

IMPLEMENTATION OF *NEW SERVICE DEVELOPMENT* IN THE ELECTRONIC-BASED GOVERNMENT SYSTEM (SPBE) IN SUMEDANG REGENCY

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Abstract

In this modern digital age, information technology has brought about significant changes in various government functions. One of the notable transformations is seen in the public service system, where the introduction of New Service Development products has led to the implementation of the Electronic Based Government System (SPBE) in Indonesia. This development is closely tied to the regulations outlined in PERPRES NO.95 of the Year 2018, which pertains to Electronic-Based Government Systems (SPBE). The primary objective of this research is to assess the extent to which the New Service Development, represented by SPBE, has been adopted in the Sumedang Regency. The evaluation aims to determine whether the implementation aligns with appropriateness and whether SPBE has been executed effectively, efficiently, and accountability. The research methodology employed is qualitative in nature, focusing on detailed and in-depth descriptions and explanations of the subject under study. Data for this research was gathered through a review of relevant literature and direct observation techniques, including interviews. Based on the data, observations, and field assessments, it is evident that the Sumedang Regency Government has made significant strides in the successful implementation of the Electronic Based Government System (SPBE). This success is attributed to the incorporation of solution features and innovations such as service integration through WA Kepo and the Command Center. These initiatives have enabled the Sumedang Regency Government to achieve the top position in SPBE at the national level in 2022. However, it is important to note that there is room for improvement, as there are areas that still require enhancement to further optimize services provided by the Sumedang Regency Government.

Keywords: Electronic Based Government System, New Service Development, Technology

A. INTRODUCTION

Today the development of science and technology moves quickly, this progress becomes a door that opens access to see how the world works, thus creating a flow of globalization and modernization in every line of life, this would be one aspect that must be considered by every country today, Indonesia has now begun to move to modernize the government by applying the principles of e-Government both in terms of bureaucracy and service. Basically, along with the creation of development, adjustments are certainly needed, as well as the government in Indonesia which is starting to switch from conventional forms to digital or electronic forms, this is a major breakthrough that prioritizes aspects of effectiveness and efficiency, especially in the field of public services.

The importance of digitalization in the aspect of public services which in fact is more effective and efficient, especially in terms of the use of time, energy and accessibility, besides that also in the context of the bureaucracy itself this digitalization can reduce the amount of

expenditure, because when digitalization is applied, of course, things that are conventional or manual services that use budget. The big ones can be suppressed by digitalization so that bureaucratic spending shrinks. This digitization of bureaucracy and services can be seen as a product in the concept of New Service Development (NSD). Basically, the urgency of NSD is in terms of effectiveness, efficiency and accountability of existing bureaucracy and services, if a nation does not implement NSD, of course the nation will be left behind with countries that apply the NSD concept in their country, because it is proven that NSD makes bureaucracy and services more advanced than the system that runs conventionally.

In this digital era, information technology has changed many aspects of government, one of which is the public service system that has been changed with products from NSD implemented in Indonesia, namely the Electronic-Based Government System (SPBE), although it has not been implemented thoroughly and evenly in Indonesia. Sumedang Regency is one example or pioneer in implementing this SPBE concept. The implementation of the SPBE concept in Sumedang Regency is an order from the government administration, each region that in fact is given autonomy to govern their respective regions must make innovative ideas or ideas with optimal execution so that SPBE runs optimally. It is important for Sumedang Regency to ensure that the service system presented through SPBE is not only efficient, but also responsive to the needs of the community.

As a form of meeting the needs of the community, the New Service Development (NSD) approach is present as a relevant and solutive solution. NSD not only involves the use of the latest technology, but also involves a deep understanding of people's needs and creativity in designing and developing innovative and useful services. By applying NSD principles, Sumedang Regency enriches its SPBE into more than just an electronic platform, but rather a forum where the community can interact actively and efficiently with the government.

