Optimization of Kalimasada Program Through *"Klampid New Generation" Application* in Surabaya City

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Abstract

Focus of population administration services by the Surabaya City Population and Civil Registration Office changed from traditional to electronic through the Klampid New Generation application. This study primarily aims to evaluate the effectiveness of the Kalimasada program, which is facilitated through the Klampid New Generation application in Surabaya City. The research approach utilized is descriptive and qualitative in nature, utilizing primary data obtained through in-depth interviews and observations. Additionally, secondary data from relevant government websites and other resources related to the research theme are incorporated. Valuable insights are further derived from extensive interviews conducted with key stakeholders. The study's findings reveal that a considerable portion of the population lacks familiarity with the operational aspects of the Klampid New Generation Application. As a result, there is a notable requirement for increased efforts by the government to raise awareness through extensive public campaigns. However, in terms of implementation, the Kalimasada program emerges as a highly effective tool, contributing significantly to the promotion of civic awareness regarding the organized management of population administration within Surabaya's dynamic urban environment.

Keywords: e-government, innovation, kalimasada, population

Abstrak

Fokus pelayanan administrasi kependudukan oleh Dinas Kependudukan dan Pencatatan Sipil Kota Surabaya berubah dari tradisional ke elektronik melalui aplikasi Klampid New Generation. Penelitian ini bertujuan untuk mengevaluasi efektivitas program Kalimasada yang difasilitasi melalui aplikasi Klampid Generasi Baru di Kota Surabaya. Pendekatan penelitian yang digunakan bersifat deskriptif dan kualitatif, memanfaatkan data primer yang diperoleh melalui wawancara dan observasi mendalam. Selain itu, data sekunder dari situs web pemerintah terkait dan sumber daya lain yang terkait dengan tema penelitian dimasukkan. Wawasan berharga selanjutnya berasal dari wawancara ekstensif yang dilakukan dengan pemangku kepentingan utama. Temuan penelitian ini mengungkapkan bahwa sebagian besar populasi kurang akrab dengan aspek operasional Aplikasi Generasi Baru Klampid. Akibatnya, ada persyaratan penting untuk meningkatkan upaya oleh pemerintah untuk meningkatkan kesadaran melalui kampanye publik yang luas. Namun, dalam hal implementasi, program Kalimasada muncul sebagai alat yang sangat efektif, memberikan kontribusi signifikan terhadap promosi kesadaran masyarakat mengenai manajemen administrasi kependudukan yang terorganisir dalam lingkungan perkotaan Surabaya yang dinamis.

Kata kunci: e-government, inovasi, kalimasada, kependudukan

INTRODUCTION

The demographic landscape of Surabaya city has exhibited consistent fluctuations over time. As per data sourced from the Population and Civil Registration Service (Dispendukcapil) and last updated on December 13, 2021, the population of Surabaya City was reported to be 2,971,300 individuals in the year 2020. This figure comprises 1,474,330 males, constituting 49.62% of the total, and 1,496,970 females, comprising 50.38% of the population (BPS Kota Surabaya, 2021).

In comparison to the broader context of East Java Province, which housed a population of 40.67 million in 2020, the populace of Surabaya City constituted approximately 7.30% of this total. This proportion stands out significantly, particularly when considering that the average population per regency/city within East Java Province was 1.07 million individuals (BPS Jawa Timur, 2021).

As the population grows over time, Surabaya City government needs to undertake innovative measures, aimed at optimizing public services within the realm of population administration. Mayor Eri Cahyadi's directive through Surabaya City Regional Regulation Number 6 of 2019, focusing on the Implementation of Population Administration, has charged the Population and Civil Registration Office of Surabaya with the responsibility of fostering innovation within their Population Administration Services (Al Hasri & Sudarmilah, 2021; Anraeni et al., 2020). The overarching aim of this initiative is to ensure the provision of optimal services to the residents of Surabaya (Fadilah & Maesaroh, 2020; Tarifu, 2020). This directive aligns with the overarching vision of the Surabaya City Population and Civil Registration Office, encapsulated as follows: "Achieving accurate population data along with a community that is conscientious and compliant with population administration" (*Disdukcapil Kota Surabaya – Website Resmi Dinas Kependudukan Dan Pencatatan Sipil Kota Surabaya*, n.d.).

