

INNOVATION OF PUBLIC SERVICES BASED ON DIGITAL INFORMATION TECHNOLOGY AT THE MINISTRY OF RELIGIOUS AFFAIRS OFFICE OF DELI SERDANG REGENCY

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Abstract :

The problem of long control spans and having to use deep sea transportation accessing services is one of the problems in the service delivery process Public services at the Ministry of Religion Office of Deli Serdang Regency located in Tanjung Balai Deli Serdang . Development of Public Service Innovations based on Digital Information Technology at the Office The Ministry of Religion of Deli Serdang Regency is carried out as a form of implementation of the Integrity Zone (ZI) with the aim of improving the quality of public service delivery, especially considering The location of the Deli Serdang Regency area consists of sub-districts separated by ocean. The aim of this research is to determine the forms of innovation development Public Services Based on Digital Information Technology at the Ministry of Religious Affairs Office in Deli Serdang Regency . This study uses a literature study method for related literature. with the research problem. The research results show that the forms of Service Innovation Digital Information Technology-based Public Services at the Ministry of Religion Office of Deli Serdang Regency are PTSP Zuriyah Smart Online, Hajj Database System, Letter Management Information System, E-Performance Employees, Information System Cooperation between the Ministry of Religion of Deli Serdang Regency and the Population and Civil Registration Office Deli Serdang Regency (SIKECAP), Integrated Data Information System (SI DATIN), TTE (Signature) Electronic), and Public Complaint Application (Whistleblowing System Application).

Keywords : Public Service Innovation, Digital Information Technology, Ministry of Religion, Deli Serdang Regency

Introduction

Quality public services are closely related to the ability and responsiveness of service providers and facilities and infrastructure adequate in government agencies to support the implementation of services. A service can be said to be of quality if it meets expectations. service users, namely the public. The good or bad quality of a public service depends on the laws and regulations that govern it and perceptions from society.

However, the facts that occurred show that the implementation public services by the government are considered to be of poor quality and not in accordance with community expectations. Therefore, it is not surprising that at this time there are still there are many complaints from the public regarding public services received. Some common problems that still frequently occur in public service practices, namely slow and complicated services, not there is certainty of service time, there is discrimination in receiving services, and the existence of illegal levies and even corruption in the public sector. The development of public service innovations is carried out to improve the system. Public services in Indonesia have so far seemed very rigid and bureaucratic.

Public service innovation is present as a solution to the community's needs for effective and efficient public services. In the era of the Industrial Revolution 4.0, the public sector required to provide digital-based services to the public. Technological developments have brought about changes to the working systems of the industrial sector. public in providing services to the community. In this case, Public service innovation has become something that is highly demanded immediately carried out as an alternative and response to the situation that occurred

Several studies on public service innovation in government agencies in Indonesia have been conducted. For example, the Bekasi City Population and Civil Registry Office implemented the E-Open (Electronic Online Population Services) application, which aims to simplify and expedite the process for Bekasi City residents in processing population documents. Based on research conducted by Turahmawati & Suryani (2022), the implementation of the E-Open application has been running well and quite optimally, although there are still obstacles in the form of network disruptions when uploading files to the application. The Tasikmalaya City Manpower Office is developing a public service innovation in the form of a Network-Based Manpower System (SINETAR BASAJAN) with the aim of improving services for the workforce.