Conventional services that existed before turned out to have shortcomings or problems that could not be resolved both in Sumedang Regency and in Indonesia as a whole, As it is known that NSD is a form of integrated service development where pre-existing products or services are modified or changed and even create a new service product that can solve problems that exist in the previous service system. Service development In it is innovation to look at both the process of creating something new and also as an actual product or result. Research related to the topic in this research has been widely carried out because in essence the development of public services is the main pillar in meeting the needs and interests of the community. The example of research relevant to this research is a research conducted by Taqiya, Mukaromah and Pratama, entitled "Analysis Of The Maturity Level Of Spbe In The East Java Communication And Informatics Service" which discusses and focuses on the extent to which the implementation of SPBE in East Java has been implemented, with the results of the study stating that based on the analysis of the maturity level of SPBE in Diskominfo East Java including the third level or level which means Diskominfo Jawa Timur has carried out and can be defined as implementer and implements the principles of SPBE although not yet formally and comprehensively. (Fitzsimmons, 2006; Taqiya et al, 2020)

Furthermore, there is a research conducted by Nabila, et al entitled "Implementation of Policy Innovation in the Implementation of Electronic-Based Government System (SPBE) in Pekanbaru City" which discusses the implementation of innovation from SPBE policy in Pekanbaru City, with the results stating that innovation and implementation of SPBE in Pekanbaru City has been implemented quite well, as evidenced by the creation of integrated service applications that facilitate the community in the City Pekanbaru. . (Warman et al, 2022)

When compared with previous research, this research certainly has differentiation or differences in terms of location and agencies studied, and a more specific scope discusses New Service Development (NSD) in the form of SPBE that has been implemented in Sumedang Regency, besides that this study also describes various problems faced before and after the implementation of SPBE in Sumedang Regency. The purpose of this study is to see the extent to which the implementation of NSD in the form of SPBE in Sumedang Regency has been implemented, whether it is appropriate and has implemented SPBE well, effectively, efficiently and accountability or not.

B. LITERATUR REVIEW

Public Service Concept

Service is a way of serving, helping, preparing, taking care of solving the needs, needs of a person or group of people. This means that the objects served are individuals, individuals and groups of organizations as stated by Sianipar in (Hidayat 2013). According to the definition from the Indonesian Dictionary, the word "service" has three main meanings. First, it refers to the subject or manner of service. Second, service also includes efforts to meet the needs of others in exchange for money. And third, services can reflect the convenience provided in the context of buying and selling goods or services. There are other terms that have similar meanings to service, namely "devotion" and "nurturing." An administrator is expected to have traits that include providing public services, service to the public interest, and providing protection to the weak and small. According to Thoha, an administrator emphasizes prioritizing the interests of the community or the public, as well as providing services to the community, rather than pursuing personal interests (Hardiyansyah, 2018).

Kastanti, Satoto & Widiyanto, 2015 in (Wahyuni et al, 2020) argues that the implementation of public services is principally aimed at human beings. It is by nature that every human being needs service, even in the extreme it can be said that service cannot be separated from human life. Since birth, humans have needed service, as stated by Rusli, 2004 in (Wahyuni et al. 2020) that during his life, man always needs service. Service according to him is in accordance with the life cycle theory of leadership which means that at the beginning of human life (infants) the physical service is very high, but as the human age the service is very high. The need will decrease even more.

Public services are a crucial element in the implementation of licensing. Whether it is carried out by government agencies, state-owned enterprises, or private companies, these public services should provide holistic satisfaction to the community while creating comfort and safety. As a public service provider, the government has a responsibility to integrate these elements in local government performance. People who are recipients of services must feel that the services provided are optimal, with orientation to the main principles such as customer satisfaction, efficient systems, services carried out with integrity, continuous improvement, and customer empowerment.

Development Concept

According to Iskandar Wiryokusumo deep (Iskandar et al. 2021) Development is an educational effort, both formal and non-formal, which is carried out consciously, planned, directed, sustainable, and responsible. The purpose of this development is to introduce, grow, guide, and develop the basis of one's personality in order to be balanced, whole, and harmonious. This process also aims to develop knowledge and skills that are in accordance with individual talents, desires, and abilities, so that they have the provisions to independently improve themselves, help others, and contribute to the surrounding environment. This is done

with the aim of achieving optimal dignity, quality, and human ability, as well as achieving personal independence.

According to Gibson in (Iskandar et al. 2021) Strategy development is a process that increases organizational effectiveness by integrating individual desires for growth and development of organizational goals. In particular, this process is an attempt to make changes in a planned manner that includes a total system throughout a certain period, and the effort to make changes is related to the mission of the organization. According to Engkus, strategy formulation is very necessary after knowing something threatening faced by the company, opportunities or opportunities that are owned and strengths and weaknesses that exist in the Company (Iskandar et al. 2021).

