

PUBLIC SERVICE INNOVATION THROUGH WEBSITE E-OFFICE SABDOPALON: CASE STUDY OF PULO LOR VILLAGE

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Abstract. Innovation website *E-Office* Sabdopalon is a digital transformation process from the public services of the Jombang Regency Government to provide independent space for each village in providing easy licensing services to the community. This research focuses on Pulo Lor Village, Jombang District. The aim of this research is to find out, analyze and describe innovations from website *E-Office* Sabdopalon Pulo Lor Village in increasing community participation in the use of licensing services. Researchers used qualitative research with a case study approach. This research was analyzed using Rogers' (2003) innovation attribute theory, which contains indicators: relative advantage, suitability, complexity, possibility of being tried, and ease of observation. The research results show innovation website *E-Office* Sabdopalon Pulo Lor Village is considered not to be running *optimally*, this is shown by the findings showing a decrease in the number of permit applicants website *E-Office* Sabdopalon Pulo Lor Village in 2023. This decrease is due to a change in policy by the central government where population data is currently connected to centralized SIAK and Electronic Signature (TTE) has not yet been implemented in website *E-Office* Sabdopalon Pulo Lor Village means that the implementation of this innovation is not yet optimal, which requires improvement from the department to ensure website *E-Office* Sabdopalon Desa Pulo Lor can run quickly and efficiently.

Keywords: new public management (NPM); public services; innovation

I. INTRODUCTION

Public service is defined as an activity serving the interests and providing convenience for the community or citizens based on the basic rules that have been established [1]. The concept of public service according to Government Regulation of the Republic of Indonesia Number 96 of 2012 concerning Implementation of Law Number 25 of 2009 concerning Public Services is defined as activities in the context of fulfilling service needs in accordance with statutory regulations for every citizen and resident regarding goods, services and/ or administrative services provided by public service providers. In Indonesia, the public service sector is starting to pay attention, which initially was a direct service, namely using physical documents, shifting towards digital services considering the demands of the times to always carry out innovation or renewal [2].

Regional development and growth always leads to independent villages so that villages under the responsibility of the regional government play a role in improving the quality of life and welfare of the community [3]. East Java Province is the province with the highest number of independent villages in Indonesia, with 2,800 independent villages (24.44 percent) out of a total of 11,456 independent villages in Indonesia. An independent village is defined as a self-sufficient village that is able to develop village

development as a step towards sustainable improvement in the quality of life and welfare of village communities [4].

In the current digital era, there are many demands on local governments to always innovate fast and efficient public services. The implementation of public services carried out by regional governments must be based on openness in information so that good government governance can be realized [5]. In accordance with this statement, Jombang Regency is one of the regions that is aggressively implementing digital technology in service innovation in its government agencies. This can be proven that Jombang Regency was selected among 50 districts/cities throughout Indonesia to implement Smart city in 2022 by developing superior innovation, namely digitalization in the public service sector.

The active service innovation in Jombang Regency is based on Jombang Regent Regulation Number 44 of 2017 which provides a target reference for public services in Jombang Regency, requiring every service provider to be able to prepare, determine and implement according to the applicable SOP. This is reinforced by the opinion of Laili and Kriswibowo [6] who state that digital technology is not only used to increase administrative efficiency, but also to encourage innovation, public participation and better decision making.

This commitment from the Jombang Regency Government can be proven by the existence of 18 website which aim to provide digital services in the government sector for the community and as a form of commitment to digitize Jombang Regency Government services. This matter is supported with the opinion of Safitri and Kriswibowo [7] which states that, one of the most important main tasks of the government is to provide public services that meet the needs of the community. The commitment to digitizing Jombang Regency government services can be proven by the increase in the Community Satisfaction Index with public services in Jombang Regency every year, which can be shown in the following table:

Table 1. Indicators of Community Satisfaction with Public Services in Jombang Regency.

No	Indicator Name	Year		
		2021	2022	2023
1.	Community Satisfaction Index	84,47	86,71	88,38

One of website licensing services in Jombang Regency, namely *E-Office* Sabdopalon (deso data and service administration system online). *Website* This aims to provide a forum for each village to show its potential and achievements based on the characteristics of each village. Main features of this website is a licensing service online. Through *Website E-Office* Sabdopalon provides access to every community in Jombang Regency to obtain direct correspondence services *online*. *Website E-Office* Sabdopalon presents several menus on display website, which includes information regarding: 1) Home, 2). Guide, 3).Service, 4). Account Registration, 5). Track, 6).Login.

