



ANALYZING THE GOVERNMENT OF BANDUNG CITY'S INNOVATIONS IN POPULATION SERVICES DURING THE COVID-19 PANDEMIC

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Abstract: The purpose of this study is to analyze the innovations that have been carried out by the Bandung City Government in population services during the Covid-19 Pandemic. Innovation is a creative process of creating knowledge in making new inventions that are different or modifications of existing ones. This innovation is part of the bureaucratic reform of the Bandung City Government in an effort to improve public services. From this research, it will be known the efforts that have been made by the Bandung City Government in providing population services to the community during the Covid-19 Pandemic. This study uses qualitative research methods with descriptive analysis. The results of this study indicate that the population service innovation carried out by the Bandung City Government has had a positive impact on the Bandung community.

Kata Kunci:
Inovasi;
Pelayanan
Kependudukan;
Covid-19.

Abstrak: Tujuan penelitian ini adalah untuk menganalisis inovasi yang telah dilakukan oleh Pemerintah Kota Bandung dalam pelayanan kependudukan pada masa Pandemi Covid-19. Inovasi merupakan proses kreatif penciptaan pengetahuan dalam melakukan penemuan baru yang berbeda atau modifikasi dari yang sudah ada. Inovasi ini merupakan bagian dari reformasi birokrasi Pemerintah Kota Bandung dalam usaha meningkatkan pelayanan publik. Dari penelitian ini akan diketahui usaha yang telah dilakukan Pemerintah Kota Bandung dalam pelayanan Kependudukan kepada masyarakat pada masa Pandemi Covid-19. Penelitian ini menggunakan metode penelitian kualitatif dengan analisis deskriptif. Hasil dari penelitian ini menunjukkan bahwa Inovasi pelayanan kependudukan yang dilakukan oleh Pemerintah Kota Bandung memberikan dampak positif bagi masyarakat Kota Bandung.

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INTRODUCTION

Indonesia is one of the countries that experienced the Covid-19 Pandemic in 2020. As an effort to handle and prevent it, the 3M program is carried out, namely wearing masks, washing hands and maintaining distance. This is done to break the chain of transmission of Covid-19 in the community. Efforts to maintain distance in preventing the spread of the Covid-19 virus have

made almost all activities carried out online. The same goes for services provided by the government. The government is required to innovate so that the service process does not stop.

Innovation is a creative process of creating knowledge in making new discoveries that are different and/or modifications from existing ones. This is as explained in PermenPAN RB No. 30 of 2014 concerning Guidelines for Public Service Innovation. Public service itself is described as an activity or series of activities in the context of fulfilling service needs in accordance with statutory regulations for every citizen and resident for goods, services and/or administrative services provided by public service providers. So Public Service Innovation is a breakthrough type of good service which is an original creative idea which is an adaptation or modification that provides benefits to the community, both directly and indirectly.

So that it can be said that public service innovation itself is not always in the form of new inventions, but can be in the form of a new approach which is an improvement from existing innovations. The purpose of this public service innovation is to encourage the development of public service innovation, encourage the development and transfer of public service innovation, accelerate the improvement of the quality of public services, and increase public satisfaction with public services.

Research on public service innovation was conducted by Mohammad (2019). The results of his research show that public service innovation in the health and emergency sector is the 119 Public Safety Center (PSC) service in Bantul Regency. This PSC service is an integration between the Central Government through the National Command Center 119 located at the Ministry of Health and the Regional Government through the Public Safety Center (PSC) in each Regency/City. The innovation in this service is due to its uniqueness with the ball pick-up system and is free of charge. This PSC service is of good quality. PSC has advantages in providing health and emergency services, namely the ease of accessing these services, simply by calling the toll-free number 119. Then the medical team immediately went to the location, plus, with a service system that is on standby 7 days 24 hours, so that this service can be accessed whenever the origin of the caller or victim is within the administrative area of Bantul.

Service innovation has a positive impact on society. With this innovation, the services provided by the government to its people can be further improved. Likewise with the government of Bandung City. With the innovation of population services that have been carried out, the population services in Bandung City will be better and the people will be satisfied.

The purpose of this study is to examine population service innovations that have been carried out by the Bandung City Government during the Covid-19 pandemic. As an effort to improve public services. With the innovation of population services that have been carried out, the population services for the City of Bandung will be better and the people will be satisfied.

RESEARCH METHOD

The method used is a qualitative research method with descriptive analysis. This research will explain about pupulation service innovation during covid-19 pandemic in Bandung City.

Data collection techniques used are: the study of literature such as textbooks, journals, research results, reports and other documents about pupulation service innovation and obsevation. And data analysis techniques using three components of the analysis, namely data reduction, data presentation and conclusion.

