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Population Activation Service Through Digital Civil Identification App

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KEYWORDS	ABSTRACT
public services, service quality, digital population identity (IKD)	Digital population identity is a government innovation for the digitization of population documents as stated in the Minister of Home Affairs Regulation No. 72 of 2022 concerning standards and specifications for hardware, software and electronic identity card forms as well as the implementation of digital population identity. This study describes the quality of population activation services through the IKD application. The type of research used is empirical which is descriptive with a qualitative approach, primary data research data sources and secondary data. Data collection techniques through observation, interviews and documents. Data analysis techniques use data reduction, data recitation and conclusion research. The quality of service in this study uses the theories of Parasuraman, Zeithaml, and Berry (2013:23), namely tangibles, reability, responsivess, assurance and empathy. The result of this research is that the quality of IKD services is not optimal, as seen from the tangibles dimension (realized) in the infrastructure and facilities of IKD services and there are still obstacles, namely in the IKD activation procedure due to limited public knowledge.

Introduction

One of the countries with the largest population in the world is Indonesia. As of Friday, May 10, 2024, there are 279,473,840 people living in Indonesia, according to data from the Directorate General of Population Administration (Dirjen Adminduk) of the Ministry of Home Affairs of the Republic of Indonesia. Indonesia needs a well-organized population administration system from the capital to the provinces because of its large population. Everything related to population is covered in this population administration, such as civil registration, population registration, and population information management. Because population administration affects every aspect of Indonesian society, this is becoming even more significant. For example, a resident identity card that

serves as proof of domicile when applying for a job in a certain location. With Law Number 24 of 2013 concerning Amendments to Law Number 23 of 2006 concerning Population Administration, the government has issued a population policy in this regard. Some parts of the law are considered outdated and need to be changed. General requirements, authority of organizers and implementing agencies, civil registry, and statistics and demographic documentation are all subject to these modifications. This modification is expected to facilitate public access to the population administration process. The population administration referred to in this policy is the management of population administration information, the implementation and regulation of the issuance of documents and population data through civil registration, population registration, and population registration, as well as the utilization of the results for public services and development in other sectors. (Law on Population Administration at the Population and Civil Registration Office of East Aceh Regency et al., n.d.)

Digital media is media that is available online. Android-based and web-based digital media applications connected with QR codes or information portals serve as gateways to various information in them (Wulandari et al., 2021). The digital-based electronic Identity Card (KTP) or called Digital Population Identity (IKD) was introduced by the Director General of Dukcapil of the Ministry of Home Affairs in response to many complaints related to the delay in printing the much-needed e-KTP. This innovation is made possible by the rapid advancement of technology and the government's task to provide the best service to the community. Indonesian residents who already have an electronic ID card can use IKD, an invention of the Director General of Dukcapil of the Ministry of Home Affairs, to digitize population documentation. Residents who have activated will receive electronic information in the form of personal data and population letters through IKD. This IKD service is connected to the Population Administration Information System (SIAK) which maintains security, transparency of authority, and user comfort. Regulation of the Minister of Home Affairs Number 72 of 2022 states that the objectives of the IKD are: following the rapid progress of information and communication technology related to digitalization; increasing the use of population digitalization by the community; accelerating the exchange of public and private digital services; and ensure the security of IKD ownership through framework verification work to prevent fraud and information leakage.