Researchers chose Pulo Lor Village, Jombang District as the research locus considering that Pulo Lor Village is one of the independent villages in Jombang Regency. Pulo Lor Village has the most hamlets, namely six hamlets, among eight villages *pilot project* others who implement this innovation. In this research, researchers found several phenomena related to the application of innovation website *E-Office* Sabdopalon in Pulo Lor Village. These phenomena include: The first phenomenon, *website E-Office* The Pulo Lor Village Sabdopalon provides convenience for the community in the administrative service process at the village level by offering 25 types of licensing services. Where all types of licensing services have been adapted to the licensing needs of the people of Pulo Lor Village and digitized in one website. So that website makes things easier for the people of Pulo Lor Village to be faster and more efficient. This is reinforced by the opinion of Azizah and Kriswibowo [8] who state that having an appropriate digitalization system can encourage government governance to become more effective and efficient

The second phenomenon, based on conditions in accordance with Jombang Regent Regulation Number 44 of 2017, there are principles for preparing public services. One of them is a simple principle. Simple principle here means

easy service standards understandable, easy to follow, easy to implement, easy to measure with clear procedures and affordable costs for the community and organizers. The suitability of this principle is proven by the application of innovation website *E-Office* Sabdopalon in Pulo Lor Village is the highest among 8 village *pilot project* others in 2021-2023, this proves that website *E-Office* Sabdopalon Desa Pulo Lor is easy to use. Application *website E-Office* Sabdopalon Desa Pulo Lor ranked first in usage *website E-Office* Sabdopalon in Jombang Regency, the assessment based on the number of completed letters. Following is the usage data website *E-Office* Sabdopalon based on the number of letters issued in the period 2021-2023:

Table 2. List of uses *website E-Office* Sabdopalon based on the number of letters completed in the year 2021-2023.

No.	Village List <i>Pilot Project</i>	Number of Completed Letters
1	Pulo Lor Village	788 Letters
2	Candimulyo Village	437 Letters
3	Kebonagung Village	231 Letters
4	Kepatihan Village	194 Letters
5	Pulosari Village	169 Letters
6	Kedunglosari Village	113 Letters
7	Mojotrisno Village	47 Letters
8	Kedawong village	43 Letters
9	Pacar Peluk Village	34 Letters

The third phenomenon, based on Jombang Regent's Regulation Number 44 of 2017, is that there are components of public service standards, namely handling, suggestions and input. On *website E-Office* Sabdopalon Pulo Lor Village is in accordance with these regulations, where a contact menu is available so that if the people of Pulo Lor Village have problems using it website you can contact the contact menu provided for complaints to village officials to provide solutions to problems experienced by the community. The importance of having a contact menu on website *E-Office* Sabdopalon supported by the results of a pre-interview with Mr Fathur, who is an expert programmer in the field of village development from the Jombang Regency Community and Village Empowerment Service. It can be explained as follows :

“Contact menu on website This is very important, this is to anticipate if there are internal obstacles/problems operating the *website*, you can contact the available contacts to provide solutions regarding problems that occur.” (Source: Pre-interview data obtained on October 20th 2023).

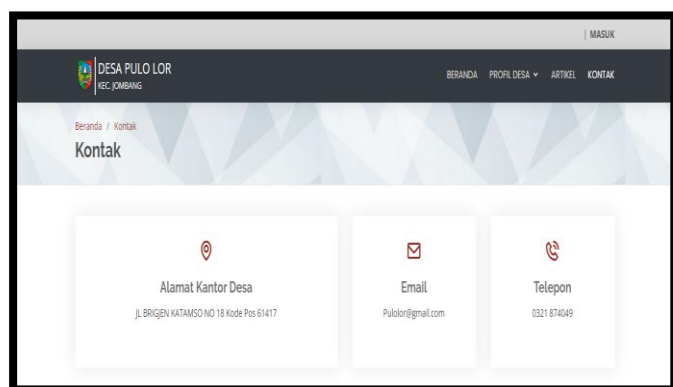


Fig 1. Contact Menu Display *E-Office* Sabdopalon Village of Pulo Lor.

There was previous research conducted by Patricia, Hayat and Suyeno [9] entitled *Implementation E-Office Sabdopalon Jombang as a step towards digital government*. This research uses implementation theory from Charles O Jones. The findings from this research state that the implementation is effective because people can access various features of the website *E-Office* Sabdopalon Jombang easily, but only limited by the internet network which does not yet reach remote villages in Jombang Regency.