Tasikmalaya to find work. Based on the results of research conducted by (Hidayah et al., 2023) that the implementation of the Network-Based Workforce System (SINETAR BASAJAN) innovation is considered quite good, but there are still shortcomings in it such as the lack of job vacancy information from each company and weak reporting of workforce absorption in the application. Furthermore, the Surakarta City Communication and Informatics Office also implemented a public service innovation in the form of Solo Destination. Solo Destination is an integrated application as a tool guide that aims to make it easier for the public (both residents of Surakarta City and people from outside Surakarta City) as well as domestic and foreign tourists to access services and information (culinary, tourism, hotels, public facilities, shopping centers, cultural events, and historical places) in Surakarta City. Based on the results of research conducted by (Sari, 2019) that the implementation of the Solo Destination innovation has been running well and has provided positive benefits for all parties, especially the community. The Tanjung Balai Deli Serdang Religious Court Office is also developing public service innovations in the form of the Integrated Information System (SINTER) application, the Divorce Certificate Validation (Va-IAC) application, the Fifteen Minute Lawsuit Information System (Si Guelis), the Automatic Down Payment Calculation (Hipnotis) application, and the Case Reporting Information System (SIKELAKAR). The implementation of these innovations is aimed at improving the quality of public services at the Tanjung Balai Deli Serdang Religious Court Office . Based on the results of research conducted by (Handratna et al., 2022), the implementation of public service innovations at the Deli Serdang Regency Religious Court

Office has not been running effectively. This is due to limited budget, unstable network, and the fact that some people still do not understand the use of technology. The Surakarta City Trade Office has also implemented a public service innovation in the form of the E-Retribution program, namely an online retribution payment system with the aim of increasing transparency and accountability of the results of the retribution. Based on the results of research conducted by (Wijaya et al., 2020), the implementation of E-Retribution is considered not yet running perfectly, this is due to the low level of education of traders so that some traders are not yet able to use the E-Retribution innovation. The Medan City Investment and One-Stop Integrated Service Office (DPMPTSP) also implemented a public service innovation in the form of an Application System Investment Potential (SIAPI) with the aim of facilitating the public in accessing licensing and non-licensing services at the Dumai City DPMPTSP Office. Based on the results of research conducted by (Maysara & As'ari, 2021), the implementation of the SIAPI application is considered not yet running effectively and optimally, this is due to the lack of socialization carried out by the Medan City DPMPTSP Office to the public and the management of the SIAPI application is not optimal because the human resources at the Medan City DPMPTSP Office are inadequate. Meanwhile, during the Covid-19 Pandemic, the Sukabumi Regency Population and Civil Registration Office developed a public service innovation in the form of SIMPELIN (Online Service System) with the aim of facilitating and accelerating the process of Population Administration services for the public and avoiding the use of brokers in the provision of public services, as well as as a solution for implementing public services during the Covid-19 Pandemic. Based on the results of research conducted by (Hanipah & Aryani, 2022) that the implementation of SIMPELIN seen through Gibson Ivancevich Donnelly's Theory of Effectiveness (2003) is considered to have run effectively, although there are still several problems that occur, such as people who do not understand how to use the online-based service system, as well as the occurrence of system errors in SIMPELIN. Although there have been many previous studies discussing the development of public service innovation in Indonesia, there is still limited discussion regarding the development of public service innovation based on digital information technology in Deli Serdang Regency, North Sumatra Province, especially in The Ministry of Religious Affairs Office in Deli Serdang Regency. Several previous studies have examined the application/implementation of public service innovations in government agencies in Indonesia. Unlike previous studies, this study only examines the literature on the development of digital technology-based public service innovations at the Ministry of Religious Affairs Office in Deli Serdang Regency.

Literature Study

The word innovation comes from English, namely innovate, which means changing into something new. Based on the basic meaning of innovation, it can be described that innovation is related to the process of change towards a better direction and more valuable according to needs. In this case, innovation is actually not only limited to the form of products, but can also be in the form of ideas, actions, policies, programs, or objects that are perceived as something new (Hutagalung & Hermawan, 2018). So it can be concluded that innovation refers to something that is considered new in its implementation. Discussing innovation in general means touching on many things, because the scope of innovation is very broad and diverse. Innovation can be in the form of tangible and intangible products or services. Muluk (2008) in (Yanuar, 2019) suggests that there are at least five types of innovation in public sector organizations, namely: 1.