R.Wayne Mondy and Robert M Noe also define that "Development is learning that goes beyond today's job and has a more long-term focus", which more or less means the development of learning that goes beyond the current task and has more long-term focus.

New Service Development (NSD)

Literature New Service Development (NSD) widely adopted the Johnson cycle model, 2000 in (Yu, 2018) which establishes the four main process stages (design, analysis, development, and full rollout) and related activities. Instead Service Development (SD) in design literature is built on a double diamond process model defined by the design board, which consists of four phases: discovering, defining, developing, and delivering. If process *New Service Development* (NSD) indicates activities and actions that depend on the phase, Process *Service Development* (SD) represents a shift in ways of thinking, perspectives, and approaches that alternate alongside the overall development process. Therefore, the four phases of the process *Service Development* It seems to serve as a conceptual construct for blending design actions and activities. Under these constructs, design actions and activities are defined flexibly and iteratively rather than in a perspective manner such as *New Service Development* (NSD).

Most research shows that the *New Service Development* (NSD) process is aimed at planning and executing service offerings, which are compatible with designing service concepts and developing service delivery systems.

According to Clark et al, 2000 in (Yu, 2018) To gain a competitive advantage in the marketplace, the concept of service is strategically configured in terms of value, form/function, experience, and results. On the other hand, service delivery system development is focused on providing service system elements that are in accordance with the established service concept, including structure, infrastructure, and processes. Thus, designing service concepts and developing service delivery systems depend on the resources and capabilities of service providers, as well as the context of the industry.

According to Johnson et al, 2000 in (Muhammad et al. 2018) The process of service innovation and service development is referred to in the service literature as the New Service Development process, an ongoing process involving two main phases of planning and execution. The planning phase begins with service development, which includes idea generation, concept development, and formulation of new service goals or strategies, followed by analysis of new services. The next two stages (in the execution phase) are the design phase which involves activities such as service design and testing, personnel training, piloting, and marketing testing, before proceeding to the full rollout of new services. In the field of service management, service transformation towards community welfare has been identified as one of the important agendas in service development both as science and practice (Muhammad et al. 2018).

Electronic-Based Government System (SPBE)

Information and Communication Technology (ICT) plays a central role in people's lives. ICT development has the potential to increase efficiency and effectiveness in government systems, which in turn will have a positive impact on the provision of better public services. The Electronic-Based Government System (SPBE), or often referred to as e-government, is the government's effort in utilizing ICT to support government functions and improve government performance. However, when implementing e-government in a country, there are often various obstacles that need to be overcome.

The Electronic-Based Government System (SPBE) refers to the use of information and communication technology with the aim of increasing the efficiency and effectiveness of government services. In other contexts, SPBE is a manifestation of the government's commitment to strengthen cooperation between citizens and the public sector. (Arief et al, 2021).

The Electronic-Based Government System abbreviated as SPBE is a government administration that utilizes information and communication technology to provide services to SPBE users in an integrated manner. This is as stated in Presidential Regulation No. 95 of 2018 concerning Electronic-Based Government Systems. SPBE aims to realize clean, effective, transparent, and accountable governance as well as quality and reliable public services. Governance and management of electronic-based government systems are also needed to improve the integration and efficiency of electronic-based government systems.

C. RESEARCH METHODS

The research method used in this study is a qualitative approach, meaning that the data written explains and describes in words in depth and detail about the object under study. In line with the opinion of Ali & Yusof, 2011 in (Azham M 2011) that "Any investigation which does not make use of statistical procedures is called "qualitative" nowadays, as if this were a quality label in itself". When the research was carried out in September 2023, the location of this research was in Diskominfo Sanditik Sumedang Regency. The data collection technique used is by literature study and direct observation techniques (interviews). This interview was conducted with 3 informants with *backgrounds* who are different, namely the Head of the Tourism, Culture, Youth and Sports Office, the Executive of Public Information and Communication and the community as connoisseurs of public services of Sumedang Regency.