Therefore, a more in-depth study was conducted on the application of innovation in the *E-Office* Sabdopalon website in Pulo Lor Village to increase community participation in the use of licensing services and analysed using the theory of innovation attributes according to Rogers (2003) in [10]. The theory of innovation attributes according to Rogers (2003) has 5 indicators such as relative advantage, suitability, complexity, trialability and ease of observation.

II. RESEARCH METHODS

The type of research that researchers use is qualitative research with a case study approach. Furthermore, the technique for determining informants, in this study used the technique for determining informants purposive *sampling*. This research uses data collection techniques, namely interviews, observation and documentation. Meanwhile, the data analysis technique uses Miles, Huberman and Saldana [11] where there are four stages, namely data collection, data condensation, data display, and drawing & verifying conclusion.

III. RESULTS AND DISCUSSION

Based on the results of previous related findings website *E-Office* Sabdopalon in Jombang Regency from Patricia, Hayat and Suyeno [9] who stated that website *E-Office* This Sabdopalon has had a positive impact on improving the quality of government services in Jombang Regency. Research that has been carried out has found facts in the field showing that website *E-Office* Sabdopalon, especially in Pulo Lor Village, will not run well and effectively in 2023. Website *E-Office* Sabdopalon of the Pulo Lor is the website with the highest use in 2021-2023. The research that has been carried out can complement previous

research, where this research can provide a more in-depth understanding and information regarding the scope of Pulo Lor Village as one of the village's pilot projects.

With innovation website *E-Office* The Sabdopalon of Pulo Lor Village can have a long-term influence on the people of Pulo Lor Village, this influence can be in the form of changes in people's behavior and habits of the people (users). This long-term influence will make the people of Pulo Lor Village more actively involved in the decision-making process by providing criticism and input. People's habits will also have an influence, by encouraging increased awareness to switch to use website *E-Office* Sabdopalon Pulo Lor Village provides licensing services rather than processing permits directly at the village office. This is because of the advantages and convenience found in the website *E-Office* Sabdopalon Village of Pulo Lor. To see the impact of innovation website *E-Office* Sabdopalon Pulo Lor Village towards the participation of the Pulo Lor Village community in using licensing services based on Rogers' theory of innovation attributes in Sari [10] as follows :

Relative Advantage

Based on observations that researchers found in the field, this relative profit indicator is still not working effectively. This is because there are similar problems in the sub-indicators of speed and effectiveness of innovation as well as the sub-indicators of saving time and energy which are considered not yet effective. The problem found was the unavailability of Electronic Signatures (TTE) website *E-Office* Sabdopalon Village of Pulo Lor. Where TTE is an important element in speeding up and increasing effectiveness service licensing on website. Even though the licensing application process goes through a website by the Pulo Lor Village Government, it is considered quite fast, but there are obstacles in implementing Electronic Signatures (TTE) in the website. This means that people still have to take permits directly from the Pulo Lor Village office. The current Pulo Lor Village Government has attempted to be able to apply Electronic Signatures (TTE) in 2024. With the results that show there are still deficiencies in website *E-Office* Sabdopalon of Pulo Lor Village can affect the level of participation of the people of Pulo Lor Village, showing that the relative benefits have not yet been achieved website the.

Compatibility

Based on observations that researchers found in the field, in terms of indicators of innovation suitability website *E-Office* Sabdopalon Pulo Lor Village is considered to have run effectively, because the two sub-indicators have been achieved. This is proven by the suitability of the main objectives of innovation website *E-Office* Sabdopalon Desa Pulo Lor with the main goal of the previous innovation, where website This aims to realize clean, effective, transparent and accountable governance, and in accordance with statutory regulations. Furthermore, it is related to suitability based on the types of services provided. Based on research that has been carried out, it shows satisfactory results related to 25 types of licensing services and also the convenience of the features contained in the website is in line with community needs. It can be proven from the results of the questionnaire

that has been carried out, there are 9 respondents who participated in the questionnaire regarding the suitability of the types of services contained in the display of website *E-Office* Sabdopalon of Pulo Lor Village is below :

