

---

**SERVICE INNOVATION THROUGH THE COMPLETELY ORDERLY POPULATION  
ADMINISTRATION PROGRAM (TERSIPU) AT THE POPULATION AND CIVIL  
REGISTRATION SERVICE OF ACEH TAMIANG REGENCY**

Oleh

**Tengku Naila Amani<sup>1</sup>, Ti Aisyah<sup>2</sup>, Maryam<sup>3</sup>, Arinanda<sup>4</sup>Muhammad Hasyem<sup>5</sup>**

**<sup>1,2,3,4,5</sup>Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Malikussaleh**

**Kota Lhokseumawe, 24353, Indonesia,**

**Email: <sup>1</sup>[tengku.200210020@mhs.unimal.ac.id](mailto:tengku.200210020@mhs.unimal.ac.id)**

---

**Article History:**

*Received: 20-08-2024*

*Revised: 03-09-2024*

*Accepted: 13-09-2024*

**Keywords:**

*Service Innovation,  
Administration  
Program, Civil  
Registration Service*

**Abstract:** *Population services are one of the public services needed by the community. Problems complained about by the community prompted the Department of Population and Civil Registration of Aceh Tamiang Regency to make a new breakthrough in the form of an innovation aimed at facilitating the community in receiving services. This innovation is the TERSIPU (Orderly Complete Population Administration) program. The purpose of this study is to determine whether the TERSIPU program has been maximally implemented and the obstacles to the TERSIPU program at the Department of Population and Civil Registration of Aceh Tamiang Regency. The method used is an inductive qualitative method. This study uses Rogers' innovation attributes, namely: 1) Relative Advantage, 2) Compatibility, and 3) Complexity. Data collection techniques are through observation, interviews, and documentation. The results of the study indicate that the TERSIPU program has been implemented since 2020. The results obtained on the Relative Advantage aspect show that the benefits obtained are a proactive approach, quick document processing, and immediate issuance. In the Compatibility aspect, the TERSIPU program is in accordance with the problems and needs of the community in Aceh Tamiang Regency. In the Complexity aspect, network constraints in several remote areas hinder service delivery. The obstacles faced by the TERSIPU program are the budget, which only comes from the Regional Revenue and Expenditure Budget (APBD) and is very limited, as well as the lack of community participation in the TERSIPU program. The optimization of the well-run service is expected to continue to operate well in the future.*

---

**INTRODUCTION**

The community requires public services to meet their diverse needs, as these services are essential for daily life. According to I Nyoman Trisantosa, et al., (2022: 43), services are activities that originate from people, not from organizations or government agencies. Services are indispensable for every individual and can be said to be inseparable from human

life. Service provision is a solution to the problems between humans as consumers and companies as service providers or organizers.

In Indonesia, issues often arise in providing services to the community. The government, in administering public services, must be accompanied by more public service innovations to improve service quality. The government constantly strives to promote services that are easy, effective, and efficient. This is in line with Law Number 25 of 2009 concerning Public Services (Public Service Law), which states that public services must have a system that facilitates the community.

The issues related to Population Administration services that often occur in Aceh Tamiang Regency include long processing times for population documents, complicated procedures, unfriendly service by officers, the presence of brokers, discriminatory services, time constraints, health issues, and illegal fees for processing population documents. Additionally, the lack of awareness among the people of Aceh Tamiang Regency about the importance of population administration documents such as Identity Cards (KTP), Child Identity Cards (KIA), Family Cards (KK), and others, especially among those living in remote areas, results in many residents not having or completing their population administration document.

Therefore, the Department of Population and Civil Registration of Aceh Tamiang Regency initiated an innovation to provide population administration services directly to the villages in the Aceh Tamiang Regency area, called the Orderly Complete Population Administration Program (TERSIPU). The TERSIPU program was first implemented in Kuala Peunaga Village, Bendahara Subdistrict, on November 19, 2020.