Product Innovation, related to changes in the design and product of a service which differentiates it from previous or previous service products; 2. Process Innovation, refers to the existence of continuous quality renewal and the combination of changes, procedures, policies, and organization that are needed by the organization in carrying out innovation; 3. Service Method Innovation, refers to the existence of new changes in the interaction aspects carried out between service providers and customers or the existence of new ways of providing or delivering a service; 4. Strategy or Policy Innovation, refers to aspects of new vision, mission, goals, and strategies and also concerns the actual reality that emerges so that A new strategy and policy are needed. 5. System Innovation, which is novelty in the context of interactions or relationships carried out with other actors in the context of changing organizational management. The nature of novelty is a basic characteristic of an innovation. Because it is something new, the implementation process certainly does not running smoothly without resistance. Innovation implementation still has the potential to fail due to the risks and uncertainties inherent in the innovation. Therefore, according to Rogers (Suwarno, 2008), there are several innovation characteristics (Innovation Attributes) that can be used as indicators to measure the success of an innovation, namely:

1. Relative Advantage, relates to the extent to which an innovation is considered beneficial to various parties, both government and society;
2. Compatibility, related to the degree of conformity between an innovation and the values and norms, existing innovations, and the needs of society and the organization. If an innovation does not align with the values, norms, and needs of the organization and society, then the innovation will not be easily accepted;
3. Complexity, related to the level of difficulty/hardness in understanding and using an innovation for society. This is due to the novelty of the innovation, which causes an innovation to have a higher level of complexity compared to existing innovations;
4. Trialability refers to the ability of an innovation to be tested in organizations and communities. An innovation is accepted if it has been tested to determine its quality and if it has greater value and benefits than existing innovations.
5. 5. Observability, related to the ease of observing the results of implementing an innovation. An innovation must be observable from various perspectives, from how it works to how it produces something more than before.

Research methods

This research is a descriptive study with a qualitative approach. In the study, the author uses secondary data, namely data obtained from various available sources. The data collection technique in the study was carried out using the Literature Study method through data and information from Books, Research Journals, BPS Data, the Website of the Ministry of Religious Affairs Office of Deli Serdang Regency , and electronic media (internet sites) related to the research problem. Meanwhile, data analysis in the study was carried out using the model from Miles and Huberman which consists of data reduction, data presentation, and conclusions (Sugiyono, 2014). Data reduction was carried out by selecting and sorting important data related

to Public Service Innovation at the Ministry of Religious Affairs Office of Deli Serdang Regency . Data presentation was carried out by describing the research results in the form of text and image descriptions. While the final stage of the study was carried out by making conclusions related to the research data that had been carried out.

Results and Discussion

The Ministry of Religious Affairs Office of Deli Serdang Regency has transformed and developed public service innovations as an effort to improve the quality of digital-based public service delivery, especially in the era of the Industrial Revolution 4.0. The development of innovation in public services is a form of implementation of the development of the Integrity Zone (ZI) with the aim of realizing a Corruption-Free Area (WBK) and a Clean and Serving Bureaucracy Area (WBBM) at the Ministry of Religious Affairs Office of Deli Serdang Regency . In carrying out its duties to organize government and services in the religious sector in Deli Serdang Regency, the Ministry of Religious Affairs Office of Deli Serdang Regency has developed several digital-based public service innovations. Several public service innovations at the Deli Serdang Regency Ministry of Religious Affairs Office can be accessed through the Official Portal of the Deli Serdang Regency Ministry of Religious Affairs on the Deli Serdang website .kemenag.go.id, which consist of the One-Stop Integrated Service Application (PTSP Zuriyah Smart Online), Hajj Database Application (Hajj Database System), Official Correspondence Application (Letter Management Information System), Employee E-Performance Application, Cooperation Information System between the Deli Serdang Regency Ministry of Religious Affairs and the Deli Serdang Regency Population and Civil Registration Office (SIKECAP), and the Integrated Data Information System (SI DATIN).