Dispendukcapil offers a range of administrative services aimed at safeguarding the fundamental rights and requirements of citizens (Diah Wahyuningtias & Rasyidah, 2023; Nurjanah & Mahendra, 2022). These services encompass crucial documents including the Electronic Citizenship ID Card (E-KTP), birth certificates, land certifications, death certificates, and licenses. The significance of E-KTP and birth certificates resonates deeply in

daily life, as these documents underpin citizens' identities, legal existence, and various civil entitlements. Nonetheless, operational challenges persist in the field, giving rise to recurring issues and public grievances, particularly in the coastal vicinity during visits by the Mayor, notably within the Pegirian urban village area.

Not all residents of Surabaya possess birth certificates and e-ID cards. Based on 2019 data, the population of Surabaya City stood at 3,141,921 individuals. Among them, 2,344,098 are required to possess ID cards (KTP). Out of this number, 1,992,149 individuals hold valid KTPs, leaving 351,949 individuals without them. Similar circumstances arise concerning Birth Certificates, with 1,421,038 individuals possessing them and 1,720,883 individuals lacking them (Surabaya Government Planning and Development Agency, 2017).

Facilities and infrastructure are reliant on state budget allocations. This is in line with the regulations stipulated in Indonesia Republic Law Number 24 of 2013, specifically Chapter 87A, which designates state budget funds for implementing population administration programs and activities, encompassing both physical and non-physical aspects,

at both provincial and regency/city levels.

Among all these services, a critical aspect of public services, especially within Surabaya City, lies in the purview of the state. Dispendukcapil has recently introduced an innovative approach to community service through the launch of electronic platform of birth, law, move in and move out administration services (E-LAMPID). This initiative seeks to simplify the process of managing individual Population Administration matters (Bima & Wibowo, 2020). Initially, this web-based public service was designed to facilitate the collection and efficient storage of vast population administration data(Dinda et al., 2021). However, alongside the evolution of E-LAMPID, several deficiencies have garnered criticism for Dispendukcapil. For instance, the surge in data requests can disrupt the website's primary server (Putri et al., 2022).

Despite its potential, E-LAMPID encounters limitations due to its inaccessibility through mobile devices or phones. In response, Dispendukcapil has overhauled the service framework with the Klampid New Generation (KNG) application. This strategic move aims to elevate the quality of population administration services. KNG provides accessibility via web-based platforms

and mobile applications, the latter being downloadable from the playstore (Dias Fidiyanti & Ismail, 2023; Kurnia Firmansyah & Roisul Basyar, 2023). KNG simplifies the process of residency applications for individuals. However, it's important to acknowledge that data previously entered in E-LAMPID needs to be re-entered into KNG (Ardilia, 2023; Kurnia Firmansyah & Roisul Basyar, 2023). This measure ensures the effective processing of unresolved application data from E-LAMPID within the KNG platform.

This study was conducted in Pegirian Urban Village, specifically chosen because the implementation of KNG is in effect within this locality as an integral component of Surabaya City's administrative framework. Our objective was to concentrate on a particular research setting in order to observe how KNG is operationalized at the street level of bureaucracy. As described by (Lipsky, 1980) this level is particularly significant as it is where various complex public service situations often arise.

The primary objective of this research is to uncover the optimization efforts related to KNG within Pegirian Urban Village. To achieve this goal, our approach involves providing a concise overview of the implementation of KNG

within Pegirian Urban Village. Following this, we delve into an examination of the factors that either impede or facilitate the service's effectiveness. By understanding these factors, we aim to identify the most conducive conditions for citizen administration service activities in Pegirian Urban Village, aligning with the overarching objective of *Kalimasada* program: fostering a heightened sense of citizenship awareness among Surabaya's residents with regards to registering their citizenship administration affairs.