RESULT AND DICUSSION

Based on Law Number 24 of 2013 concerning Amendments to Law Number 23 of 2006 concerning Population Administration, the Population and Civil Registration Service is obliged and responsible for carrying out Population Administration affairs. What is meant by population administration is a series of structuring and publishing activities in the issuance of population documents and data through population registration, civil registration, management of population administration information and utilization of the results for public services and the development of other sectors.

The Bandung City Government through the Bandung City Population and Civil Registry Service (Disdukcapil), has made innovations in population services. This has been done since 2016. The following are innovations in the Bandung City Disdukcapil: (1) e-SPASI, a Queue Registration System Via SMS at the Bandung City Disdukcapil office. This e-SPACE works for 24 hours but is still controlled by the booking system so that there is no accumulation of queue lists that are too long. (2) Braille Birth Certificate. This is a copy of the Nationally valid Birth Certificate but it is printed and translated using Braille. (3) Child Identity Card (KIA). This card is given to children aged 0-17 years less one day. This KIA is expected to facilitate data collection, protection and public services as well as an effort to provide protection and also fulfill citizens' constitutional rights. (4) Birth Certificate Delivery Service. This is a home delivery service for birth certificates. (5) Children's Playroom at the Disdukcapil office. (6) Wishing Tree. People who have finished providing services will be given a piece of paper and then asked to write down their impressions of the service provided by the service officer attached to the tree. (7) Lactation Room. This is a special room for breastfeeding mothers at the Bandung City Disdukcapil Office. (8) The Gallery Room or what is commonly referred to as a mini command center is located at the Disdukcapil office in the city of Bandung, equipped with 3 large monitors. (9) e-PunTEN. Electronic Registration of Non-Permanent Residents is a breakthrough for Disdukcapil population administration services in the city of Bandung in the form of an application. (10) Geulis, is a service to facilitate and bring services closer to the community. This geulis is at Festival Citylink Mall, BTC Fashion Mall, Metro Indah Mall, and Bandung City Council. (11) Bi Eha and Mang Udin. This is a new service car named Bi EHa (Bisa Euy Hebat) and Mang Udin (Mangga Urus Identitas Kependudukannya). (12) Salaman (selesai dalam genggaman). This is a service through an application that can be downloaded via PlayStore. The documents in this service are birth certificates, death certificates, KIA, and letters moving out of Bandung. (13) Pavilion KIA Mandiri which is in Geulis MIM. (14) ADM, independent Civil Registry Pavilion. Is a machine or device for printing population documents independently. (15) Independent or Youth Data Update is a web-based and mobile application that is enabled to update population data independently.

During the Covid-19 period, information technology-based service innovation played a very important role. With this innovation, people do not need to come to the Disdukcapil Office to get services. This supports the prevention of transmission of the Covid-19 virus. (Oktaviani & Setyahrambang, 2021).

The following are online-based population services: First, e-PunTEN. e-PunTEN (Electronic Registration of Non-Permanent Residents) is an innovation in the management of temporary residence certificates issued by the Bandung City Disdukcapil. e-PunTEN is intended for migrants from outside the city of Bandung who wish to stay in the city of Bandung for more than 6 months, and have no intention of moving. This application makes it easy for the Bandung City Disdukcapil to record the whereabouts of migrants from outside the city of Bandung. This is a form of protection from the Bandung City Government to migrants from outside the City of Bandung. e-PunTEN application can download on the Google Play Store. So that it can be used via a smartphone. The following is a picture of the initial appearance of the e-PunTEN application:



Figure 1. Initial appearance of the e-PunTEN system
(Souce: Disdukcapil Bandung City, 2023)

Through e-PunTEN, the City of Bandung has a non-permanent resident database. This database is used to determine development policies. Through e-PunTEN, data is obtained regarding the distribution of non-permanent residents in the city of Bandung, which cities they come from, their occupation, their level of education, their age range, and so on.

The benefits obtained for Disdukcapil, e-PunTEN make non-permanent resident registration services much faster, easier, efficient and effective. The digital application of e-punten certainly reduces bureaucracy so that it can bring about changes in population administration services. Availability of non-permanent population database capable of carrying out population control functions. In addition to accelerating and facilitating the data collection process, e-PunTEN also facilitates the management and presentation of non-permanent population databases and completes the availability of population data. The benefits for the community, the existence of e-PunTEN can save time and transportation costs and speed up the registration process. Non-permanent residents only need to access the e-point site or application and then upload the requirements, the data will automatically be recorded in the database.

