

# NEW SERVICE DEVELOPMENT: INNOVATION IN INFORMATION EQUITY THROUGH THE PUBLIC INFORMATION OPENNESS AMBASSADOR PROGRAM AT THE INFORMATION AND DOCUMENTATION MANAGEMENT OFFICER OF STATE ISLAMIC UNIVERSITY SUNAN GUNUNG DJATI BANDUNG

Fadjar Tri Sakti<sup>1)\*</sup>, Ludiana<sup>2)</sup>, Muhammad Ilham Septiana<sup>3)</sup>,  
Putri Rabbani Kurnia<sup>4)</sup>, Raissya H Dianies K<sup>5)</sup>, Wangsa Merta Kusuma<sup>6)</sup>  
*UIN Sunan Gunung Djati Bandung, Indonesia<sup>1)</sup>*  
*Email: fadjar trisakti@uinsgd.ac.id<sup>1)\*</sup>*

## Article History

Received: 29 November 2024

Accepted: 13 December 2024

Published: 29 December 2024

## Abstract

UIN Sunan Gunung Djati Bandung, as a public service institution, must provide excellent public services, especially in information distribution. However, there are still inconsistencies in delivering important information, particularly to students. Therefore, innovation in New Service Development of the Public Information Disclosure Management (PPID) at UIN Sunan Gunung Djati Bandung is needed through the Public Information Disclosure Ambassador program to overcome barriers and improve the efficiency of information dissemination on campus. This research aims to analyze the effectiveness of the Public Information Disclosure Ambassador program in enhancing information distribution at UIN Sunan Gunung Djati Bandung. The research method used is a qualitative approach that is descriptive in nature, utilizing data collection techniques in the form of interviews, observations, and documentation. The selection of informants employs purposive sampling techniques. The results of this study indicate that the Public Information Disclosure Ambassador program successfully improved accessibility and equitable information, as well as encouraged active participation of the academic community in information dissemination. This study concludes that the New Service Development through this program has proven effective in realizing transparency and openness of information within the UIN Sunan Gunung Djati Bandung environment.

**Keywords:** Information Transparency, New Service Development, PPID, Service Innovation, Transparency

## A. INTRODUCTION

The results of this research show that Apkwil's capacity is included in the Middle Value category, which indicates limitations in certain aspects, especially in terms of consistency in policy implementation and physical readiness and resources. There are several factors that influence the effectiveness of Apkwil's capacity in disaster mitigation, including human resources, facilities and infrastructure, coordination and collaboration between institutions, understanding of regional characteristics, community participation and support, government policy support, information system preparedness, experience and learning from previous cases, as well as knowledge of technology and early warning systems.

The Information and Documentation Management Officer (PPID) at UIN Sunan Gunung Djati Bandung was formed to provide Public Information services in accordance with the provisions of Government Regulation Number 61 of 2010 concerning the implementation of

Law Number 14 of 2008 concerning Openness of Public Information. The Minister of Religion has also established PPID through Minister of Religion Decree (KMA) Number 200 of 2012 which was later updated to KMA Number 533 of 2018 concerning PPID in the Ministry of Religion and superior PPID of the Ministry of Religion. Openness of public information is a crucial aspect in good higher education governance. Prabowo's (2014) research shows that information openness is positively correlated with public trust. As a state Islamic higher education institution, UIN Sunan Gunung Djati Bandung has the responsibility to provide equal access to information to the entire academic community and the general public. Information and Documentation Management Officers (PPID) as the unit responsible for information management in the campus environment are required to continue to innovate in improving the quality of their services.

New Service Development (NSD) is a relevant approach in PPID UIN Sunan Gunung Djati Bandung's efforts to increase distribution of information. PPID's effectiveness in information management is also influenced by service innovation and involvement of the academic community (Raharja, 2017). One of the innovations developed is the Campus Information Openness Ambassador program. This program is designed to actively involve students in the process of disseminating information, so that it is hoped that it can bridge the information gap that may occur in the campus environment.