In this context, the regional government of Aceh Tamiang Regency provides services to designated villages, particularly remote areas far from the Aceh Tamiang Department of Population and Civil Registration (Disdukcapil). The TERSIPU program is conducted for 2-3 consecutive days, depending on the number of residents seeking to process population administration documents. Employees typically work on weekends since they have regular office duties on weekdays. However, in practice, many residents' documents are not completed on the day they apply. Residents often have to return the following day to check if their documents are ready. The shortage of human resources also contributes to this issue. The limited number of employees, combined with the high number of residents, sometimes results in less friendly service from the staff.

During the implementation of the TERSIPU Program, there were several villages where the community's response was less enthusiastic. Many residents would only peek, watch, and listen without wanting to participate in the TERSIPU program. Despite repeated assurances that the TERSIPU program is free of charge, with all operational costs covered by the Department of Population and Civil Registration (Disdukcapil), the participation remained low. This is evident from the data table showing the number of residents served by the TERSIPU program, as follows:

**Table 1. Number of Residents Served by the TERSIPU Program in 2023**

No	Document Type	Number of Document Processed
1.	Family Card (KK)	1.291
2.	Identity Card (KTP)	1.649

---

3.	Child Identity (KIA)	749
4.	Certificate of Relocation	4
5.	Death Certificate	126
6.	Birth Certificate	2.218

---

Based on the table above, it can be seen that many residents processed Birth Certificates during the TERSIPU program, followed by Identity Cards (KTP) and Family Cards (KK).

### LITERATURE REVIEW

Public Service can be defined as the provision of services to meet the needs of individuals or communities who have an interest in the organization, in accordance with the established rules and procedures (Muhammad Sawir, 2020: 86). The objective of public service is to prepare the services desired or needed by the public, and to clearly communicate to the public their options and how to access the services planned and provided by the government (Muhammad Sawir, 2020: 87).

According to the Regulation of the Minister of Administrative and Bureaucratic Reform (Permen PANRB) No. 30 of 2014, public service innovation is a breakthrough in the type of public service that can be an original creative idea or adaptation/modification that provides benefits to the community, either directly or indirectly. Innovation does not necessarily have to be a new invention but can also include new approaches, expansions, or improvements in the quality of existing public service innovations.

According to Ministerial Regulation No. 91 of 2021, public service innovation, hereafter referred to as "innovation," is a breakthrough in the type of service that includes original creative ideas and/or adaptations/modifications that provide direct or indirect benefits to the community. As outlined in Ministerial Regulation (Permen) of Administrative and Bureaucratic Reform (PANRB) No. 91 of 2021, the dissemination of innovations can be achieved through adaptation and adoption of innovations and/or scaling up (expansion and enhancement) of innovations (Yosephina Ohoiwutun and Ilham, 2022: 32).

According to Ministerial Regulation No. 30 of 2014 on Public Service Innovation, the development of public service innovations is carried out within a unified system. This ensures that the development of innovations is continuous and sustainable, facilitating the transfer of knowledge from one unit to another within the public service system.

To ensure this, it is necessary to have the backing of the Ministerial Regulation on Administrative and Bureaucratic Reform. The strategy for developing public service innovations is carried out through:

1. **Public Service Innovation Competition:** This involves selection, assessment, and awarding of innovations in public services carried out by ministries, agencies, or local governments.
2. **Public Service Innovation Information System (SiNoviK):** This is a web-based system that includes a network for information and documentation aimed at disseminating information on public services.

According to the results of the Level III Diklatpim from the Regional Training Agency of Special Region of Yogyakarta titled "Innovation in the Public Sector" (as cited in Yaniar, 2018: 42-43), there are at least four stages in the public sector innovation process:

1. **Development Process:** This is divided into identifying needs, problems, or opportunities for innovation, followed by thinking outside the box, and then determining the most effective solution to develop.
2. **Checking Process:** This includes preparing evaluation strategies, monitoring short-term impacts, and assessing long-term outcomes.
3. **Adjustment Process:** This involves reconsidering responses and objectives, building on experiences and successes, and preparing for further development

According to Eggres and Singh (as cited in Yaniar, 2018: 43-44), the innovation process as a cycle involves four crucial components:

1. **Generating Ideas:** Many organizations propose government changes based on their understanding of the public sector. This stage needs to be more systematic to produce valuable results.
2. **Selecting Ideas:** After generating ideas, it is essential to choose the best one. Governments often face challenges dealing with multiple stakeholders who influence new ideas, making it difficult to select the most effective option.
3. **Implementing Ideas:** The chosen idea must be refined and executed. If deemed beneficial, it will be developed into a new program.
4. **Disseminating Ideas:** This is the final stage of the innovation cycle, where the innovation is spread throughout the organization and to stakeholders affected by the innovation.