Table 1
Research Informants

<i>Report</i>	<i>Initials</i>	<i>Total</i>
Head of the Tourism, Culture, Youth and Sports Office	BR	1
Executor of Public Information and Communication	D	1
Community	YW	1
Total 3		

Description: (Engkus & Syamsir A, 2021)

Key Informants, who know conceptually/policy (in this study, BR), Main Informants, who know technically operational (in this study, D), and supporting information, as users/beneficiaries of Policy (In this study YW).

There are several stages taken in this study, namely: (1) determining the topic of the problem; (2) seeking relevant information and data; (3) read and review any references found; (4) conduct field observations through interviews; (5) analyze and draw conclusions on existing data and reality. The data analysis technique used is data reduction, which is collecting every data obtained and then summarized to determine the main things to be discussed in the research.

D. RESULTS AND DISCUSSION

In the Indonesian government as a whole and local level government is essentially an organization that is focused on serving the needs and interests of the community, although it turns out that there are still spaces that need to be improved in public services, there are new problems and challenges that are present and require the government to take a stand as a form of adjustment and bureaucratic development to the development of demand and the development of the times. This is marked by proposals regarding modernization, effectiveness and efficiency of the government, as it is well known that there are government organizations in Indonesia that move and serve slowly and there are problems in them.

With such conditions, the government made steps to review and evaluate the performance and feedback from the public regarding public services, following up on this, the government issued Presidential Decree NO.95 of 2018 concerning Electronic-Based Government Systems (SPBE). This is a big step for the Indonesian government as well as an effort to overcome pre-existing problems, in line with the NSD concept, the government needs to adapt by making the regulation which discusses the modernization of the government sector with the use of information and communication technology, which of course is expected to be the first step to realize a more effective government, efficient and accountable.

With problems that tend to be the same in every government institution in Indonesia, with this regulation the Indonesian government requires every government institution both central and regional to adapt to the modernization of the government sector with information and communication technology, thus almost every institution in Indonesia that exists today is required to modernize its government sector, as well as the Sumedang Regency Government which has started implementing this SPBE in 2019, there are various challenges and obstacles that have been passed at the beginning of the implementation of this SPBE concept, starting from people who are not ready for digitalization, human resources in the government who still need to adapt, socialization that has not run optimally, etc. However, the current Sumedang Regency Government has adapted and has implemented this SPBE as it should.

The Sumedang Regency Government transformed by implementing an Electronic-Based Government System (SPBE) through the Command Center which began operating in 2021. In the last two years, e-Government in Sumedang has progressed quite rapidly. This is what makes Sumedang Regency achieve the highest title in Indonesia in terms of implementing the Electronic-Based Government System (SPBE). The Sumedang SPBE Index reached 3.81 in 2020.

Command Center has the concept of data, starting from attention and then converted into information, and from this information into knowledge, insight, then into wisdom or policy. In other words, the ultimate goal of *this command center* is to provide understanding for the government to take policies from the data that has been obtained from the public. The advantages of *this command center* are that in addition to CCTV monitoring, it also displays

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employee assessment applications within the Sumedang Regency Government, e-office applications, stunting prevention systems, licensing, tourism and the WA KEPO application (*Whatsapp* Information Needs & Online Services). WA KEPO is present as a whatsapp-based digital platform to make it easier for people to access various information services about Sumedang, both informative and interactive.

This WA KEPO application also complements and enhances the services that have been available before. Namely website-based services and the Sumedang Tofu mobile application on Google PlayStore. Wa Kepo was launched as an effort from the Sumedang Regency Government in responding to the challenges of the times. That is to answer the challenge of shifting or shifting people's behavior. In particular, the younger generation is accessing public services. With this application, people can easily access information and public services in Sumedang Regency. There are 17 information services that can be accessed, such as tourism, culinary, government services, MSMEs. Then the potential of the area, Public Service Mall, and other services. Through this WA KEPO, the public can access various digital services and superior innovations of each regional apparatus organization (OPD). Such as information on the Integrated Stunting Prevention System (Simpati), Siafdol, Mauneh, Markonah, Sila Sidakep, Si Ice Mandiri, and other services.