Article 13 paragraph 2 of the Regulation of the Minister of Home Affairs Number 72 of 2022 (Permendagri No. 72 of 2022 concerning Standards and Specifications for Hardware, Software, and Electronic Identity Card Forms and the Implementation of Digital Population Identity, n.d.) provides an explanation of Digital Population Identity (IKD). According to the rules, IKD refers to electronic data used to display Population Documents and related data through an Android-based digital application that displays users' personal information (Minister of Home Affairs of the Republic of Indonesia, 2016). In other words, people do not need to bring physical ID cards because they can access their demographic identity through mobile phones. The purpose of the IKD is to monitor the progress of information and communication technology in the context of population digitalization, as stated in Article 14 of the Regulation of the Minister of Home Affairs Number 72 of 2022. These goals include increasing the adoption of population digitalization by the community, accelerating digital service transactions. for the public and commercial sectors, and maintain IKD ownership through authentication methods to stop data breaches and falsification. To prove identification, the IKD function verifies who owns the Digital Population Identification by verifying identity data. Verification

codes, identification information, biometric verification, and QR codes that serve as indicators of IKD ownership are used in the authentication procedure. In addition, IKD users have the freedom to set their own data access. People who have activated the Digital ID Card through the IKD application can also access personal population data and family data in the form of a digital Family Card (Nurdiana & Ayumi, 2024).

One example of an international problem in terms of population identity is the issue of refugees and undocumented refugees. Many refugees and undocumented refugees in different parts of the world face difficulties in accessing basic public services, including healthcare, education, and employment, due to the lack of officially recognized international identity. Every sovereign state has an obligation to protect and recognize its citizens. Indonesia has the duty to maintain and recognize its population through a population system that seeks to uphold the rights of the people in recognizing their identity and legal status as a sovereign state based on Pancasila and the 1945 Constitution of the Republic of Indonesia. The population of a country has a significant impact on the overall development and development of a region. Without proper population statistics and knowledge of current demographic structures, development that focuses on the human factor will not be effective (Indryani et al., 2022).

A case study that can be noted is the situation of Rohingya refugees from Myanmar. Many of them do not have official documents recognized by the Myanmar government, and when they flee to neighboring countries such as Bangladesh or other countries in Southeast Asia, they often do not have official identity recognized by the government in the receiving country. This leaves them legally marginalized and difficult to access basic public services such as education, healthcare, or decent work. In addition to restricting their access to essential services, undocumented individuals and refugees who face barriers to establishing officially recognized identities are more vulnerable to human trafficking, exploitation, and other human rights abuses. Therefore, to address the issue of population identity in the context of refugees, international cooperation is needed to create an identification system that is open to all countries and provide refugees with formal identities that facilitate and secure access to public services. In essence, public service includes a variety of life experiences.

By providing public services, the state aims to meet the basic needs of every citizen as well as his or her civil rights in relation to goods, services, and administrative assistance provided by public service providers. According to the 1945 Constitution, the state must meet the basic needs of every citizen to ensure their welfare. Therefore, the effectiveness of the government system is greatly influenced by the quality of public service delivery (Selvi Rianti & Yuliani, 2019).

The quality of public services is a standard that assesses the extent to which a government can meet the needs and expectations of the community effectively, efficiently, and fairly in a sustainable manner. This involves aspects such as accessibility, responsiveness, transparency, accountability, and public participation. The high quality of public services not only results in satisfaction for individuals and communities, but also builds trust and a positive reputation internationally. The quality of international quality public services requires a commitment from governments to continuously improve processes, systems, and organizational culture to ensure quality and inclusive services for all citizens without discrimination and with regard to relevant international standards.

The Cirebon City Population and Civil Registration Office (Disdukcapil) responded to the change by considering the implementation of the digital population

identity (IKD) application. Cirebon City is a city that continues to grow in the face of increasingly complex population data management demands. Therefore, the presence of a digital population identity application (IKD) is relevant and crucial to meet the need for fast, accurate, and efficient population administration services. IKD is a form of digital-based identity that is being implemented to replace electronic ID cards. This replacement process is being carried out in stages and has not been implemented mandatory for all residents. For those who already have an e-KTP, they are allowed to make an IKD.

The provision of quality services presented by the Cirebon City Disdukcapil greatly affects the interest of the community to be able to activate the IKD itself. Therefore, service quality can be a determining factor in the implementation of digital population identity activation services in Cirebon City. The quality of public services can be a reference in assessing the implementation of services carried out by public organizations or apparatus as service implementers. assessing the quality of the service, there are various theories that can be an illustration in knowing the quality of the service presented.