METHOD

This article adopts a qualitative approach that places emphasis on an inductive process. The choice of the study's location was guided by a comprehensive literature review, which highlighted numerous community grievances stemming from Pegirian Urban Village.

Data collection for this study encompassed in-depth interviews, observations, and documentation. The outcomes of these interviews constitute the primary data, which, in conjunction with secondary data, were subjected to analysis.

The selection of informants was carried out employing the purposive method. This technique involves

identifying research subjects based on their relevance to the research questions and their roles and positions as informants. The interviews were conducted with stakeholders responsible for population administration within Pegirian Urban Village. The pool of research informants included individuals from Semapir sub-district, the *Lurah* (Village Chief), *RW* Head (Neighborhood Association Head), RT Head (Community Unit Head), as well as various residents domiciled in Pegirian Urban Village.

Conducting a qualitative interview necessitates the establishment of a foundation of trust with the interviewees. This entails guiding them through a carefully prepared array of topics or questions, intended to delve deeply into the subject matter. Effective questions within this context should be open-ended, neutral, and easily comprehensible, as emphasized by (Gill et al., 2008). Qualitative interviews adopt a conversational approach, often adhering to a semi-structured interview guideline, as outlined by Brandler & Roman (2007).

Additional primary data were obtained through the process of observation, while secondary data were extracted from relevant documents. Subsequently, a comprehensive analysis was conducted, wherein researchers collaboratively engaged in cross-interpreting the qualitative data derived from both interviews and documents.

RESULTS AND DISCUSSION

The Kalimasada program was conceptualized by the Surabaya City Population and Civil Registration Office, founded upon the guidelines stipulated in (Peraturan Walikota Surabaya Nomor 10 Tahun 2022 Tentang Tata Cara Penyelenggaraan Administrasi Kependudukan, 2022) regarding the procedures for executing Population Administration. Kalimasada stands as one among several initiatives of Dispendukcapil, aimed at spearheading the establishment of an organized population administration framework at the village level. A key goal of Kalimasada is to enhance citizen awareness about Population Administration matters. This program involves the appointment and empowerment of RTs (Community Units) as designated users to oversee 39 distinct services.

Implementation of The KNG in Pegirian Urban Village

Klampid New Generation (KNG) is an online platform developed by the Surabaya City Government, designed to

enhance government efficiency and align with public expectations. It serves as a comprehensive tool for managing citizenship data for Surabayan residents. The Klampid Surabaya website enables online access to population administration services. To utilize this service, residents are required to first register on the Klampid Surabaya platform (Nanda & Putri, 2022).

Klampid Surabaya functions as the official website of the Population and Civil Registration Office of Surabaya City, East Java (Dispendukcapil). This website is dedicated to facilitating online population administration services, encompassing aspects such as marital status, birth and death records, as well as matters related to coming and moving.

The "Terms & Conditions" serve as a contractual agreement between applicants and the Surabaya City Population and Civil Registration Office. These terms outline a set of regulations governing the rights, obligations, and responsibilities of both parties. Additionally, they provide procedures for utilizing the Surabaya City Population and Civil Registration Service system.

The applicant refers to a resident of Surabaya City seeking services for the issuance of residence-related documents. Population Documents encompass all document types resulting from applications processed by the Surabaya City Population and Civil Registration Office.

The website of the Surabaya City Population and Civil Registration Office offers several services, including: 1. Application for the issuance of a birth certificate; 2. Application for the issuance of a death certificate; 3. Application for the issuance of a marriage certificate; 4. Application for moving in.

An application for the issuance of a birth certificate is submitted by an applicant to officially register a birth and obtain a birth certificate citation document.

Similarly, an application for the issuance of a death certificate is filed by an applicant to formally register a death and acquire a corresponding death certificate citation document.

In parallel, an application for the issuance of a marriage certificate is lodged by an applicant to formally register a marriage and secure a marriage certificate citation document.