Research relevant to this journal is about innovation in public information management to support transparency and accessibility of information before entering the national marketplace. (1) Siti Rahmawati's work researching the influence of information disclosure programs on community participation in decision making. The results of his research show that the information openness hypothesis has a significant effect on increasing public participation, including: a) increasing public trust in government, b) encouraging collaboration between government and society, c) improving the quality of public services. (2) The research results of Andriansyah, et al. (2022) entitled "Strategy for Increasing Information Openness at State Islamic Universities." The results of his research show that the information disclosure ambassador program has a positive impact in increasing public understanding of the right to access information. This innovation includes two main things. First, developing effective communication strategies between information management officials and the public to strengthen information access channels. Second, implementing training programs to improve information management skills among management officials, so that they can support transparency and accountability efforts in managing public information.

The similarity of this research is the similarity of discussion topics which discuss innovation in managing public information in the educational environment. The relevant journal, "Public Service Innovation: Analysis of the Implementation of Information Openness", explores similar themes with a focus on the influence of information openness in increasing transparency and accountability. The difference lies in the focus of the research, where this research places more emphasis on developing an information openness ambassador program as an instrument to expand access to public information, while this research places more emphasis on implementing the principles of information openness in the broader context of public service management. This research uses a case study approach at the Sunan Gunung Djati State Islamic University in Bandung to explore the influence of this innovation on community participation and improving the quality of information services.

This research aims to analyze the effectiveness of NSD implementation through the Campus Information Openness Ambassador program in increasing the distribution of information at UIN Sunan Gunung Djati Bandung. It is hoped that the results of this research can contribute to the development of information management strategies in higher education and become a model for other educational institutions in implementing the principles of information openness.

## **B. LITERATURE REVIEW**

### **New Service Development (NSD)**

New Service Development (NSD) is a systematic and structured process for creating new services or improving existing services in an organization (Johne & Storey, 1998). In the context of public information services, NSD plays an important role in responding to society's growing need for fast, accurate and easily accessible information. The use of systems theory in NSD can help identify the key elements necessary to create effective services and meet user expectations.

### **Openness of Public Information in Higher Education**

Implementation of Law Number 14 of 2008 concerning Openness of Public Information requires state universities to provide broad access to information to the public. Prabowo's research (2014) shows that there is a positive correlation between information openness in higher education and the level of public trust and institutional accountability. This analysis can be based on the theory of trust and accountability, which states that information transparency contributes to better relations between educational institutions and society.

### **The Role of PPID in Campus Information Management**

Information and Documentation Management Officers (PPID) have a strategic role in managing and disseminating information in the higher education environment. A study conducted by Raharja (2017) revealed that the effectiveness of PPID is greatly influenced by service innovation and the active involvement of the academic community in the information dissemination process. Public participation theory can be used to analyze how the involvement of the academic community can improve PPID's performance in disseminating information.

## **C. RESEARCH METHODOLOGY**

This research method uses a qualitative approach. Qualitative research methods are research methods based on philosophy that are used to research scientific conditions (experiments) where the researcher is the instrument, data collection techniques and qualitative analysis emphasize meaning (Sugiyono, 2018).

This research applies the case study method, especially in a qualitative research format, where researchers in depth investigate programs, events, processes, activities, or more than one individual. Data collection is carried out through:

- a) Interview, An interview is a conversation with a specific purpose. The conversation is carried out by two parties, namely the interviewer who asks questions and the interviewee who provides answers to those questions. (Moleong, 2016).
- b) Observation, Observation is a complex process, a process composed of various biological and psychological processes. Two of the most important are the processes of observation and memory (Sutrisno Hadi dalam Sugiyono, 2018).

- c) Documentary studies that refer to policies, reports, data and images in report format that assist research activities related to program implementation.



