

EFFECTIVENESS OF IMPLEMENTING POPULATION ADMINISTRATION SERVICES IN ORDER TO INCREASE OWNERSHIP OF E- KTP DOCUMENTS IN SUB DISTRICT MERAUKE DISTRICT MERAUKE

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Abstract

Providing services to the community is the main goal of a government agency. One of the services provided is the creation of E-KTP documents. E-KTP is an update of the conventional ID card, which was considered less effective in providing data validity. This E-KTP document can only be owned by one person with one identity, making ownership of the E-KTP document very important to support people's lives. The aim of this research is to determine how effective the implementation of population administration services is in increasing ownership of E-KTP documents in Merauke Subdistrict, Merauke District. This research uses Emitai Etzioni's effectiveness measurement theory, which has four components: adaptation, integration, member motivation, and production, and applies qualitative research methods with a descriptive approach. The data collection technique used in this research is through field studies and literature reviews. The results of the study show that the E-KTP service in Merauke Sub District has been effective, indicated by the availability of adequate facilities and human resources who adapt quickly. However, there are still several obstacles in its implementation, including failure to disseminate information to the community, limited availability of forms, and poor employee attitudes.

Keywords: Effectiveness, E-KTP, Public Services.

A. INTRODUCTION

Based on Law No. 24/2013 concerning Amendments to Law No. 23/2006 on Population Administration, Population Administration is a series of activities for organizing and managing the issuance of documents and Population Data through Population Registration, Civil Registration, management of Population Administration information, and utilization of its results for public services and other sector development (Muhimah, 2022). Merauke Regency is one of the autonomous regions that provides public services in the field of population administration. Merauke Regency has a very small population, totaling 216,585 people as of 2020 according to data from the Department of Population and Civil Registration of Merauke Regency. This number places Merauke Regency in the classification of small-sized regencies/cities (Samderubun et al., 2024).

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E-KTP (Electronic Identity Card) is one of the most important population administration documents, as it contains a person's identity (Apriyani et al., 2022). E-KTP can be used for several purposes, serving as proof of residence, proof in administrative matters in both government and private sectors, etc (Siti, 2022). E-KTP is an update from the conventional ID card, which was considered less effective in providing data validity (Pical, 2021). This E-KTP document can only be owned by one person under one identity (Putri & Yunita, 2024). Therefore, owning an E-KTP document is very important to support community life, as it is difficult to process any document requiring a person's identity without an E-KTP (Hardianto et al., 2021).

Based on the observations, several issues were found regarding the issuance of E-KTP documents in Merauke District, Merauke Regency, indicating that the effectiveness of organizing population administration services to increase E-KTP ownership has not been optimally implemented. These issues include relatively long E-KTP document processing times, the presence of illegal fees in the E-KTP issuance process in Merauke District, and the suboptimal attitude of Merauke District employees in providing services (Setyadi, 2019).

To assess the success of an institution in providing services to the public, it is essential to measure the level of effectiveness to see the expected targets compared to the outcomes (Harindra & Sapari, 2019). One approach to measuring effectiveness is the approach presented by (Emitai Etzioni in Akhmad Subkhi & Mohammad Jauhar, 2013), which includes criteria such as:

1. Adaptation, questioning an organization's ability to adjust to its environment.
2. Integration, measuring the level of an organization's ability to socialize, develop consensus, and communicate with various other organizations.
3. Member Motivation, measuring the relationship and connection between the organization's members and the organization itself, as well as the adequacy of facilities for performing the organization's main tasks and functions.
4. Production, measuring the effectiveness of an organization in relation to the quantity and quality of its outputs and the intensity of the organization's activities.

The purpose of this research is to determine the effectiveness of the administration of population services in increasing the ownership of E-KTP documents in Merauke District, Merauke Regency.

B. LITERATURE REVIEW

Effectiveness of Public Services

Effectiveness is a measure that describes how far the target can be achieved (Pae et al., 2024). This definition of effectiveness is more oriented towards output, while the issue of input usage is less of a primary concern. Effectiveness is defined as a communication process that achieves a planned goal according to the allocated budget, set time, and determined number of personnel (Maun, 2020). The benchmarks or indicators for determining effectiveness are: (1) Program Understanding, (2) Target Accuracy, (3) Timeliness, (4) Achievement of Measured Goals, and (5) Real Change (Siagian, 2022).

