domicile certificates which can be accessed directly via Android.
3. The Effectiveness of the SIPRAJA Program as a Public Service Innovation in Sidoarjo District, Sidoarjo Regency (Saputra,D & Widiyarta,A., 2021). This research was conducted at the Sidoarjo government where this program was realized for villages in Sidoarjo. The Sipraja program was created to serve the public in making correspondence.

Based on the results of previous research that has been done previously, this research has similarities in technology-based public services. Communities can access all forms of services in the village government only by using a cell phone with an operating system in the form of Android or iOS. Furthermore, this research also has similarities in providing services that focus on correspondence needed by the community. On the other hand, this research also has differences with previous studies that are expanding on previous research. These differences include location, application features, and types of service delivery to the community. The location of this research is in Saiti Village, which is in Banggai Regency, Central Sulawesi Province. Saiti Village is the first village in Banggai Regency to implement technology-based public services. Furthermore, the application features do not only focus on correspondence but can also access information about villages, APBDes, and village health.

RESEARCH METHODS

This study uses a qualitative approach. The case study strategy aims to describe in detail the implementation of technology-based public services through the Saiti Mobile application.

Furthermore, the focus of this research is to improve technology-based public services initiated by the Saiti Village Government in the form of applications that help speed up services and make it easier for the community. Apart from this, this research also focuses on how the Saiti Mobile application works, the implementation of the Saiti Mobile application in Saiti Village, and the benefits of the application for the community in supporting public services in the village.

The research location is Saiti Village, Nuhon District, Banggai Regency, Central Sulawesi Province. The reason for choosing this research location is because Saiti Village is the only village that uses technology-based public services in Banggai Regency.

In this study, data sources were obtained from 15 informants. The informants involved included the Head of Saiti Village, Secretary of Saiti Village, Former Head of Saiti Village as the originator of the application, 3 village operators, and 9 Saiti Village residents with the age category of 17 years and over including the elderly group. The sample collection technique uses *purposive sampling* because the data collection technique is based on certain considerations.

The data collection techniques used in this study were in-depth interviews, *participant observation*, and documentation studies (Aditya. R., 2021). Interviews were conducted with several informants, namely officials and the people of Saiti Village. Observation of participation

by observing the community's response to the Saiti Mobile Application. Documentation studies in this study are in the form of written sources, photographs and drawings.

In this study, the data analysis model used by Miles & Huberman (1984) in Sugiyono (2013) suggests that the activities in qualitative data analysis are carried out interactively and continuously until completion. Data analysis in this study was carried out using data reduction in the form of recording information and summarizing important matters in the field, presenting data obtained from the field in narrative form, as well as drawing conclusions and verification.

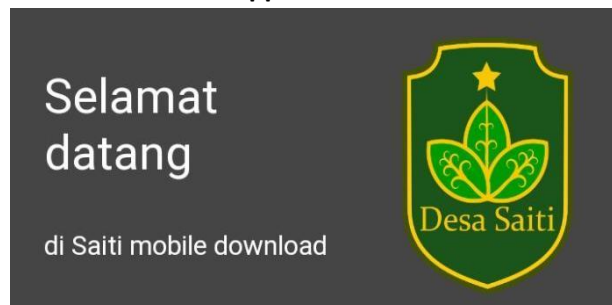
Based on the results of research conducted in the field, the validity or validity of the data is carried out through a credibility test. Where the validity of the data is obtained from the credibility of the participants in the research in Saiti Village.

RESULTS AND DISCUSSIONS

Saiti Mobile Application

The government's creativity in realizing efficient and effective public services will create a high level of satisfaction for the community. To be able to meet community satisfaction for these service needs, the Saiti Village Government took the initiative to create an innovation in the form of a Public Service Application called Saiti Mobile. The Saiti Mobile application is a public service application that is utilized in service activities in technology-based villages. Application features are made based on service needs in the village. some of which include correspondence services, APBDes information, village news, and several other features that can be accessed by the people of Saiti Village. From the Saiti Mobile application, people can access anywhere without having to come directly to the location. So that it can speed up service and facilitate the community.