Second, Salaman (seleSAi daLAm genggaMAN). This application was initiated in 2018 and in early 2020 it was released and can be downloaded from the Google Play Store. So people can use it from smartphones. Population services consist in *Salaman* application are :

- 1) Birth certificate services, services for making birth certificate documents.
- 2) Death Certificate Service, a service for making death certificate documents.
- 3) Child Identity Card, a service for making child identity card documents.
- 4) Migration of Population, application service for making letter of moving out and in Bandung City.

The process of submitting services the *Salaman* application can be seen in the following figure:



Figure 2. The process of submitting services to the *Salaman* application
Source: DISDUKCAPIL KOTA BANDUNG (2023)

The following is a display of the login *Salaman* application :

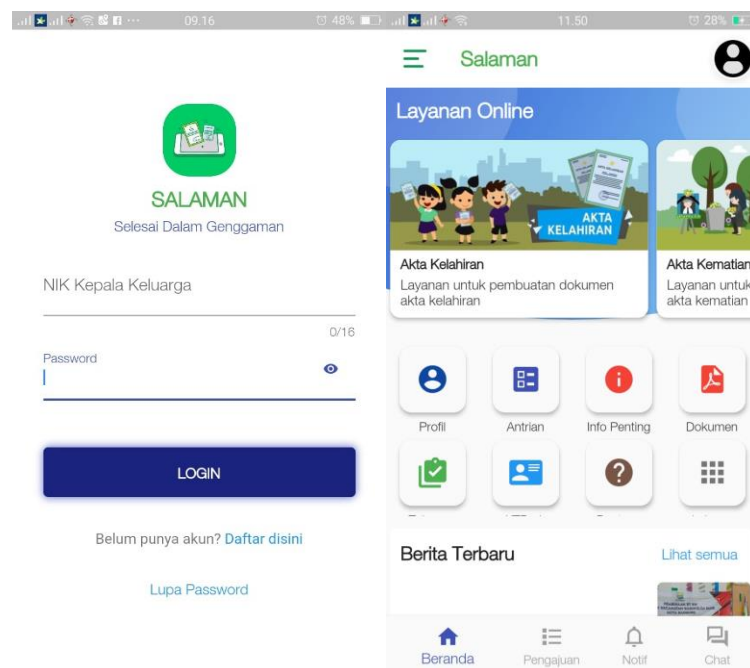


Figure 3. The Display of Log and *Salaman* Application
Source: research result (2023)

The *Salaman* application has provided full online demography services. Starting from uploading documents to printing documents. This of course makes it easier for people to get demography services. The community can carry out the demography service process anywhere without having to come to the office. The demography services that exist in the *Salaman* application are very diverse. This is one of the advantages of the *Salaman* application. This *Salaman* application is one of the programs that supports the implementation of the Bandung Smart City program (Karniawati & Ramadhan, 2020). In its implementation, the *Salaman* application has received a good response from the people of Bandung City, because with the *Salaman* application it can make it easier for people who want to apply for residence documents but do not have free time in the morning or afternoon to come directly to the office. However, in practice, there are still many people in the city of Bandung who do not know about the *Salaman* application. (Azizah, Rostyaninfsih & Lestari, 2023).

Service innovation has a positive impact on society. With this innovation, the services provided by the government to its people can be further improved. Likewise with the government of Bandung City. The Bandung City Government has made innovations in public services, including in population services. Population administration services are services carried out by the government to the public regarding population documents. Innovations in population services have resulted in faster services by simplifying procedures and cutting processes. This is as revealed by Dewi (2020) in her research on Gampit Plate Service Innovation. Through the theory of Diffusion of Innovation from Everett M Rogers (in Dewi, 2020) it was found that the first dimension, namely Relative advantage, Gapit Plate innovation has been reflected in all indicators. This service simplifies procedures and cuts service processing time so that the issuance of death certificates becomes faster.

The implementation of innovation is influenced by several factors. Such as vision and mission, infrastructure, human resources, finance, demography, technology and politics (Rahmawati, 2020). The success of this innovation depends on society. Changing services manually to online demands changes in society. Community support in using this application greatly affects the success of this service (Karniawati & Ramadhan, 2020).

CONCLUSION

The Bandung City Government through the Bandung City Population and Civil Registry Office (Disdukcapil) has made innovations in population services during the Covid-19 period, information technology-based service innovation has a very important role. With this innovation, people do not need to come to the Disdukcapil Office to get services. This supports the prevention of transmission of the Covid-19 virus. The results of this study show that service innovation during the Covid-19 era played a very important role. Application-based services are the services that play the most role during the Covid-19 Pandemic. Because this is in line with efforts to avoid the spread of the Covid-19 virus, people can still get services even though they are still at home.

The Bandung City Government in providing population services has made innovations. This applications can be downloaded from the Google Play Store. So people can use it from smartphones.

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