Sumedang Regency has successfully implemented New Service Development (NSD) in the development of the Electronic-Based Government System (SPBE). This can be seen through various service programs implemented to improve public services and improve the efficiency of government administration. Some important results of implementing NSD, namely: 1) Simplification of service processes. Through new service development, Sumedang Regency has succeeded in simplifying many previously complex public service processes to be more efficient. For example, the process of making a loss letter that initially required various manual stages has now been integrated into the SPBE platform, namely WA KEPO. This allows the community to file letters more quickly and easily. 2) Increased Accessibility. The implementation of New Service Development has improved public accessibility. Sumedang Regency residents can now access government information and services through online platforms and reduce dependence on the mobility of direct visits to government offices. This makes it easier to access rural communities who previously struggled to access government services. 3) Increased responsiveness. New Service Development has enabled the Sumedang Regency government to become more responsive to the needs and problems of the community. With the adoption of information technology, they can monitor and respond to problems that arise more quickly thereby increasing public trust in the government. 4) Increased administrative efficiency. With automation and simplification of processes, government administration has become more efficient. With the development of technology, it can reduce the time and cost required to manage administrative processes. Thus allowing the government to allocate resources more effectively. 5) Improvement of Service Quality. The people of Sumedang Regency can enjoy faster and better service. This increases public satisfaction with the government and strengthens the relationship between the government and its citizens. 6) Increased openness. The implementation of New Service Development has increased government openness and accountability. Information on policies, budgets and performance outcomes is more accessible to the public. This allows the community to be more actively involved in the decision-making process.

Based on data, observations, field observations and realities that occur, the Sumedang Regency Government has been very good in implementing the Electronic-Based Government System (SPBE) supported by solutive features or innovations, ranging from service integration

through WA Kepo, Command Center and so on which makes the Sumedang Regency Government rank first SPBE at the national level in 2022, however, it cannot be said to have been perfect because there are still tips that still need to be improved so that services to the Sumedang Regency Government are more optimal. To improve services and SPBE in Sumedang Regency, it is necessary to have comprehensive socializations to every element of society because the innovation from Sumedang Regency is very good and it is very unfortunate if not all people of Sumedang Regency can enjoy this service, therefore it is necessary to increase public awareness about SPBE in Sumedang Regency, besides that there is a need for education to elements of the community who tends to reject digitalization because according to his narrative it is a complicated thing, with this education hopefully the public can better understand the benefits of effectiveness, efficiency and accountability at SPBE in Sumedang Regency.

E. CONCLUSION

The Indonesian government has moved towards modernizing the government by applying the principles of e-government. SPBE is one of the important steps in changing public services from conventional to digital. The concept of New Service Development is applied in the development of SPBE in Sumedang Regency. NSD refers to efforts to create new services or modify existing services to increase effectiveness, efficiency and accountability in government. The local government continues to strive to provide convenience for the community. One of them is Sumedang Regency which is a district that continues to improve its digital transformation in supporting these efforts. Sumedang Regency has achieved achievements by achieving first rank in the SPBE index in Indonesia. This shows their success in implementing SPBE and NSD.

The Sumedang Regency Government developed WA Kepo application services, Command Center, which succeeded in improving public services and increasing government openness and responsiveness. The Electronic-Based Government System (SPBE) is indeed said to have run well, but it is still not optimal. One of them is due to the lack of human resources, facilities and infrastructure. This is evidenced by the fact that there are still many people who do not know about digital services and still visit related service offices. There is still room for further improvement and development.

The suggestions and recommendations that the author can convey include: 1) In order for this public service innovation application to be further developed, the Sumedang Regency Government must improve the quality of the website and provide social services to inform the public about the existence and use of online applications through brochures, installation of banners and banners as well as electronic media and social media with the help of videos (tutorials) so that innovation The service is easier to understand and faster to get the message to the community. 2) The Regional Government of Sumedang Regency must pay attention to improving the quality of Human Resources, Facilities and Infrastructure so that the use of internet-based applications as a development of public services can be enjoyed by the community in accordance with their wants and needs. 3) It is important for local governments to monitor and evaluate the performance of SPBE and existing applications. The government should collect feedback from users and make continuous improvements based on that input.

For future researchers, suggestions that can be given related to this research are expected to evaluate the long-term impact of SPBE implementation using NSD. This can include analysis of improving bureaucratic efficiency, budget savings, changes in people's behavior in using government services, etc. Suggestions in future studies we expect to observe and analyze

customer satisfaction measurements. Research can focus on measuring the level of user satisfaction with the services provided through SPBE. This can involve extensive and in-depth user surveys.

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