Amitai Etzioni developed a theory about measuring organizational effectiveness that involves four main dimensions: adaptation, integration, member motivation, and production. Let's discuss each of these dimensions:

1. **Adaptation:**
 - o Adaptation refers to an organization's ability to adjust to changes in the external environment. An effective organization must be able to anticipate and adapt to changes in the market, technology, regulations, and other external factors.
 - o Etzioni emphasizes the importance of adaptation as one of the indicators of effectiveness because organizations that cannot adapt risk falling behind and failing to achieve their goals.
2. **Integration:**
 - o Integration refers to the coordination and interconnection of various parts or units within the organization. An effective organization must have efficient mechanisms to integrate the activities of different parts to achieve the overall organizational goals.
 - o Etzioni believes that good integration enables the organization to operate coherently and efficiently, reducing the potential for conflict and redundancy in operational activities.
3. **Member Motivation**
 - o Member motivation encompasses the organization's efforts to motivate and retain employees or team members in ways that encourage their optimal performance. This includes recognizing their contributions, career development, fair compensation, and a supportive work environment.
 - o Etzioni considers member motivation an important factor because motivated employees are more likely to contribute maximally to achieving the organization's goals.
4. **Production:**
 - o Production refers to the outputs or results produced by the organization, whether in the form of products or services provided. The effectiveness of an organization can be measured by how well it achieves the desired level of production under given conditions.
 - o Etzioni suggests that organizations consider not only the quantity of production but also its quality, as well as its impact on meeting customer needs or satisfaction.

By combining these four dimensions, Etzioni provides a comprehensive framework for measuring organizational effectiveness. His approach highlights the importance of balancing adaptation to external changes, efficient internal integration, strong member motivation, and adequate production achievement as key determinants of an organization's success in achieving its goals (Tahir et al., 2023).

Public Service

Public service refers to the provision of services to meet the needs of citizens or the community who have an interest in an organization, according to established rules and procedures (Bazarah et al., 2021). (Agung Kurniawan in Fakrulloh & Wismulyani, 2019) states that public service is the act of providing services to the needs of others or the community who have an interest in the organization, following the established rules and procedures.

Thus, public service involves efforts to provide both service and non-service to the community, delivered by service providers such as institutions and public service officers,

whether in the government or private sector, supported by adequate facilities (Muhammad, 2019).

Level of Success in Public Service

As a party seeking good and satisfactory service, the desired realization of service includes:

1. Having convenience in processing needs with prompt service, meaning without obstacles that are sometimes artificially created.
2. Receiving service that is courteous and solution-oriented, avoiding sarcasm or language that implies a request for something, whether for official reasons (such as purchasing paper or covering photocopy/printing costs) or personal welfare.
3. Receiving the same treatment in service for similar interests, conducted in an orderly manner and without favoritism.

C. RESEARCH METHODOLOGY

The method used in this research is qualitative research with a descriptive approach. This descriptive approach aims to systematically, accurately, and currently describe a phenomenon related to facts or characteristics (Hidayat et al., 2024). The research employs a qualitative method with a descriptive approach to describe and illustrate the actual conditions or phenomena occurring in the community. This descriptive approach is expected to enable an in-depth examination of the problem. The data collection techniques used in this study include field studies and literature reviews. The data validation technique employed by the researcher is source triangulation, which involves gathering data from various different sources and then verifying the data to ensure its validity. This research was conducted in Merauke District, Merauke Regency.

D. RESULT AND DISCUSSION

Effectiveness is a measure of the success of an organization or institution. If an institution can provide the best service to the public, it can be considered effective (Saputra et al., 2021). This research uses a framework for measuring effectiveness based on the approach presented by (Amitai Etzioni in Akhmad Subkhi & Mohammad Jauhar, 2013), which includes the criteria of adaptation, integration, member motivation, and production. The descriptions of each criterion are outlined as follows:

Adaptation

In this research, adaptation refers to an organization's ability to adjust to its environment. This adaptation aims to assess the organization's capability to enhance its ability to adapt to changes in the administration of E-KTP services (Djafar, 2024). In adapting to changes in the E-KTP service administration, Merauke District consistently prepares for these changes optimally. Merauke District has successfully adapted by improving its organizational capacity through staying updated with the latest information from the Ministry or the Department of Population and Civil Registration of Merauke Regency. Additionally, its human resources have been equipped with training and workshops to handle matters related to E-KTP documents (Abdal, 2021). Based on this, it can be concluded that the efforts to improve adaptation by Merauke District have been successful and can be considered effective in providing services related to E-KTP documents.