Figure 1. Debriefing of information transparency ambassador finalists

Data analysis uses thematic analysis techniques to identify main patterns in the implementation of NSD through the Campus Information Openness Ambassador program. The sampling method applied in this research is non-probability in the form of purposive sampling where the researcher determines the research object based on the research objectives. The sources for this research are divided into two criteria, namely the Coordinator of the Information and Documentation Management Officer (PPID), the Executive Officer of the Information and Documentation Management Officer (PPID).

Table 1. Research Informants

No.	Category	Position	Name	Data collection technique
1.	Key Informant	University implementing PPID coordinator	DN	In-depth interview
2.	Main Informant	PPID implementing staff	TN	In-depth interview

Source: Processed by Researchers, 2024

Data sources are anything that can provide information about related research. The data used in this research uses two types of data sources, namely as follows:

#### Primary Data

Primary data is a data source that directly provides information to data collectors (Sugiyono, 2018). Researchers collect the data themselves from primary sources or locations where research is conducted. Researchers used the results of interviews obtained from informants regarding the research topic as primary data. The interview was held on September 28 2024 and the interview was conducted face to face.

#### Secondary Data

Secondary data is a data source that does not directly provide data to data collectors, for example through other people or through documents (Sugiyono, 2018). In this research, the secondary data sources are in accordance with the Employment Law, books, journals, articles related to research topics regarding internal control systems for payroll systems and procedures in an effort to support labor cost efficiency.

The data that has been collected will be processed in the following way, namely: First, data interpretation is carried out to answer research questions, test hypotheses, or provide relevant insights for decision making. Second, presenting the results in the form of reports, graphs, tables or presentations that are easily understood by interested parties. Third, drawing conclusions (verification), which is carried out by determining conclusions and checking.

## **D. RESULT AND DISCUSSION**

### **Implementation of NSD through the Campus Information Openness Ambassador Program**

The Campus Information Openness Ambassador Program is an innovative initiative designed by PPID UIN Sunan Gunung Djati Bandung as a concrete manifestation of the implementation of New Service Development (NSD). This program aims to increase information openness in the higher education environment by involving students as the main agents. This step was taken to answer the needs of the academic community for public information services that are faster, more accurate and easier to access.

As a higher education institution, UIN Sunan Gunung Djati Bandung faces the challenge of increasing demand for more transparent and accountable information from students, lecturers and the general public. The limited number of PPID staff and the complexity of public information give rise to the need to create an innovative service system. Therefore, students were chosen as Information Openness Ambassadors because they were considered capable of reaching campus audiences in a more effective and relevant way.

#### **Main Objectives of the Program:**

- 1) Increasing information accessibility: This program is designed so that all campus public information, including academic policies, service procedures, and campus programs, can be accessed by all levels of the academic community.
- 2) Encouraging active student participation: By making students agents of information dissemination, this program creates an environment that encourages direct involvement in efforts to increase public information disclosure.
- 3) Building a culture of transparency: This program aims to build a culture that integrates transparency as a basic value in campus governance.

#### **Implementation Strategy:**

- 1) Student Training: Before being assigned, Information Openness Ambassadors are trained in various skills, such as digital information management, public communication, and understanding information disclosure regulations.
- 2) Information Dissemination Media: The program utilizes digital media such as official campus portals, social media, and internal communication platforms to convey information quickly and widely.
- 3) Internal Collaboration: PPID collaborates with faculties, study programs and student organizations to reach all levels of the academic community.

#### **Implementation Results:**

Based on the data collected, the program showed significant results:

- 1) PPID predicate increases:
  - 2021: Not Informative with a score of 0.80.
  - 2022: Informative with a score of 98.78.
  - 2023: Informative with a score of 95.83.