Lastly, the application for moving in is submitted by an applicant relocating from outside the city of Surabaya to establish domicile in the city. This application leads to the issuance of a family card residence document with a

designated domicile address within Surabaya.

The implementation of KNG within Pegirian Urban Village is designed to offer numerous conveniences to both the community and village employees, particularly concerning population management and civil registration. The effectiveness of the KNG program can be evaluated through the outcomes observed during the study. These public results exemplify the impact of the program.

During the interview, the administrative staff member conveyed how the adoption of KNG has revolutionized the way population administration services are rendered. Compared to the previous methods, where manual processing and paperwork often led to delays, KNG has expedited the entire process. Notably, the time required for application processing has been significantly slashed.

Prior to the introduction of KNG, individuals seeking population-related services would often experience lengthy waiting periods. With the implementation of KNG, the administrative staff member highlighted that applications can now be processed within a single day. This rapid turnaround has eradicated the frustration associated with prolonged waiting times,

significantly improving the overall user experience.

The administrative staff member emphasized that this streamlined process is a result of the digitalization and automation facilitated by KNG. The platform enables real-time data entry, instant verification, and efficient communication between various departments involved in the service process. As a result, administrative tasks that once consumed considerable time and effort have been simplified and expedited

The field findings reveal a noteworthy shift in the level of awareness among the residents of Pegirian Village regarding the importance of orderly population administration. Before the advent of services at the RW and Kalimasada halls, many individuals displayed limited understanding of the administrative procedures and their significance. This lack of awareness was evident in various instances, such as the non-renewal of barcoded Family Cards and the underreporting of deaths.

In essence, the absence of convenient and accessible service points had contributed to this gap in understanding. Residents often found it cumbersome to engage with administrative procedures due to

procedural complexities and limited accessibility. As a result, tasks like renewing Family Cards or reporting deaths were frequently postponed, leading to inconsistencies in population records.

However, the landscape shifted dramatically with the introduction of services at the RWs and *Kalimasada* halls. These centralized service points not only brought administrative assistance closer to the community but also provided the much-needed platform for disseminating information and raising awareness about population administration procedures.

The findings illustrate that the physical presence of service points at the village level has empowered residents with accessible avenues to address their administrative needs. This, in turn, has significantly bolstered the community's understanding of the importance of adhering to population administration guidelines. With the newfound convenience, individuals have been prompted to take proactive measures such as renewing their Family Cards and accurately reporting deaths.

The establishment of these service points can be viewed as a catalyst for change. They have not only facilitated administrative tasks but have also served as educational hubs where community members can learn about the significance of adhering to proper population administration protocols.

The field findings highlight a substantial increase in the community's awareness of orderly population administration in Pegirian Village. The accessibility and availability of services at the RW and Kalimasada halls have contributed significantly to this shift, enabling residents to better comprehend the necessity of accurate administrative procedures, as evidenced by improved Family Card renewals and death reporting practices..

Overall, the interview underscored the substantial benefits reaped from the transition to KNG. The administrative staff member emphasized how the platform has not only reduced processing time but also enhanced overall service quality. With quicker and more efficient processing, individuals can now experience the convenience of obtaining population-related documents without enduring unnecessary delays.

Optimization Efforts of the KNG in Pegirian Urban Village

The Pegirian Village Office has demonstrated a commitment to consistently enhance the effectiveness of KNG implementation, aiming to provide local citizens with a seamless experience

through the program. A supportive indication of their dedication is evident in the diminishing frequency of public visits to the Dispendukcapil office. This trend is a direct result of the increasing awareness among citizens about the availability of online services, accessible through the WhatsApp application and the official website. As a result, a significant portion of the population has become adept at utilizing these digital resources, ultimately leading to a reduction in physical visits to the government office.

The core objective behind the implementation of KNG is to enhance the caliber of population administration services while concurrently amplifying the issuance of population-related documents within the precincts of Surabaya City. These achievements undeniably substantiate the advantages derived from the establishment of online population administration services through KNG.