Integration

In this research, integration measures the level of an organization's ability to engage in socialization, consensus development, and communication with various other organizations (Nani et al., 2021). This allows us to assess how Merauke District communicates and socializes with the community and other organizations regarding E-KTP document services.

Based on the research findings, it can be concluded that the communication between Merauke District and related parties, such as the Department of Population and Civil Registration and local villages, is considered effective due to regular coordination. However, Merauke District has not yet been fully successful in socializing with the community. This is evidenced by the continued lack of awareness among some residents about the requirements for E-KTP documentation and the insufficient enthusiasm of the community in participating in E-KTP recording.

Member Motivation

In this research, member motivation refers to the measurement of the relationship between organizational members and their organization, as well as the adequacy of facilities for carrying out the organization's main tasks and functions. This helps assess the extent of the connection between organizational members and the availability of facilities in Merauke District (Ananda et al., 2022).

Merauke District has adequate facilities for serving E-KTP documentation, including computers, printers, cameras, fingerprint scanners, and iris scanners. This indicates that the facilities provided by the Department of Population and Civil Registration to Merauke District are complete and well-maintained. However, the completeness of these facilities does not guarantee that staff attitudes in serving the public are optimal. This is reflected in the continued complaints from some Merauke residents about the less-than-satisfactory attitude of the staff, indicating that the relationship with the community has not been well established (Mulia, 2021).

Production

In this research, production refers to the effort to measure organizational effectiveness in relation to the quantity and quality of outputs, as well as the intensity of the organization's activities. This helps determine how effectively Merauke District produces E-KTP documents, the quality of these documents, and the intensity of production efforts.

Merauke District does not charge fees for handling E-KTP documentation services. However, many residents of Merauke have reported the presence of illegal fees, which occur because some individuals use intermediaries instead of handling their E-KTP documents themselves. This creates an opportunity for irresponsible individuals to charge for E-KTP processing under the guise of district officials. Based on the research, it can be concluded that production in Merauke District has not yet been effective, as evidenced by the ongoing shortage of forms and the lengthy processing times for E-KTPs, which can take months, resulting in suboptimal service to the community.

In this research, a SWOT analysis is also used, which involves evaluating Strengths, Weaknesses, Opportunities, and Threats. The purpose of this SWOT analysis is to understand the strengths, weaknesses, opportunities, and threats related to the effectiveness of population administration services aimed at increasing E-KTP ownership in Merauke District. The analysis aims to optimize strengths and opportunities while addressing weaknesses and threats. The following is the SWOT analysis used:

<i>Strength</i>	<i>Weakness</i>
<ol style="list-style-type: none"> 1. Availability of Adequate Facilities to Support E-KTP Services 2. Presence of Human Resources that Adapt Quickly 	<ol style="list-style-type: none"> 1. Unsuccessful Socialization to the Community 2. Limited Availability of Forms 3. Continued Poor Attitudes of Staff
<i>Opportunities</i>	<i>Threats</i>
<ol style="list-style-type: none"> 1. Implementation of Mobile Programs to Villages 2. Merauke District has a Large Population in Merauke Regency 	<ol style="list-style-type: none"> 1. Presence of Irresponsible Individuals Impersonating District Officials 2. Lack of Community Enthusiasm for E-KTP Recording

Source: Processed by the author, 2024

E. CONCLUSION

Based on the research conducted by the author on the Effectiveness of Population Administration Services to Enhance E-KTP Document Ownership in Merauke District, Merauke Regency, the following conclusions can be drawn: 1). Effectiveness of Population Administration Services: The effectiveness of population administration services in enhancing E-KTP document ownership in Merauke District, according to Amitai Etzioni's effectiveness measurement approach—comprising adaptation, integration, member motivation, and production—has been quite effective, although there are still some challenges in implementation. 2). SWOT Analysis Results: The SWOT analysis of the effectiveness of population administration services in increasing E-KTP document ownership in Merauke District identifies existing challenges, indicating that Merauke District needs to improve the quality of its services. 3). Alternative Efforts Based on SWOT Analysis: To address the issues identified in the SWOT analysis and improve the effectiveness of population administration services for E-KTP document ownership, the following alternative measures are recommended: Enhance the quality of E-KTP document services, develop the capabilities of human resources to support E-KTP services, increase community socialization regarding E-KTP documentation, develop programs related to E-KTP services, provide direct guidance to individuals facing difficulties in processing E-KTP documents, improve facilities related to E-KTP documentation, train staff on providing good service, disseminate information widely about the importance of having E-KTP documents through various media.

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