The research gap that has been summarized from the previous one is from research (Dita Fernanda and Maulidya and Agus Widiarta 2023) with the title Optimizing IKD Activation Services in Supporting the Digital Transformation of Population Administration in Kalisari Village, Surabaya City It was found that there were differences in the results of the variables used and also different theories, namely (Sidik 2001:8) with the same results in the activation of IKD services.

Population Administration Information System (SIAK), population registration is carried out through the activation of the Digital Population Identity (IKD) creation service. The population administration section at the government section and the village/sub-district government signed the IKD activation process. Socialization of a new system for IKD making services has started in Cirebon City as a replacement for E-KTP making services, with the aim of improving public services and organizational performance. As stated in the Regulation of the Minister of Home Affairs Number 72 of 2022, Article 14, the purpose of IKD is to monitor the progress of ICT in the context of population digitalization. The poor internet service at the Disdukcapil Office, the lack of fair community socialization, and the number of devices that do not support the IKD application make it difficult for many people to comply with the new policy so that its implementation is still not optimal.

Effective organizational performance has a great impact on the actual quality of service. Evaluating the effectiveness of public service providers is one way to determine the quality of public services. As customers, (Mukarom & Laksana, 2015) emphasized that service quality is a benchmark for service development and improving the quality of public services in the community. Regarding the form, causes, time, place, and procedures for implementing services, references are needed from service providers, clients, or stakeholders in order to provide good services. (Safitri et al., 2023).

Based on the above statement, this research focuses on how the Quality of IKD activation services in the Cirebon City Disdukcapil in order to improve the quality of public services in the Cirebon City Disdukcapil so that the effectiveness and targets in the activation of IKD can be achieved by the community in the use of the Digital Population Identity (IKD) application.

Literature Review
Quality of Service

Retailer service provision can use quality as a measure of various items with good validity and reliability to better understand customer expectations and perceptions of services, thus leading to service improvement. (Zeithaml, 1988).

According to (Nejadjavad & Gilaninia, 2016), all attributes of service quality significantly affect customer satisfaction. The attributes of service quality, both directly and through customer satisfaction, also significantly influence consumers to make repeat purchases, use other products of the same brand, and recommend them to others, all of which are attributes of customer loyalty.

Public Service

According to (Pasolong, 2020), service is an action that is carried out directly or indirectly to meet the needs of people, groups, or organizations. According to (Atik, 2010), public services include all types of services, including those provided as public goods and services which in essence are the duties and implementation of government institutions at the central, regional, and BUMN/BUMD levels, in their context. to meet the needs of the community and implement legal and regulatory requirements. According to (Permana & Hidayat, 2022) in his research entitled "The Influence of Administrative Service Quality on Community Satisfaction at the Kuwu Office, Tegalsari Village, Plered District, Cirebon Regency," the quality of public services is very important for many people and its impact is directly felt by people from various circles. Success in building professional, effective, efficient, and accountable public service performance will increase the positive image of village government officials in the eyes of their citizens.

Digital Population Identity (IKD)

Digital Population Identification (IKD) refers to the use of electronic data, through technology that presents personal data as the identification of the individual concerned, to characterize population records and related information. Regulation of the Minister of Home Affairs Number 72 of 2022 which regulates Standards and Specifications for Hardware, Software, and Electronic Identity Card Forms and the Implementation of Digital Population Identity contains relevant laws and regulations.

The implementation of digital population identity (IKD) is a critical step toward modernizing public services in Indonesia. As population numbers increase and administrative demands become more complex, the need for efficient and accessible services becomes more pressing. The introduction of the IKD is meant to streamline and simplify processes, yet there are significant obstacles in its activation and usage due to low public awareness and limited infrastructure, particularly in regions like Cirebon. Therefore, this research is urgent to evaluate and address the challenges of IKD activation, ensuring that all citizens can benefit from this digital transformation in public services.