The assessment of the quality of population administration services conducted by Dispendukcapil encompasses a spectrum of factors, including the issuance of population documents, the introduction of innovative service programs, and the level of community satisfaction. The implementation of the KNG platform has

proven to be a pivotal step in aligning these components with the overarching objectives of optimization.

The KNG platform's success in these dimensions can be attributed to its ability to streamline and enhance the entire process of population administration. Through KNG, the issuance of population documents has witnessed a noticeable improvement. The platform's automated features enable quicker data entry, verification, and issuance, leading to a more efficient and timely issuance of essential documents like birth certificates, marriage certificates, and more.

Innovative service programs have also flourished due to the KNG platform's capabilities. Its digital nature has paved the way for creative approaches to service delivery. The integration of user-friendly interfaces, online tutorials, and streamlined communication channels has transformed the way community members engage with population administration services. This innovation aligns with the broader goals of optimizing the KNG platform.

Furthermore, the level of community satisfaction serves as a *litmus* test for the effectiveness of any service platform. The implementation of KNG has led to enhanced community

satisfaction, with residents benefiting from expedited service delivery and reduced bureaucratic hurdles. The shift from prolonged processing times to swift, online interactions has resonated positively with the community.

A notable example of this success can be observed in the meticulous design of population administration service procedures by the Pegirian Urban Village Office. By leveraging the features of the KNG platform, the village office has fine-tuned the execution of these procedures, ensuring seamless interaction between residents, administrators, and the system itself. This synergy between technology and on-the-ground implementation underscores the platform's efficiency and effectiveness.

The evaluation of population administration services, guided by Dispendukcapil's benchmarks, finds resonance in the accomplishments facilitated by the KNG platform. Its impact on document issuance, service innovation, and community satisfaction showcases its alignment with the goals of optimization. The adept utilization of KNG by the Pegirian Urban Village Office further solidifies the platform's role in enhancing population administration procedures.

Information and Communication Technology (ICT) plays a pivotal role in facilitating the seamless execution of service procedures within the KNG program, primarily due to its online nature. As KNG operates as an online population administration service, several key supporting resources are integral to its successful implementation. Foremost among these is reliable internet connectivity, serving as a cornerstone for online services. Nevertheless, challenges arise in the form of network connectivity obstacles, stemming from factors such as inclement weather and restricted access, which can impede the smooth functioning of the system.

On the website, the user interface has been meticulously refined to ensure that individuals can comprehensively comprehend the prerequisites for obtaining a population document. This exemplifies that online services, when comprehended correctly, are straightforward and efficient, demanding minimal time investment. In this context, the successful attainment of streamlined objectives underscores the optimization of KNG.

Communication

Communication plays a pivotal role in the successful application of Kalimasada, and Pegirian Urban Village

has demonstrated transparency by delivering clear and accurate information to the informants, ensuring a comprehensive understanding of procedural requirements. The implementation of the Kalimasada program in Pegirian Urban Village has yielded noteworthy results. The community's feedback indicates a positive reception, with the village employees effectively conveying precise information. This has prevented confusion among the residents regarding the registration process for the KNG account. Overall, the community expressed satisfaction with the information disseminated by urban village officials. Many residents of Pegirian have attested to the proficiency of the communication efforts by urban village officials, highlighting that explanations concerning KNG are clear.

However, the dispersion of information about KNG within the community requires further enhancement, as not all individuals are yet familiar with the program, despite previous efforts of socialization conducted within RTs and RWs.

Teamwork

Teamwork holds immense significance in the realm of work. It is the cornerstone upon which agencies can flourish and fulfill their vision and mission. At its core, teamwork is a collaborative endeavor among individuals possessing diverse expertise within an organization. This collective effort fosters improved cooperation and communication, ultimately aimed at achieving shared objectives.

Teamwork thrives as an activity within an organization, uniting individuals with varying skill sets. This diversity is harnessed as a source of strength to propel the attainment of goals. Effective utilization of available resources plays a pivotal role in the success of policy implementation. A policy's effectiveness hinges on the support of ample human, financial, and temporal resources.