According to Rogers (as cited in Wismayanti et al., 2023: 35-37), the indicators of public service innovation include several components:

1. **Relative Advantage:** Innovation must offer a relative advantage, meaning it should present benefits and added value compared to previous innovations. The relative advantage is often expressed in terms of economic benefits. Although an innovation may have many advantages, what matters is whether individuals perceive it as beneficial. The greater the perceived relative advantage, the faster the adoption rate.
2. **Compatibility:** Compatibility refers to how well a change aligns with existing values, past experiences, and the needs of the recipients. This aims to ensure that the change is not dismissed due to minor costs but is integrated into the transition process to new changes. It can also facilitate faster adaptation and learning about the change.
3. **Complexity:** The ease of understanding and using an innovation is crucial. Innovations that are easier to use are more likely to be adopted and spread. Conversely, innovations that are complex may face resistance and slower adoption.
4. **Trialability:** This indicator relates to the extent to which an innovation can be tested and proven to offer advantages or value compared to existing innovations. Good innovations are those that have undergone internal testing.
5. **Observability:** Innovations whose results are easy to observe are more likely to be adopted quickly by the public. This is seen in how well an innovation works and produces better outcomes

This study utilizes Rogers' theory to assess whether the TERSIPU program has been optimally implemented. However, the researcher only considers three of the five indicators listed above: Relative Advantage, Compatibility, and Complexity.

The TERSIPU program, which stands for **Tertib Tuntas Administrasi Kependudukan**

(Orderly Complete Population Administration), is designed to centralize population administration services in a village for one day. This program was intentionally created to facilitate administrative services for residents who have difficulty accessing the Disdukcapil office. It is a collaborative innovation involving the Department of Population and Civil Registration, the local government, and village administrations, aimed at achieving orderly and complete population administration in the villages.

The TERSIPU program handles various population administration documents, including Family Cards (KK), Electronic Identity Cards (KTP-el), Birth Certificates, Death Certificates, Marriage Certificates, Divorce Certificates, and others. However, the program is primarily utilized by residents to process Birth Certificates and Child Identity Cards (KIA). The objective of this program is to ensure that all residents of Aceh Tamiang Regency have complete population documents. Through this program and its innovations, the goal is to assist residents, particularly those living in remote areas, in completing all their population documents, such as Identity Cards (KTP), Birth Certificates, Family Cards (KK), and others.

#### **RESEARCH METHODOLOGY**

The research on Public Service Innovation through the Tertib Tuntas Administrasi Kependudukan (TERSIPU) program at the Department of Population and Civil Registration of Aceh Tamiang Regency employs a descriptive analytical approach using an inductive qualitative method. This study focuses on non-numeric data, collecting narrative information. This method is primarily used to obtain rich and in-depth information about the issues or problems being addressed. The data sources for this research include both primary and secondary data, with data collection techniques involving three methods: observation, interviews, and documentation. The data analysis technique used in this research comprises:

1. **Data Collection:** Gathering relevant information from various sources.
2. **Data Reduction:** Filtering and summarizing the collected data to focus on key aspects.
3. **Data Display:** Presenting the data in a structured format to facilitate understanding.
4. **Conclusion Drawing/Verification:** Analyzing the data to draw conclusions and verify findings.

#### **RESULTS AND DISCUSSION**

##### **Innovation in Public Service through the Tertib Tuntas Administrasi Kependudukan (TERSIPU) Program at the Department of Population and Civil Registration of Aceh Tamiang Regency**

Public services provided by the government are fundamentally the result of thoughtful considerations and rigorous public testing. Government-created public services should involve innovations that enhance and refine the services to be more relevant to the community. The Aceh Tamiang Regency government has introduced an innovation in public service through the TERSIPU program. This initiative aims to develop public services that meet the specific needs of the Aceh Tamiang community.

