

SALAMAN; The Innovation of Demography Services in Bandung City.

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Abstract—

The purpose of this study is to examine the innovations by the government of Bandung City in providing demography services for the community. Salaman is an application made by the Bandung City Government to facilitate the community in demography administration. Through this application, we can complete all administrative we needs through our gadgets. But on the other hand there are still people who are constrained in using this application. This study uses a descriptive method with a qualitative approach. The research results show that the success of this application depends on the participation of the community in using it. There are still people who are reluctant to use this application due to a lack of understanding in its use.

Keywords: innovation services, Salaman application

I. INTRODUCTION

The service functions that government responsibility is Demography Services. According to Peraturan Presiden Number 96/2018 about Requirements and Procedures for Demography and Civil Registration, the procedures for demography services are the responsibility of Dinas Kependudukan dan Catatan Sipil (Disdukcapil) in Region Government. In this regulation, it is explained that the demography service process must be adaptive and in accordance with the times by the applications of SIAK (Sistem Informasi Administrasi Kependudukan).

The Bandung City Government provides demography services under the Department of Demography and Civil Registration (Disdukcapil). Innovations made by Disdukcapil Kota Bandung in improving demography services through the use of information technology in online services. First, the e-space service is intended for applicants for demography documents to retrieve the service queue number at the Disdukcapil Office. Second, the e-punten application, which is intended for reporting the arrival of new residents in Bandung. Third, *pemuda* (Pemutakhiran Data Mandiri), a website and mobile based service aimed at people who want to update their Family Card documents. Fourth, Salaman application (Selesai Dalam Genggaman), an online-based application in demography services.

The innovation of demography service through this Salaman Application is an effort of the Bandung City Government in improving services to the community. The demography services contained in this application are online birth certificate services, online death certificate services, online services for children's identity cards, online services for population

movement, *pemuda*, e-Punten. This application was initiated in 2018 and in early 2020 it was released and can be downloaded from the Google Play Store.

However, the public still has not used this application much. There is still high public interest in using demography services manually compared to online services.

Research on government service innovation was carried out by Nurmalasari et al (2019), Cahyaningrum, et al (2019), Juliarto (2017), Cantika, et al (2015). In that research, it is discussed about innovations carried out by the government to improve public services.

II. METHOD

The method used is a qualitative research method with a case study approach and descriptive analysis. Source of the data obtained is divided into primary and secondary data. Primary data is the type of data obtained directly from the sources used as research informants. Secondary data is data compiled from information literature, such as textbooks, journals, research results, reports and other documents. Sources of information in this research by assigning competent informants using purposive. Data collection techniques used are: the study of literature, observation and interviews. And data analysis techniques using three components of the analysis, namely data reduction, data presentation and conclusion.

III. RESULTS

The results show that the Bandung City Government has made innovations in public services. Innovations in demography services through the

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Salaman application. This Salaman application is downloaded from the Google Play Store, and people can use it from smartphones. With this application, people will get online demography services.

The following is a display of the login Salaman application :

Picture 1

The Display of Log in Salaman Aplication



Source: research result (2020)

To enter the Salaman application, first register by entering the NIK of the family head and filling in the password. After being registered, just log in directly by filling in the family NIK and password. After logging in, the following screen will appear:

Picture 2

The Display of Salaman Aplication



Source: research result (2020)