This study provides a unique contribution by focusing on the activation of digital population identity (IKD) in Cirebon City and the quality of service delivery associated with it. While many studies address the technical aspects of digital identity systems, this research emphasizes the real-world challenges faced by the public in activating and utilizing the IKD. It also applies the Parasuraman, Zeithaml, and Berry service quality model to assess the specific dimensions of service quality—such as tangibility, reliability, and responsiveness—within the context of a government digital service in Indonesia, a less-explored area in the existing literature.

The objective of this research is to evaluate the quality of IKD activation services at the Cirebon City Population and Civil Registration Office and to identify the obstacles

and factors that affect the implementation of these services. This study contributes to the development of public service practices by offering insights into how government agencies can improve their service delivery in the digital age. The findings will support policymakers and service providers in refining strategies for digital identity implementation, ultimately enhancing public service quality and increasing accessibility for all citizens. Additionally, this research will help in formulating solutions for overcoming existing barriers, contributing to more efficient and citizen-friendly governance.

Research Methods

This study uses a descriptive qualitative method approach that develops concepts, collects information about circumstances, events, accumulation, and explains the relationship between elements without testing hypotheses. The emergence of an objective representation of the actual state of the object under investigation is emphasized by descriptive research.

The purpose of qualitative research techniques that are different from experiments because they use researchers as the main instrument is to study the natural conditions of the research topic. It is based on postpositivist philosophy. Data collection uses the purposive sampling method with the determination of informants and triangulation procedures (combination). Inductive and qualitative methods are used in data processing, and the focus of qualitative research findings is meaning rather than generalization (Sugiyono, 2017).

The focus of the research aims to limit the scope of the study. With these restrictions, researchers can more easily collect and analyze data until they reach conclusions. Therefore, the focus of this research is:

1) The indices used to measure service quality consist of Tangibles, Reliability, Responsiveness, Assurance, and Empathy (Parasuraman, Zeithaml, & Berry, 2013:23).
2) Factors that hinder and support the quality of public services for the activation of Digital Population Identity at the Cirebon City Population and Civil Registration Office.

To help write this journal, the authors of this study use informants as a data source. Subjects who are willing to contribute data and have a lot of relevant information about the issue being researched are selected as informants. Primary and secondary data are two categories whose data sources are separated.

Results and Discussions

Research Results

Based on the findings of this study, it explores from the research on the Optimization of IKD Activation Services in Supporting the Digital Transformation of Population Administration in Kalisari Village, Surabaya City to make the previous information material that has implemented the development of information technology makes the government continue to innovate by implementing the concept of digitization of public services, including within the scope of population administration. This is also the Cirebon City Population and Civil Registration Office implements the regulations contained in Law Number 24 of 2013, which is an amendment to Law Number 23 of 2006 which regulates population administration (Law Number 23 of 2006 concerning Population Administration, n.d.). Based on the law, the government through the

Population and Civil Registration Office is now in charge of an active system which was previously an active task of the community. Responding to this, through sub-districts and sub-districts, the Cirebon City Population and Civil Registration Office provides direct services to the community. One of the components of the dynamism of population administration is the revision of applications and policies in the field of services. Consequently, if there is a change, learning is needed.

The purpose of this activity is to improve the ability of personnel managing the Population Administration Information System (SIAK) in using the SIAK application and the electronic Identity Card (KTP-el) in order to provide faster and more accurate services. The Cirebon City Population and Civil Registration Office has also implemented a national policy on Digital Population Identity (IKD) which mandates that electronic ID cards must have digital and physical companions.

Discussion Results
Quality of Service

To better understand customer expectations and perceptions of services and ultimately improve service quality, service providers can benefit from Quality of Service, a brief assessment of several factors with a high level of validity and reliability (Zeithaml, 2013: 30). Tangibles, dependencies, responsiveness, assurance, and empathy are some of these characteristics.