One-Stop Integrated Service Application (PTSP Zuriyah Smart Online)

Zuriyah Smart Online is a One-Stop Integrated Service (PTSP) system at the Ministry of Religious Affairs Office of Deli Serdang Regency which is carried out digitally with 82 public services that can be accessed via cellphone or laptop on the ptsp Deli Serdang website page .kemenag.go.id. On the Zuriyah Smart Online website, information is available regarding the requirements needed by the public to access services at the Ministry of Religious Affairs Office of Deli Serdang Regency with a choice of file delivery media, namely via the website or WhatsApp. The purpose of developing the PTSP Zuriyah Smart Online Public Service Innovation is to provide services to the people of Deli Serdang Regency more effectively and efficiently, especially the Deli Serdang Regency area which is separated by the ocean. With the implementation of digital information technology-based public service innovations, one of which is PTSP Zuriyah Smart Online will certainly make it easier for the people of Deli Serdang Regency who are outside Tanjung Balai Deli Serdang to access services at the Ministry of Religious Affairs Office of Deli Serdang Regency quickly without any limitations of space and time, and with cheaper service costs.

Hajj Database Application (Hajj Database System) The implementation of the Hajj pilgrimage every year experiences a significant increase in the number of registrants. This certainly requires the Office of the Ministry of Religious Affairs of Deli Serdang Regency to improve the quality of service to the community by developing an innovation in the form of the Hajj Database Application of the Ministry of Religious Affairs of Deli Serdang Regency through the use of digital information technology called the Hajj Database System. The Hajj Database System is designed to improve the quality of Hajj services at the Office of the Ministry of Religious Affairs of Deli Serdang Regency and overcome problems related to data collection,

data processing, and administration in the service of organizing the Hajj pilgrimage, minimize the possibility of errors in the management of data and administration of prospective Hajj pilgrims, minimize the occurrence of fraud in the process of determining departure numbers for prospective Hajj pilgrims, and prevent corruption of Hajj funds from pilgrims. Through the Hajj Database System, Hajj pilgrim data at the Office of the Ministry of Religious Affairs of Deli Serdang Regency becomes more efficient and structured. In addition, through the Hajj Database System, monitoring related to the implementation of the Hajj pilgrimage becomes more controlled, from departure to the return of pilgrims to Indonesia.

Official Correspondence Application (Letter Management Information System) The manual correspondence management procedure and the letter archiving stage in the form of storing physical documents are currently considered ineffective and inefficient. Therefore, the Office of the Ministry of Religious Affairs of Deli Serdang Regency created an innovation in the form of an Official Correspondence Application called the Letter Management Information System. The Letter Management Information System is a form of innovation in letter management and archiving through the use of digital information technology. The Letter Management Information System was created so that the process of managing letters and organizing important documents at the Office of the Ministry of Religious Affairs of Deli Serdang Regency becomes more effective. The use of the Letter Management Information System is carried out as a means of archiving letters and documents in digital form with the aim of improving the service and archiving of correspondence at the Office of the Ministry of Religious Affairs of Deli Serdang Regency . By utilizing the Letter Management Information System Application, it is expected to minimize the use of paper, space, and large costs during the archiving and document processing.

Employee E-Performance Application As an effort to improve the quality of Human Resources through improving employee discipline and performance, the Deli Serdang Regency Ministry of Religious Affairs Office developed an innovation in the form of an Employee E-Performance Application. Through the Employee E-Performance Application, the discipline and performance of all employees at the Deli Serdang Regency Ministry of Religious Affairs Office can be monitored every day in real time and online. The implementation of this E-Performance Application has been accompanied by Standard Operating Procedures (SOP), where the E-Performance Application service flow begins with employees accessing the E-Performance Application to enter attendance in the application. Then it continues with inputting and printing the employee's Daily Performance Report and ends with the employee filling in the attendance sheet by the application. The E-Performance Application can be accessed by employees through the website either on a cellphone, laptop, or computer.

Information System of Cooperation between the Ministry of Religious Affairs of Deli Serdang Regency and the Population and Civil Registration Office of Deli Serdang Regency (SIKECAP) The Information System of Cooperation between the Ministry of Religious Affairs of Deli Serdang Regency and the Population and Civil Registration Office of Deli Serdang Regency (SIKECAP) is an innovation in the form of cooperation between the Ministry of Religious Affairs of Deli Serdang Regency and the Population and Civil Registration Office of Deli Serdang Regency in the service process of issuing Family Cards (KK), e-KTP, Marriage Books, and Marriage Cards for the bride and groom after the marriage ceremony. The purpose of implementing SIKECAP is to improve the quality of public service delivery to the people of Deli Serdang Regency . Through the SIKECAP innovation, it is hoped that it will make it easier for the people of Deli Serdang Regency to process population documents after carrying out the

marriage ceremony, so that the administration of services at the Office of the Ministry of Religious Affairs of Deli Serdang Regency can be more effective and efficient.