Predicate Value Statistics and PPID Rankings of UIN Sunan Gunung Djati Bandung

No	Years	Predicate	PTN Ranking	PTKN Ranking	Value
1	2021	Not Informative	84	11	0.80
2	2022	Informative	6	2	98,78
3	2023	Informative	16	3	95,83

Figure 2. Statistics of Predicate Results

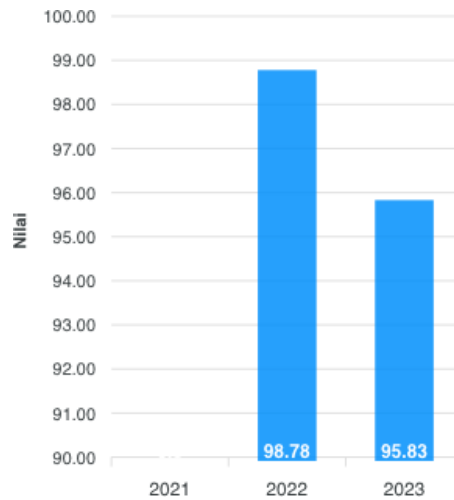


Figure 3. Graph of Predicate Results

- 2) Response Time Efficiency
  - The average response time to information requests decreased from 3 business days in 2021 to just 1 business day in 2022 and 2023.
- 3) Increased Information Requests:
  - The number of requests for information increased by 45% compared to the previous year.
- 4) Service User Satisfaction:
  - Survey shows increase in satisfaction from 70% (2021) to 85. 2023.
- 5) Response Time Efficiency:
  - The average response time to information requests decreased from 3 business days in 2021 to just 1 business day in 2022 and 2023.
- 6) Increased Information Requests:
  - The number of requests for information increased by 45% compared to the previous year.
- 7) Service User Satisfaction:
  - Survey shows increase in satisfaction from 70% (2021) to 85. 2023.



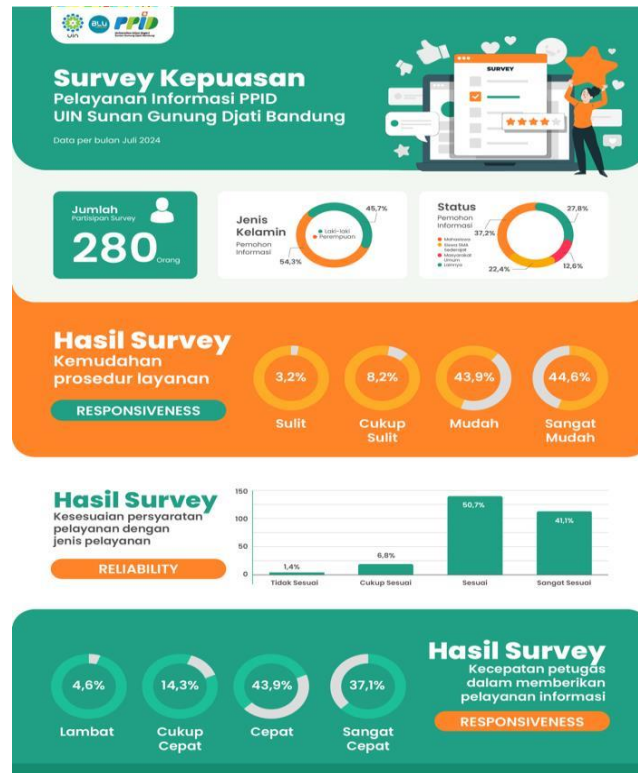


Figure 4. Satisfaction Survey Results

### Impact on Students Involved

Information Openness Ambassadors reported improvements in public communication skills, digital information management, and insight into public information governance. This supports the development of their abilities to contribute better in the professional environment in the future.