Tangibles

(Kotler et al., 2023) defines Tangible as the capacity of a company to show its presence to outsiders. Tangible evidence of the services provided by the service provider organization can be seen in the state and appearance of physical facilities and the surrounding environment.

The Cirebon City Population and Civil Registration Office is equipped with facilities and infrastructure in the form of buildings, land, and other physical spaces that support the implementation of its main duties and functions, according to the findings of interviews with supporting informants (employees). regarding equipment, personnel, physical facilities, and communication media. Although most of the other facilities are in good condition, some still need repairs.

From interviews with key informants (the public), it was revealed that the available internet facilities and waiting rooms are not optimal in providing services to the community, which is very important for the activation of Digital Population Identity (IKD).

Therefore, it can be said that services are provided in a concrete sense by offering adequate conditions so that operations can run smoothly. The Cirebon City Population and Civil Registration Office is expected to be able to respond more quickly to the needs of the local community. Therefore, the office has a number of facilities, including banners containing IKD activation instructions and other supporting facilities such as desks, waiting chairs, computers, printers, and so on.

Reability

(Tjiptono, 2014) defines dependency as the ability to provide services precisely, accurately, and satisfactorily according to agreement. At the Cirebon City Population and Civil Registration Office, staff have received training tailored to their experience and areas of expertise, based on the findings of interviews with workers who are supporting informants about dependency. They have knowledge and abilities relevant to their role in the workplace. Employees have been able to precisely and accurately provide services to

the community in terms of reliability. The interview findings, which show that the dependency factor can be applied well, make this clear.

Interviews with key community informants produced data that showed that the reliability factor could also be used successfully. Officers of the Cirebon City Population and Civil Registration Office received positive feedback from users of the IKD activation service. Because consumers are enough to queue up to be served by officers or employees on duty, the community considers the way the IKD activation service is easy to do.

To improve the quality of services, government services—especially the Population and Civil Registration Office—have implemented reliability by providing precise, accurate, correct, and reliable services. Through the IKD activation service procedure, the employees in this office have proven their reliability and ability in accommodating the needs and desires of the community.

Responsiveness

(Tjiptono, 2008) defines responsiveness as the desire of staff to help clients and provide services quickly. Employee responsiveness can be defined as their ability to promptly respond to client needs and provide services; This includes the rapid processing of transactions and other tasks and their desire to serve consumers.

Officers and employees of the Cirebon City Dukcapil Office are ready to assist clients to the end if there are problems with the procedures for serving population documents, based on the findings of interviews conducted with supporting informants (workers). Residents highly respect their speed and sincerity in responding to their inquiries and requests, as it makes them feel important.

Based on interviews with key informants (the community), the response to the activation of IKD at the Cirebon City Population Office is considered good, with the ability of officers to provide responses to the community at the Cirebon City Disdukcapil Office.

Therefore, the response time of the IKD activation service shows that officers are trying to serve the community accurately and quickly, both in terms of actions and information on the quality of their services.

Assurance

Zeithaml et al. (1985) quoted in (Aviliani & Wilfridus, 1997) stated that guarantee is the confidence given to the client regarding the competence, attitude, and dependency of the employee in addition to the guarantee that there will be no risk or danger.

The findings from interviews with supporting informants, namely employees, show that knowing what to do and being polite and trustworthy is an important component in providing assurance to consumers. Workers in the field of civil registration and the Cirebon City Disdukcapil Office are considered important components in the service system, which help the government achieve social welfare through the provision of services.

The results of interviews with key informants (the general public) showed that employee performance resulted in satisfaction and built public trust in the services provided by the Cirebon City Population and Civil Registration Office. There are still some people who do not understand the new norms that govern the implementation of IKD, and some do not have the appropriate tools, which poses a number of challenges in the implementation of new regulations regarding IKD activation.