Integrated Data Information System (SI DATIN) Integrated Data Information System (SI DATIN) is a form of digital-based public service innovation at the Deli Serdang Regency Ministry of Religious Affairs Office which contains all public data from the Deli Serdang Regency Ministry of Religious Affairs Office and can be accessed by the public through the Deli Serdang website [.kemenag.go.id/main/halaman/detail/si-datin](https://kemenag.go.id/main/halaman/detail/si-datin). The Integrated Data Information System is a concrete form of information openness to the Deli Serdang Regency community with the aim of realizing transparency, accountability, and an Integrity Zone at the Deli Serdang Regency Ministry of Religious Affairs Office . The purpose of implementing the website-based Integrated Data Information System (SI DATIN) innovation is to make it easier for the Deli Serdang Regency community to access public data from the Office of the Ministry of Religious Affairs of Deli Serdang Regency . With the Digital Information Technology-based Public Service Innovation, namely the Integrated Data Information System (SI DATIN), the people of Deli Serdang Regency can easily obtain public data from the Office of the Ministry of Religious Affairs of Deli Serdang Regency without having to come directly to the office, and can be obtained easily by simply accessing the website using a cellphone or laptop. In addition, the Office of the Ministry of Religious Affairs of Deli Serdang Regency also collaborates with Bank Negara Indonesia (BNI) in the procurement of EDC Machines at 14 District Religious Affairs Offices (KUA) in Deli Serdang Regency with the aim of facilitating the implementation of services in each district KUA, especially for prospective brides and grooms to pay wedding fees without having to make payments through ATMs or banks. The Office of the Ministry of Religious Affairs of Deli Serdang Regency also provides TTE (Electronic Signatures) so that the public service process becomes effective and efficient. As well as providing public complaints through the Whistleblowing System Application, which is a system for processing complaints submitted by the public regarding the occurrence of Corruption, Collusion, and Nepotism (KKN) in the Deli Serdang Regency Ministry of Religion Office environment , as well as complaints from the public regarding services at the Ministry Office that do not comply with public service standards.

Conclusion

The development of digital technology-based public service innovations is very necessary and must be carried out, both by the Deli Serdang Regency Government and by the Deli Serdang Regency Ministry of Religious Affairs Office as an effort to improve the quality of public service delivery to the community, especially in the era of the Industrial Revolution 4.0. The forms of digital information technology-based public service innovations at the Deli Serdang Regency Ministry of Religious Affairs Office are PTSP Zuriyah Smart Online, Hajj Database System, Letter Management Information System, Employee Performance, Cooperation Information System between the Deli Serdang Regency Ministry of Religious Affairs and the Deli Serdang Regency Population and Civil Registration Office (SIKECAP), Integrated Data Information System (SI DATIN), TTE (Electronic Signature), and Public Complaint Application (Whistleblowing System Application). The Deli Serdang Regency Ministry of Religious Affairs Office needs to conduct socialization regarding Public Service Innovation at the Deli Serdang Regency Ministry of Religious Affairs Office , especially to the community outside Tanjung Balai Deli Serdang , so that the community can know more clearly regarding information on Public Service Innovation that has been implemented at the Deli Serdang Regency Ministry of Religious Affairs Office . However, this study has limitations because This study focuses solely

on the forms of public service innovation development undertaken by the Ministry of Religious Affairs Office in Deli Serdang Regency . Further research is needed to examine the implementation of these innovations in greater depth, as well as further assessments regarding the evaluation of the implementation of digital technology-based public service innovations at the Ministry of Religious Affairs Office in Deli Serdang Regency .

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