The TERSIPU program represents a significant innovation in public service by addressing key issues in population administration. It aims to streamline the process of acquiring essential documents for residents, particularly those in remote areas. By centralizing services in a single location for one day, the program reduces the burden on residents who may otherwise struggle to access the Disdukcapil office.

This approach aligns with the principles of public service innovation, which seek to improve service delivery and make it more accessible. The success of the TERSIPU program



reflects the government's commitment to enhancing public services through targeted innovations that directly address community needs.

### **Operational Technical Guidelines for the TERSIPU Program at the Department of Population and Civil Registration of Aceh Tamiang Regency**

1. **Notification:** The Disdukcapil Aceh Tamiang sends a letter from the regent to the village heads in Aceh Tamiang.
2. **Response from Village Heads:** Village heads interested in the TERSIPU Program, particularly those with low population document ownership, will be contacted and informed about the low data coverage in their village.
3. **Approval:** Interested village heads respond to the regent's letter indicating their willingness to participate in the TERSIPU Program.
4. **Meeting:** The Disdukcapil arranges a meeting with the interested village heads and their staff. The meeting takes place at the Disdukcapil office in Aceh Tamiang Regency.
5. **Scheduling:** A schedule is established in collaboration with the village heads and their staff, and it is agreed upon by both parties.
6. **Preparation:** The village heads who have agreed to the TERSIPU Program prepare their villages by setting up a location for the implementation of the program.
7. **Field Implementation:** The Disdukcapil team conducts field services according to the agreed schedule, bringing necessary equipment, including printing tools, and other required materials.

To evaluate why the TERSIPU program at the Department of Population and Civil Registration of Aceh Tamiang Regency has not been fully optimized, the researcher examines the program using Rogers' innovation attributes, which include:

#### **1. Relative Advantage**

An innovation must have more value or advantages compared to before. There is always new value inherent in innovation that differentiates it from before. In this case, it is hoped that innovation will be able to bring better benefits than previous innovations. Based on the research results, the TERSIPU program has been implemented well by the Aceh Tamiang District Population and Civil Registration Service and provides benefits to the community, especially people living in remote areas. With the TERSIPU program, people no longer need to come to the Population and Civil Registration Service office because this service is carried out in the village. Apart from that, village communities can also save time, energy and costs so that people can save expenses. In this TERSIPU program, village communities are allowed to process all documents that they have not completed, not just one document, but all documents that they do not yet have, they are allowed to process them and will be served until the population documents are complete and correct.

The above demonstrates that the TERSIPU program provides significant benefits and advantages to the community, especially to those residing in remote areas. This program makes it easier and faster for residents to handle their population administration documents, enhancing accessibility and efficiency in service delivery.

#### **2. Compatibility**

The innovation created must be in accordance with the problems of the community, in this case it means that the innovation must be able to solve existing problems but without abandoning existing innovations. In this study, the researcher's focus was on why the

TERSIPU program was not running optimally. Based on the research results, the TERSIPU program directly targets the important need for population administration documents in remote villages. Many people in remote areas do not yet have complete population administration documents due to limited access. The TERSIPU program is very relevant and in accordance with society's basic need for official identity and administrative recognition. Difficulty in geographical access is a major obstacle for remote village communities. By bringing population services directly to villages, the TERSIPU program removes this obstacle, making this innovation highly compatible with the geographical conditions and mobility of village communities. The TERSIPU program not only provides services but also functions as an educational tool. By visiting villages and providing direct services, the TERSIPU program also increases public awareness about the importance of population administration documents. This is important to increase community participation in population administration.

In terms of suitability indicators, the TERSIPU program shows strong alignment with the needs and conditions of communities in remote villages. The TERSIPU program is in line with the government's aim to improve and complete population data. By focusing on villages where data collection is still lacking, the TERSIPU program can help the government obtain more accurate and complete data. By targeting remote villages, the TERSIPU program ensures that previously underserved community groups receive the attention and services they deserve. This is in line with the government's mission to provide inclusive and equitable public services.