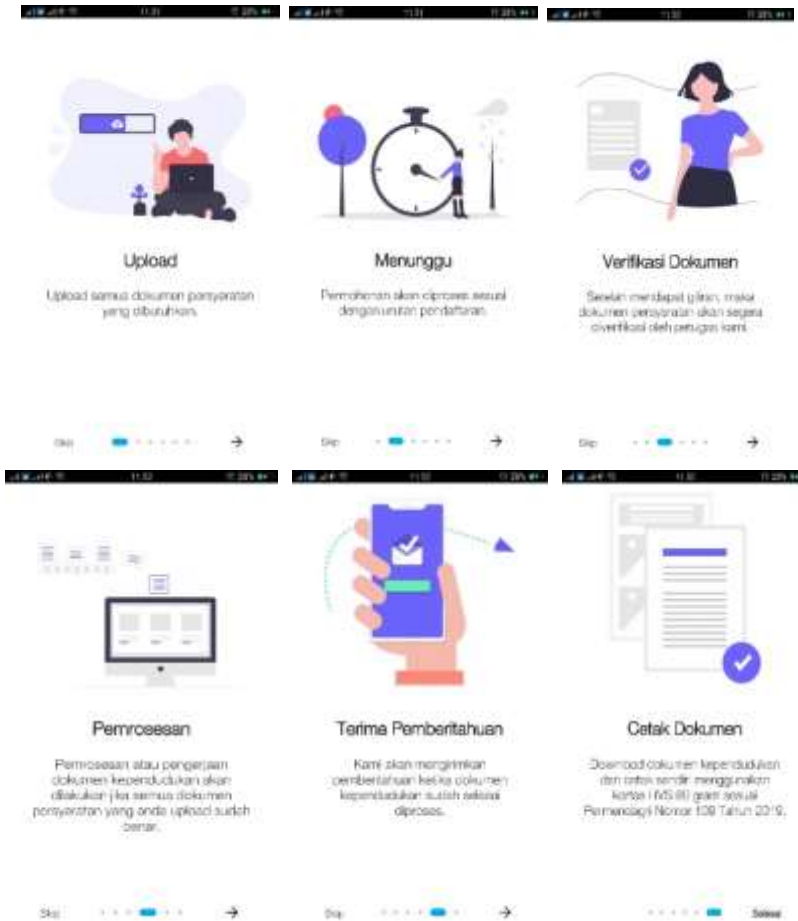
From the picture above, you can see the facilities available in the Salaman application, which consist of : **Profile Facilities**, containing data on the user's family head and family members. **Queuing Facility**, contains data on the number of queues for online submissions. This data is updated every 5 minutes. **Important Info**, containing information on how to take a death certificate, a birth certificate and the regulation of Permendagri No. 109/2019 concerning Demography Administration Form. **Printing of KTP-eL. Help**; contains information on new submissions, monitoring submissions, re-uploading files and printing demography documents. **Criticisms and suggestions**, containing input from users about the Salaman application service. **FAQ**, about frequently asked questions and answers. **Office info**, about the location (map) of the Bandung City Disdukcapil Office.

Demography services consist of birth certificate services, services for making birth certificate documents. Death Certificate Service, a service for making death certificate documents. Child Identity Card, a service for making child identity card documents. Migration of Population, application service for moving out of Bandung City and moving within Bandung City.

Through the Salaman application, people will get an online service process. The process of submitting services can be seen in the following image:

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Picture 3
The Process of Submitting Salaman Application



Source: research result (2020)

Based on the picture above, the service process consists of : After submitting the service, the next process is uploading the document, then the application will be processed in accordance with the registration sequence, then document verification, processing of the uploaded document, then notification when the document has been completed and finally print the document independently.

according on the description above, it can be seen that the Salaman application service starts from uploading documents to printing documents independently. This proves that the services of the handshake application have been fulfilled online.

IV. DISCUSSION

Innovation in public service is needed. As stated by Nurmalasari, et al (2019) in their research show that the impact of implementing Jebol Anduk's innovation has reduced the accumulation of requests in the Disdukcapil Office of Malang Regency and made completion of population documents faster. This is found in the innovation made by the Bandung City government with the Salaman application.

Based on the results of the study, it can be seen that 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.

This Salaman application is an innovation in demography services in the city of Bandung. The community is required to be able to take advantage of this facility. But this is not easy. People have become accustomed to manual service. This change from manual to online requires collaboration between the community and the government so that the purpose of procuring this application can be maximally achieved. This is as found in research by Cantika et al. (2015) that innovation carried out in the city of Semarang is influenced by external and internal factors of the organization. Such as vision and strategy, human resources, organizational culture, government policies and competition. In this study it was also found that the factor of community support in using this application will affect the success of this service.

V. CONCLUSION

The Salaman application is an innovation made by the Bandung city government in population services. The success of this application 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.

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