Therefore, the employees strive to socialize and provide knowledge to the public about new policies related to IKD activation in accordance with the regulations issued by the Ministry of Home Affairs in 2022.

Emphaty

According to Leiden, et al. (Asih & Pratiwi, 2012), a person's ability to position oneself, feel what other individuals feel, and adopt a perspective as if being another individual is referred to as empathy.

In the context of IKD activation services, the findings of interviews with supporting informants (employees) at the Cirebon City Population and Civil Registration Office show their efforts to understand the needs of residents and provide convenience by paying attention and listening to their complaints. A key component in showing concern and paying attention to citizens is empathy. The workers carefully review complaints filed by the community to find out their needs and ensure all standards are met.

Residents believe that the officers of the Cirebon City Population and Civil Registration Office pay good attention, make them feel comfortable, and answer their desire to get IKD activation services responsively, based on interviews with key informants (the general public). The community feels appreciated when going through this process to get services.

From this statement, it is clear that the Cirebon City Population and Civil Registration Office prioritizes handling and handling community complaints so that IKD activation services are more effective.

Factors Hindering Services in IKD Activation at the Cirebon City Civil Registration and Supervision Office

There are obstacles in the IKD activation procedure, according to Mr. Izzudin, Head of Population Administration Information Organizer at the Cirebon City Population and Civil Registration Office. One of them is the lack of additional services in IKD, such as what was missing from another document menu a year ago. Of course, this hinders the IKD activation process. One of the challenges faced in office activities and service implementation is the limited technological knowledge of the community related to IKD activation. Not every generation is ready to face the changes caused by industrialization.

The lack of internet access for IKD activation is now the main obstacle at the Cirebon City Population and Civil Registration Office, based on the findings of the interview. This causes problems in the IKD activation procedure. Another obstacle in providing services is the lack of socialization opportunities and facilities for visiting residents. Infrastructure and facilities, including internet access and other facilities, are still considered inadequate to support the efforts of the apparatus in serving the community, especially in activating the IKD.

Efforts to Remove Obstacles to IKD Activation of the Cirebon City Population and Civil Registration Office

The agency views socialization as very important to overcome obstacles in IKD activation because the public is considered not to know the usefulness of IKD activation, according to information submitted by Mr. Izzudin, Head of the Population Administration Information Division of the Cirebon City Population Office. and the Civil Registration Office. This agency conducts socialization to inform the public about the value of IKD activation programs and procedures, as well as other actions, in an effort to achieve the effectiveness and targets set for this initiative. In addition, service providers use three other characteristics—accessibility, responsiveness, and communication—to raise quality standards. The IKD activation service is one of the ways the Cirebon City Population and Civil Registration Office works to activate IKD. The purpose of this step is to facilitate the lives of people who must utilize e-KTP in their operations. The

Directorate General of Civil Registration of the Ministry of Home Affairs has set a target for residents to have an e-ID card, and it is known that these efforts have achieved this goal.

Conclusion

The results of this journal research show that the quality of population activation services through digital population identity reflects the service quality indicators presented by Parasuraman, Zeithaml, and Berry (2013:23) can be concluded based on the results of the research and discussion that has been submitted. Although the internet facilities are not enough for residents who are waiting, the community understands it. Facilities and infrastructure are supporting factors so that services reach an optimal level and for indicators of reliability, responsiveness, assurance, and emphaty are good enough. In the event that this statement is not entirely good for the quality of IKD activation services at the Cirebon City Disdukcapil, it is said that it is good if the implementation of IKD activation services is efficient in accordance with the achievement of goals and objectives. There are obstacles to the activation of IKD The low resources of the Cirebon City Population and Civil Registration Office, including poor internet access, make it difficult for local residents to activate IKD and hinder services. However, the efforts carried out to overcome the inhibiting factors of this organization have taken action by managing and developing IKD activation services and implementing a pick-up program for the activation of the digital population identity application of the people of Cirebon City.

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