Based on the explanation above, it can be concluded that the TERSIPU program effectively addresses the issues related to the distance residents must travel to manage their population administration documents. The program aligns well with Rogers' theory of compatibility, as it is highly suited to the needs and conditions of residents in remote villages who often face challenges in accessing population services. By bringing services directly to the villages, TERSIPU overcomes geographical barriers and reduces the time required for residents to access essential administrative services. The program enhances transparency and builds trust through direct interaction with residents, ensuring that their fundamental needs are met.

Therefore, it can be stated that the TERSIPU program meets the compatibility indicator effectively. It successfully adapts to and addresses the specific problems and conditions of the rural population, demonstrating its relevance and effectiveness in solving existing issues

### **3. Complexity**

The level of complexity in a program being run is not something new. Every new thing that is created will of course meet obstacles or constraints, due to the new process and thus requiring adaptation. In this research, the results found by the TERSIPU program were that this program did not have significant obstacles, because before this program was established, the Population and Civil Registration Service of Aceh Tamiang Regency had thorough preparations.

Based on research results, the complexity in the TERSIPU program is the demographic location of the villages in Aceh Tamiang Regency. Crossing a river and reaching a very remote village is a clear example of this complexity. Difficult physical accessibility makes the process of providing services complicated and time consuming. Network instability in remote villages

creates additional complications. The complexity of change arises from having to adapt to unpredictable network conditions, which can hamper or slow down the service process. Network uncertainty can lead to reduced service effectiveness. When the network is unstable, communication between computers in the village and the office can be disrupted, causing delays and difficulties in processing population documents. Apart from that, the limited staff of only 12 people to serve communities in remote villages also became an obstacle when the TERSIPU program was implemented. When service demand exceeds available capacity, the service process becomes complicated and hampered. The imbalance between the number of employees and the number of people who want to process documents creates complications. People experience delays and inconvenience because service is slow or paperwork is not completed on the same day. When services become slow or inefficient due to limited staff and high public demand, this can reduce public enthusiasm for using or adopting innovations such as the TERSIPU program. Complexities in terms of employee availability and network availability in remote villages can influence innovation adoption. Based on the explanation above, it can be seen that the complications experienced by employees of the Population and Civil Registration Service of Aceh Tamiang Regency when the TERSIPU program took place were that the number of people was not proportional to the number of employees serving and the network was intermittent, causing services to take a long time and documents not to be completed on time.

## CONCLUSION

Based on the research results and discussion regarding the Public Service Innovation through the Tertib Tuntas Administrasi Kependudukan (TERSIPU) Program at the Dinas Kependudukan dan Pencatatan Sipil Kabupaten Aceh Tamiang, as previously outlined, the researcher presents several conclusions. The findings are as follows.

The TERSIPU Program at the Dinas Kependudukan dan Pencatatan Sipil Kabupaten Aceh Tamiang has not been fully optimized. The conclusions based on the research are as follows:

1. **Relative Advantage Indicator:** The TERSIPU Program has provided benefits to the community, particularly for those in remote areas, by bringing the services directly to the villages. This means that residents no longer need to travel to the office; instead, the office staff come directly to the field, thus delivering services efficiently and reducing the need for residents to travel.
2. **Compatibility Indicator:** The TERSIPU Program has been designed to address existing issues such as unaccommodating staff and the challenge of long distances that residents must travel to manage their population administration documents. The program effectively resolves these issues by bringing services directly to the communities.
3. **Complexity Indicator:** The TERSIPU Program has not been fully effective due to the overwhelming enthusiasm from the community, which has strained the limited number of staff. Additionally, network issues have caused delays in completing administrative documents and slowed down service delivery.

## ACKNOWLEDGMENTS

This research has been successfully conducted thanks to the support and assistance of various individuals. The author would like to express heartfelt thanks to their parents, the late Tengku Asril Fahri and Siti Juriah, for their prayers and support, which enabled the



completion of this research journal.