Figure 1.
Application UI



Source: Processed by the researcher (2022)

On the start page of the Saiti Mobile application as shown in figure 1. The shape of the logo of this application consists of three colors including dark green, light green and yellow. Next there is a five-pointed star, three tendrils and roots, and a 5-pointed shield line, as well as the inscription Saiti Village. Based on the results of an interview with the Saiti Village Secretary, Mr. Rudi Haryanto, the Saiti Mobile application logo is not only an image but also has a special meaning. The meaning of the Saiti Mobile Application logo is as follows:

1. Star. The five-pointed star symbol represents the first principle of Pancasila, namely Belief in One Almighty God. The star symbol is interpreted as a light, like God who is the spiritual light for every human being. God is not just a human invention but the source of everything and existed before everything in the world existed.

2. The three tendrils and roots in the middle of the three green leaves, which symbolize the three religions in Saiti Village, namely Islam, Christianity and Hinduism. The green background is meant that even though there are different religions, tolerance between religious communities is maintained in harmony and still comes from the same tree. Like the diversity of tribes that exist and have united under the name Indonesia.
3. Five-pointed shield line. The yellow 5-corner shield line contains five symbols, each symbol depicting the precepts of the Pancasila state foundation. The green background symbolizes fertility as the main requirement for achieving prosperity.

After entering the application's home page, the public will be directed to application features that can be accessed as needed. Figure 2 is a form of the features that can be accessed from the Saiti Mobile application. These features contain Services, Statistics, APBDes, Messages, News, and Covid-19. The service features contain Pemdes services, integration services, partner services, and inspiration. In the Pemdes Service, it can be used for services regarding correspondence such as SKTM for childbirth, domicile certificates, business certificates, cover letters, and other correspondence. then the statistical feature presents various data regarding village profiles, statistics on public facilities, village assets, and population information. Not only does it contain information about services, the Saiti Mobile application also has an APBDes feature, this feature helps the community to be able to find out information on village government activities and budgets so that the budget transparency process can be shown directly to the community.

Figure 2.
App features



Source: Processed by the researcher (2022)

Implementation of the Saiti Mobile Application in Saiti Village

The use of the Saiti Mobile Application is a new innovation that is devoted to serving the Saiti village community. New innovations need a way to introduce themselves to the public because

an innovation requires a means to convey some information related to the program to be implemented. Therefore, after the process of launching the application which was inaugurated directly by the Regent of Banggai, namely Ir. H. Amiruddin Tamoreka. Furthermore, the Saiti Village government held socialization with the community about procedures for using the application properly and correctly. This training is intended so that people can know the procedures and use the Saiti Mobile application. The community was also briefed that this application could be accessed anytime and anywhere with the help of an internet network, but the service process was only carried out during office hours, Monday-Friday.

The Saiti Mobile application was initiated by the former Head of the 3rd Saiti Village, namely Mr. Lamudi. Based on the interview with Mr. Lamudi explained "The purpose of making this application is going according to plan, although there are still a number of things that need to be improved, especially for people who are constrained by android, hopefully, the village government will soon provide other alternatives later". According to the community, the users of the Saiti Mobile application are very helpful to the community in terms of correspondence. This was explained by Kustonia Lestari "Accessing the application is easy, that is, you only need to enter your name and NIK, you can immediately open the required features". Furthermore, after the application for correspondence has been made, the public can request files in the form of soft files or hard files. If requesting a letter in the form of a hard file, the public is also given the option of picking up the letter themselves and having it delivered to the applicant's house.

Various conveniences are accepted by the community from the presence of the Saiti Mobile application. However, in reality on the ground there are problems for community groups who do not have androids and are technology savvy, besides that there are groups of elderly people who have difficulty using technology-based public services. This is because many elderly people cannot read, so they have difficulty accessing applications. For this reason, the Saiti Village Government does not only focus on technology-based services but also continues to receive services directly at the village office. So that services can continue to be provided to all people without exception.

To make this application even better, the Saiti Village Government is planning further innovations. Among them are the planned MoU with several institutions such as the Banggai Regency Population and Civil Registration Service (Dukcapil), the Banggai Regency Community and Village Empowerment Service (DPMD), the Inspectorate, and Telkom. The purpose of the MoU is to facilitate the reporting and monitoring process carried out by institutions that have supervisory duties in a village.