The inception of the KNG application emerged from the Surabaya City Communication and Information Office, subsequently adopted by the Surabaya City Population and Civil Registration Office. This technology then trickled down to all *Kelurahan* (urban villages) across Surabaya City, simplifying access for the public. The Kelurahan assumes a pivotal role in KNG's triumph, serving as the implementing body closest to the community and delegated by Dispendukcapil. Effective coordination with local RTs and RWs is paramount in

transmitting KNG-related information to residents.

Achieving the triumph of the KNG program extends beyond human resources, encompassing financial backing and essential resources. While some government and public service offices claim that urban villages solely receive hardware and printing facilities, it is crucial to recognize that a comprehensive approach is imperative for successful program execution.

Several Optimization Tips to the KNG

Enhanced User Experience and Support: a. Develop user-friendly tutorials and guides within the KNG application, helping users navigate the platform with ease; b. Establish a dedicated helpdesk or helpline to assist individuals who encounter difficulties while using the application; c. Organize workshops or training sessions to educate residents about the application's functionalities, ensuring that even those less familiar with technology can benefit.

Multi-channel Access: a. Set up information kiosks in the village for face-to-face interactions, allowing residents to access services directly through assistance from village staff; b. Leverage community centre or local institutions to host technology workshops.

Extended Service Availability: a. Explore the possibility of expanding the frequency of night services at the village RW hall, ensuring that those with time constraints can conveniently access assistance; b. Consider introducing mobile service units that visit various parts of the village periodically, catering to residents who might find it challenging to reach centralized locations.

Continuous engagement and feedback: a. Establish a mechanism for gathering regular feedback from the community regarding their experiences with KNG, which can guide further improvements; b. Conduct community surveys to gauge satisfaction levels and identify specific pain points or areas for refinement.

Feature upgrades and customization: a. Continuously enhance the features and functionalities of the KNG application, introducing updates based on user feedback and evolving needs; b. Consider incorporating options for customization within the application to allow users to tailor their experience according to their preferences.

Awareness campaigns: a. Run awareness campaigns, utilizing various mediums such as posters, social media,

and community meetings, to ensure that all residents are informed about the benefits and usage of KNG; b. Collaborate with local schools, community centre, and organizations to educate residents, emphasizing the importance of utilizing technology for administrative processes.

Collaboration with youth and volunteers: a. Engage local youth or volunteers to act as intermediaries, assisting elderly residents in using the application and availing online services; b. Organize technology mentoring sessions where younger residents can guide older community members through the application.

CONCLUSION

The optimization of the Klampid New Generation (KNG) program for population administration services by the Surabaya City Population and Civil Registration Office has encountered certain challenges. In the context of the optimization dimensions, there exist certain shortcomings and objectives that have yet to be fully realized by the Surabaya City Disdukcapil. Numerous hurdles have emerged during this optimization journey, including the need for aligning facilities and infrastructure with current service demands, a deficit in public comprehension of the "Klampid

New Generation" Application and online population administration services, and a lack of community-owned facilities.

In light of these circumstances, several recommendations have been offered to enhance the optimization of the Kalimasada Program in Pegirian Village, based on the community's assessment of their experience with the "Klampid New Generation" Application. Overall suggestions encompass the following points: 1. Community Contentment: The community expresses satisfaction with the population administration services, recognizing the application's role in streamlining processes, ensuring efficiency, efficacy, and transparency within the KNG services; 2. Inclusive Approach: Recognizing that not all residents may be well-versed in technology or belong to the elderly demographic, it is advisable to maintain offline services in tandem with online facilities. These offline services could be directly accessible within the village, accommodating those with limited technological proficiency. Furthermore, the village's initiative to hold night services at the RW hall on a weekly basis could further enhance accessibility and inclusivity; 3. Continuous Improvement: As public services are effectively running through the KNG application, the Population and

Civil Registration Office should proactively seek avenues for innovation and enhancements. Regular updates and breakthroughs can be developed to further optimize the services, ensuring maximum efficiency and satisfaction within the community's experience.

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