The author also extends gratitude to Ibu TI Aisyah, S.Sos., M.SP, the primary supervisor, and Ibu Arinanda, S.Pd., M.AP, the secondary supervisor, for their patience in guiding, motivating, and providing valuable advice throughout the preparation of this research journal.

#### DAFTAR PUSTAKA

- [1] Hermawan, Asep. (2015). *Penelitian Bisnis Paradigma Kuantitatif*. Jakarta: PT Grasindo.
- [2] Hutagalung, S. S. dan D. H. (2018). *Membangun Inovasi Pemerintah Daerah*. Yogyakarta: CV Budi Utama.
- [3] Mamik. (2015). *Metodologi Kualitatif*. Taman Sidoarjo: Zifatama Publisher.
- [4] Mustanir, A. (2022). *Pelayanan Publik*. Jawa Timur: CV Penerbit Qiara Media.
- [5] Ohoiwutun, Y. dan Ilham. (2022). *Inovasi Pelayanan ADMINDUK Dinas Kependudukan dan Pencatatan Sipil Kota Jayapura*. Jawa Tengah: Wawasan Ilmu.
- [6] Prabowo, H. dkk. (2022). *Inovasi Pada Organisasi Publik*. Bandung: PT Remaja Rosdakarya.
- [7] Sari, A. R. (2021). *Efektivitas Peran Kelurahan dalam Pelayanan Administrasi Kependudukan*. NEM.
- [8] Sawir, M. (2020). *Birokrasi Pelayanan Publik Konsep, Teori dan Aplikasi*. Yogyakarta: CV Budi Utama.
- [9] Sugiyono. (2021). *Metode Penelitian Kualitatif*. Bandung: Alfabeta CV.
- [10] Suwarno, Y. (2008). *Inovasi di Sektor Publik*. Jakarta: STIA-LAN Press.
- [11] Trisantora, I. N. dkk. (2022). *Pelayanan Publik Berbasis Digital*. Yogyakarta: CV Budi Utama.
- [12] Wismayanti, K. W. D. dkk. (2023). *E-Government dalam Pelayanan Publik*. Bandung: Nilacakra.
- [13] Astuti, P., Setiawati, B., & Malik, Ihyani. (2021). *Inovasi Pelayanan Administrasi di Dinas Kependudukan dan Pencatatan Sipil Kabupaten Luwu Timur*. 2(3), 981-993.
- [14] Elkesaki, R, A., Oktaviani, R, D., & Setyahrerlambang, M, P. (2021). *Inovasi Pelayanan Publik Dinas Kependudukan dan Catatan Sipil di Kota Bandung*. Jurnal Caraka Prabu, 5(1), 69-90.
- [15] Melinda, M., Syamsurizaldi., & Kabullah, M, I. (2020). *Inovasi Pelayanan Administrasi Kependudukan Online (PADUKO)*
- [16] oleh Dinas Kependudukan dan Pencatatan Sipil Kota Padang Panjang. Jurnal Ilmu Pemerintahan, 19(2), 202-216.
- [17] Pramesti, S, J., Handoko, R., & Widodo, J. (2022). *Inovasi Pelayanan Publik Melalui Si Whapik pada Dinas Sosial Kabupaten*
- [18] Sidoarjo.
- [19] Undang-undang Nomor 25 Tahun 2009 Bab 1 Pasal 1 Ayat 1 tentang Pelayanan Publik.
- [20] Undang-undang Nomor 24 Tahun 2013 atas perubahan dari Undang-undang Nomor 23 Tahun 2006 tentang Administrasi Kependudukan.
- [21] Peraturan Menteri (Permen) Pendayagunaan Aparatur Negara dan Reformasi Birokrasi (PANRB) Republik Indonesia Nomor 91 Tahun 2021 tentang Pelayanan Publik.
- [22] Peraturan Menteri (Permen) Pendayagunaan Aparatur Negara dan Reformasi (PANRB) Nomor 30 Tahun 2014 tentang Inovasi Pelayanan Publik.

HALAMAN INI SENGAJA DIKOSONGKAN