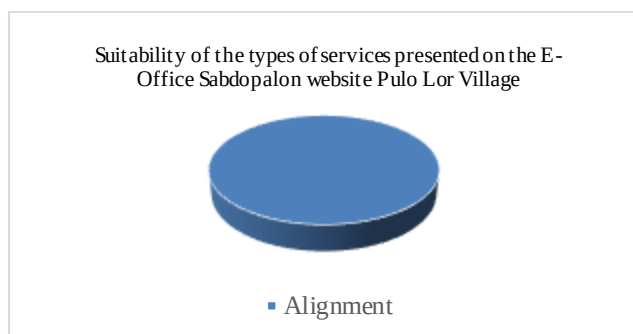


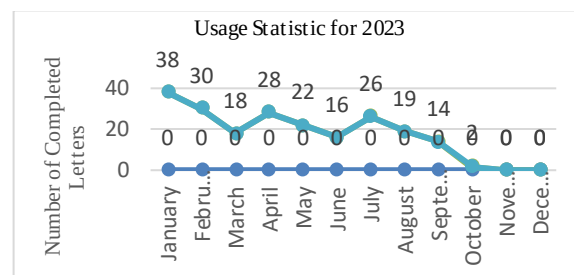
Fig 2. Suitability of the Types of Services Available Website *E-Office* Sabdopalon Village of Pulo Lor.

Complexity

Based on the results of observations that researchers found in the field, the complexity indicators could be resolved well. In the complexity criteria there are sub-indicators of obstacles in implementing innovation. The obstacle currently being faced by the Jombang Regency Community and Village Empowerment Service is a policy change that requires the integration and connection of population data to the centralized SIAK system (Population Administration Information System). In this regard, population data is an important key to smooth running website *E-Office* Sabdopalon. To use population data separately real time on website *E-Office* Sabdopalon Pulo Lor Village, the department must fulfill the ISO 27001 certification requirements. Currently, the Jombang Regency Community and Village Empowerment Service has attempted to fulfill these requirements and the progress that has been made has reached the review stage by the central government. The existence of these obstacles has an impact on reducing the participation of the Pulo Lor Village community in using it website *E-Office* Sabdopalon in 2023, this is proven by the use data and graph below:

Table 3. Data on Number of Applicants for Use Permits Website *E-Office* Sabdopalon Village of Pulo Lor Year 2021-2023.

No.	Year	Number of Applicants
1	2021	40
2	2022	535
3	2023	213
	TOTAL	788



Graph 1. Usage Statistics Website *E-Office* Sabdopalon of Pulo Lor Village in 2023.

Furthermore, the complexity indicator is reviewed from the sub-indicator of the level of operational difficulty, showing that this innovation is considered effective and there are no problems. This is due to good understanding from the management website village, for all stages starting from the operational stage to the licensing approval process. These findings show that complexity indicators have an influence on the level of participation of the Pulo Lor Village community in using licensing services website *E-Office* Sabdopalon Village of Pulo Lor.

Trialability

Based on the results of the research that has been carried out, it is concluded that the indicators that are likely to be tried have worked effectively. In the trial sub-indicator, the interview results show that two stages of trial have been carried out by website *E-Office* Sabdopalon Desa Pulo Lor, which is a public trial and a trial penetration test (anticipate cyber hacking). The parties who contributed to this trial process were the Jombang Regency Communication and Information Service and nine villages pilot project. Furthermore, related to the sub-indicator of introducing innovation to the public, it shows that the process has gone well. This is evident from the efforts made by the Jombang Regency Community and Village Empowerment Service and the Pulo Lor Village Government working together to introduce innovation website *E-Office* Sabdopalon to the community. These efforts include introducing website through information parks, mass media, circulars, and outreach at every event at the Pulo Lor Village office.

Next, regarding the Human Resources (HR) training sub-indicator, the process is considered to have run effectively. The Jombang Regency Community and Village Empowerment Service has provided two training sessions to the management website village as well as providing routine assistance to manager website *E-Office* Sabdopalon. Improving the quality of management website makes the service process faster and more effective, which in the end can influence increased community participation which is influenced by the quality of the management website Desa Pulo Lor.

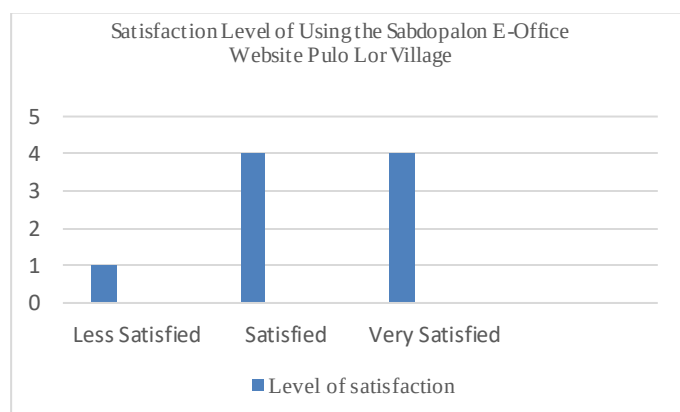
Observability

Based on research observations that have been carried out, it shows that the ease of observation indicators have been effective. This can be demonstrated through sub-indicators of institutional collaboration and communication regarding the use of innovation. The Jombang Regency Community and Village Empowerment Service has established collaboration and communication between