MoU Pemdes Saiti with Dukcapil will cooperate in the field of correspondence. The input and output process of population data can be more easily accessed by Dukcapil. Furthermore, the MoU with the Inspectorate of Banggai Regency aims to facilitate the process of reporting accountability and transparency of funds where the control process can be directly reviewed. Collaboration with the DPMD of Banggai Regency aims to facilitate the process of submitting reporting and supervision. In addition to these three institutions, there is a cooperative relationship with Telkom. This collaboration will help in terms of the local network in Saiti Village so that the public service process can run well from the maximization of the network carried out by Telkom.

In addition to the MoU plan, the next plan that will be carried out by the Saiti Village Government is the creation of a public space. Public spaces will be equipped with various facilities such as computers and other electronic devices. So that people who do not have internet access and also electronic supporting devices can take advantage of public spaces to access services without having to queue. In addition to using services, access to public spaces

can also be used by students who are constrained by access to computers as a support for the practice of existing subjects at school, especially for students in Saiti Village.

Benefits of the Saiti Mobile Application for the Community in Public Services

An attractive and effective and efficient public service system will always be a priority for the community in meeting service needs. As a good service function consists of two aspects, namely the actual aspect which includes the response time of the system that is appropriate/on time and within budget. Furthermore, there is the perception aspect which is the user's understanding of the ease of access to services so that they can help get the job done (Melati, 2020). Therefore, the existence of technology-based services that can be used with the times will make these services more in demand. Innovation in the public sector is aimed at making improvements, namely the resulting services are of higher quality and affordable (Eldo, 2019). On other hand, everyone's need for public services such as correspondence is often hampered because the service system used seems slow and must use manual procedures. For this reason, the innovation breakthrough for the development of the Saiti Mobile application, which was initiated by the Saiti Village Government, is an attempt to answer every problem that exists in the community.

The Saiti Mobile application was created with the main objective of facilitating service and open transparency. From these objectives, the expected output of the local Village Government is to realize clean, transparent, and accountable village governance. Information and communication technology promises accuracy, speed of information, efficiency, global reach, and transparency (Rizaldi, 2014). Therefore, in the era of regional autonomy to be able to actualize *good governance*, namely by creating more sophisticated information and communication technology as initiated by the Saiti Village Government through the Saiti Mobile Application.

The Saiti Mobile application provides many benefits for various parties, both the community, the village government, and the regional government that oversees the village. The benefits of the Saiti Mobile application for village governments are to maximize the performance of government administration and public services to improve communication information services and data sharing between the government and the community. In addition, this application itself is able to reduce workload because its implementation is assisted by technology. The benefits for the community are that it is easier to receive public services, besides that the interaction between the village government and the community is easier. Furthermore, the benefits obtained by the regional government that oversees the village are increasing the efficiency and effectiveness of services because they can be connected directly without having to come to the office. In addition, it can reduce the overflowing service queues and can carry out monitoring and evaluation functions in villages easily.

The use of information technology in the form of applications can help the government bureaucracy to minimize opportunities for moral *hazard to occur* in interactions between the community and the local village government (Mariano, 2018). The most important point is that the implementation of government is more efficient because government and community coordination can be carried out through the utilization of information technology so that people can access it anywhere at any time without being bound by time.

CONCLUSIONS

The Saiti Mobile application is a public service application that is utilized in technology-based service activities. The design of the application is based on the need for existing services in the

village such as correspondence and information about the village. The features in the Saiti Mobile application are Services, Statistics, APBDes, Messages, News, and Covid-19. The development of this technology-based public service application is an appropriate breakthrough in creating public credibility and for creating reliable managerial. The benefits of the Saiti Mobile application for the government are to improve the performance of government administration and public services as well as improve communication information and data sharing between the government and the people of Saiti Village. The benefits for the community itself can make it easier to receive public services, besides that the interaction between the government and its citizens will be simpler and easier.

In implementing the Saiti Mobile Application, there are many advantages for the community because of its easy access. However, the obstacles are felt by people who do not have Android and the elderly who are not updated enough to use Android. Another problem is the condition of Saiti Village where frequent power outages are the main obstacle in implementing online-based services. For this reason, the suggestion for the future is to find alternatives to the problems of people who are unable to access Android and also problems regarding power outages. It is intended that the implementation of services will be much better in the future.

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