### Program Effectiveness in Increasing Information Equity

The research results show that this program has had a significant impact in increasing the distribution of information in the campus environment. Involving students as Ambassadors of Information Openness helps reduce information gaps among the academic community and these are the indicators of success:

b. Improved Access to Information:

This program has succeeded in reaching groups of academics who previously had difficulty accessing information, such as new students or students in certain faculties who received less attention. The 45% increase in the number of requests for information is proof that more parties are involved in accessing public information services.

c. Response Time Efficiency:

The reduction in response time from an average of 3 working days to 1 working day shows the effectiveness of the program in simplifying the information service process. This also strengthens user trust in PPID services.

d. Increased User Satisfaction

With satisfaction levels increasing from 70% to 85%, this program proves its ability to meet the needs of the academic community for relevant and easily accessible information.

### Comparison with Previous Research

- a. Bima Sakti (2014): Involving students as agents of change has proven effective in improving information distribution. This is relevant to the role of the Information

Openness Ambassador at UIN Sunan Gunung Djati Bandung.

- b. Prabowo (2014): Openness of public information has been proven to increase trust and accountability in higher education institutions. The increase in service user satisfaction on this campus reflects the same results.
- c. Raharja (2017): Participation-based approaches, such as involving students, are more effective than technology-based approaches alone in increasing distribution of information.

### **Challenges and Development Strategies**

#### **Challenges Faced:**

1. Limited Human Resources (HR): The number of Information Openness Ambassadors is still limited so they are not able to reach all work units on campus.
2. Technical Competency: Some Ambassadors require additional training, especially in the use of information technology for data management.
3. Need for an Integrated System: Currently, there is no fully integrated digital information system to make information management and access easier.

#### **Strategi Pengembangan:**

- 1) Increasing HR Capacity:  
Regular training designed to improve communication skills, information management and use of digital technology.
- 1) Strengthening Internal Collaboration:  
Establish closer collaboration with faculties and student organizations to expand the scope of information that can be accessed by the entire academic community.
- 1) Digital System Development:  
Creating an integrated digital platform that enables the management and distribution of information more quickly, accurately and efficiently.
- 4) Monitoring and Evaluation:  
Periodic evaluation of the program to ensure the effectiveness and relevance of the program to the needs of the dynamic academic community.

### **Research Limitations**

This study has several limitations that need to be noted:

- a) Location Limitations: This research was only conducted at UIN Sunan Gunung Djati Bandung, so the results cannot be generalized to other universities.
- b) Short Duration of Research: The long-term impact of the program cannot yet be fully measured.
- c) Lack of Quantitative Data: Data on service user behavior towards information disclosure is still limited so further research is needed.

### **E. CONCLUSIONS**

The implementation of New Service Development through the Campus Information Openness Ambassador program by PPID UIN Sunan Gunung Djati Bandung has proven effective in increasing the distribution of information in the campus environment. Developing new, innovative services aims to create effective solutions in ensuring equal access to information for all levels of society. This is done through the implementation of the Public Information Openness Ambassador program, which acts as a communication bridge between the Information and Documentation Management Officer (PPID) of UIN Sunan Gunung Djati Bandung and the wider community. With this program, it is hoped that information managed by PPID can be delivered transparently, accurately and on target. In addition, this service is designed to enable the public to access information easily through various available channels,



with fast response times and a high level of reliability, thus supporting the principles of openness and accountability in managing public information.

Building awareness and increasing community participation, especially academics and related parties, is an important step in supporting openness of public information. This effort is realized through the involvement of Transparency Ambassadors as communication agents who play an active role in bridging the relationship between Information and Documentation Management Officers (PPID) and information recipients. Openness Ambassadors are tasked with conveying information accurately, encouraging public understanding, and facilitating transparent access to information. With this role, the public is expected to become more aware of their rights to access public information easily and quickly. This step also strengthens the principles of transparency and accountability in information management in higher education.

Strengthening the role of Information and Documentation Management Officers (PPID) at Sunan Gunung Djati State Islamic University, Bandung, is a strategic step to ensure that the management and delivery of public information runs optimally. This is done by developing service innovations that are more effective and efficient, so that information can be accessed by the public easily, quickly and precisely. Through this innovation, PPID is expected to be able to answer the public's need for accurate and relevant information, while increasing public trust in the institution. Apart from that, strengthening this role also aims to support the implementation of the principles of transparency and accountability in every aspect of information management. With this approach, PPID can be at the forefront in realizing open information with integrity in the higher education environment.