Regional Government Organizations (OPD) to carry out data integration in website *E-Office* Sabdopalon. Meanwhile, the Pulo Lor Village Government is building cooperative relationships by involving RT and RW, village leaders and youth organizations to help introduce innovations. *website E-Office* Sabdopalon of Pulo Lor Village to the community.

To support the creation of a continuous development and improvement process of innovation website *E-Office* Sabdopalon Desa Pulo Lor in providing ease of use for the community, is not separated from the sub-indicator monitoring and evaluation. Based on findings in the field, it shows the commitment built by the Jombang Regency Community and Village Empowerment Service in carrying out this monitoring and innovation evaluation website *E-Office* Sabdopalon has been running well, with the process carried out monitoring and evaluation every month. Next are the results of monitoring and evaluations carried out by the Pulo Lor Village Government show innovation website *E-Office* Sabdopalon in Pulo Village is considered to be good at providing convenience and speed for the people of Pulo Lor Village in the licensing service process, however there are still deficiencies that can be corrected for future development. This is proven by the results of a questionnaire regarding the level of user satisfaction website *E-Office* Sabdopalon Pulo Lor Village which showed positive results. The following are the results of a questionnaire regarding user satisfaction website *E-Office* Sabdopalon of Pulo Lor Village:

Table 4. Level of Satisfaction with Use Website *E-Office* Sabdopalon Village of Pulo Lor.



Based on the results of the questionnaire, which was attended by 9 respondents, it showed positive results which were dominated by satisfaction and very satisfaction. Based on the results of the questionnaire, there is demographic data from respondents obtained from the results of the questionnaire conducted 25 - 30 March 2024 which was filled in by 9 people, showing:

1. Demographic gender of respondents who have filled out the questionnaire, indicating the user website *E-Office* Sabdopalon of the Pulo Lor is dominated by women.
2. The demographics of the domicile of respondents who have filled out the questionnaire show that they are users website

E-Office Sabdopalon Lor Pulo is dominated by respondents domiciled in Dusun Pulo Wetan.

3. The age demographics of respondents indicate that users website *E-Office* Sabdopalon Pulo Lor is dominated by people over the age of 30.

4. The demographics of the respondent workforce show that users website *E-Office* Sabdopalon of Pulo Lor Village is already working.

IV. CONCLUSION

Based on the results of the analysis of findings related to use website *E-Office* Sabdopalon Pulo Lor Village, which has the advantage of providing easy licensing services to the people of Pulo Lor Village, has in fact not been running optimally. This is caused by several problems in its implementation, such as changes in policy by the central government where population data must be connected to a centralized SIAK system and the implementation of Electronic Signatures (TTE) in website *E-Office* Sabdopalon Village of Pulo Lor. This certainly has an effect on the decrease in community participation due to the restriction of access to population data website it cannot run effectively. Efforts that have been made by the Jombang Regency Community and Village Empowerment Service are fulfilling the ISO 27001 certification requirements to connect with population data in the centralized SIAK system, and the agency has carried out an improvement process (*maintenance*) to website *E-Office* Sabdopalon. Meanwhile, the efforts made by the Pulo Lor Village Government are to implement Electronic Signatures (TTE) by 2024. Based on the results of research that has been carried out, it is revealed that there are obstacles to implementing this innovation, this will certainly have an impact on decreasing the level of participation of the Village community. Pulo Lor in use website *E-Office* Sabdopalon in 2023.

Based on these conclusions, it is necessary to collaborate between the Pulo Lor Village Government and Karang Taruna to carry out routine socialization and coaching every month at the RT level. This is important considering that there are still many people in Pulo Lor Village who don't know about its website *E-Office* Sabdopalon, Pulo Lor Village. These efforts will be able to provide understanding and knowledge of use to the people of Pulo Lor Village Apart from that, researchers suggest that further research can carry out in-depth studies related to implementation evaluation website *E-Office* Sabdopalon version 2 to increase usage of website in Jombang Regency.

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