In an effort to increase the effectiveness and success of programs that have been implemented, there are several recommendations that can be considered. These recommendations were formulated based on the results of analysis and research, with the aim of improving, developing and optimizing existing programs so that they can provide wider and more sustainable benefits. Following are some proposed recommendations:

#### **Increasing the Role of Information Openness Ambassadors**

Sunan Gunung Djati State Islamic University needs to provide ongoing training for Information Openness Ambassadors so that they have a deep understanding of public information management, effective communication skills, and information technology skills to support their duties.

#### **Continuous Evaluation**

Sunan Gunung Djati State Islamic University should conduct regular evaluations of information disclosure programs and services to ensure their success and identify aspects that require improvement.

#### **Collaboration with Various Parties**

Open cooperation with government institutions, media or community organizations in expanding the reach of public information disclosure programs to increase public awareness.

### **REFERENCE**

- Andriansyah, H., et al. (2022). Strategi Peningkatan Keterbukaan Informasi di Universitas Islam Negeri. *Jurnal Manajemen Pendidikan Islam*, 14(1), 23–35.
- Bima Sakti, W. P. (2014). *Peran Pejabat Pengelola Informasi dan Dokumentasi (PPID) dalam Pelayanan serta Penyediaan Informasi Publik (Studi Implementasi Undang-Undang Nomor 14 Tahun 2008 tentang Keterbukaan Informasi Publik pada Pemerintah Kota Malang)*. Universitas Brawijaya.
- Engkus, E. (2017). Administrasi Publik dalam Perspektif Ekologi. *JISPO Jurnal Ilmu Sosial dan Ilmu Politik*, 7(1), 91-101.

- Engkus, E. (2023). Enhancing Public Services in the West Java Provincial Government: Unraveling Challenges, Defining Essence, and Proposing Solutions. *Journal of Current Social and Political Issues*, 1(2), 54-61.
- Johne, A., & Storey, C. (1998). New service development: A review of the literature and annotated bibliography. *European Journal of Marketing*, 32(3/4), 184-251. <https://doi.org/10.1108/03090569810204526>
- Prabowo, T. L. (2014). Implementasi Undang-Undang Keterbukaan Informasi Publik dalam Upaya Mewujudkan Good Governance (Kajian Tiga Badan Publik: Bappeda, DPKAD, dan Dinas Pendidikan Kota Semarang). *Journal of Politic and Government Studies*, 3(3), 187-195.
- Raharja, S. J. (2017). Analisis efektivitas Pejabat Pengelola Informasi dan Dokumentasi (PPID) dalam pelayanan informasi publik pada Pemerintah Kota Bandung. *Jurnal Ilmu Administrasi: Media Pengembangan Ilmu dan Praktek Administrasi*, 14(1), 70-81.
- Saragih, A. (2010). *Co-Creation dalam Pelayanan Publik: Pendekatan Baru dalam Meningkatkan Keterlibatan Masyarakat*. Komisi Informasi.
- Sirajuddin, S., dkk. (2011). *Hukum Pelayanan Publik: Berbasis Partisipasi & Keterbukaan Informasi*. Setara Press.
- Siti Rahmawati. (2020). Pengaruh Program Keterbukaan Informasi terhadap Partisipasi Masyarakat dalam Pengambilan Keputusan. *Jurnal Administrasi Publik*, 8(2), 45–60.
- UIN Sunan Gunung Djati Bandung. (2023). *Statistik PPID UIN Sunan Gunung Djati Bandung*.
- Undang-Undang Nomor 14 Tahun 2008 tentang *Keterbukaan Informasi Publik*. (2008).