

## **STRATEGY TO EFFECTIVELY MAKE E-KTP BY THE POPULATION AND CIVIL REGISTRATION OFFICE OF NAGEKEO DISTRICT**

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### **Abstract**

*Effective and efficient public service is one of the main objectives of the government in organizing government. One form of important public service is the issuance of Population Identification Cards (E-KTP) by the Population and Civil Registration Service (Dukcapil). This study aims to analyze the implementation of the "jemput bola" strategy in improving the quality of E-KTP issuance services at Dukcapil Nagekeo Regency. The research method used is a qualitative method with a case study approach. Data collection was carried out through interviews, observations, and documentation studies. The results of the study indicate that the implementation of the "jemput bola" strategy at Dukcapil Nagekeo Regency has been running quite well. This strategy has proven effective in increasing public accessibility to E-KTP issuance services, especially for people living in remote or hard-to-reach areas. However, there are still several obstacles faced, such as limited human resources and infrastructure, as well as suboptimal coordination between Dukcapil and the village/district government. The recommendations that can be given are the need to increase the number of "jemput bola" officers, improve infrastructure, and improve coordination between Dukcapil and the village/district government to reach the entire community in making E-KTP.*

**Keywords:** *Public service, Population Identity Card (E-KTP), Population and Civil Registration Service*

### **INTRODUCTION**

The quality of public services in Indonesia has long been the main focus in various studies and research. Along with increasing public expectations for faster, more efficient and transparent public services, governments in various regions are trying to carry out various innovations (Cahyati, 2023). One innovation that has attracted attention is the pick-up-and-go approach in making E-KTP implemented by the Nagekeo Regency Population and Civil Registry Service (Mana et al., 2022). In the midst of complex bureaucratic challenges, pick-up and drop-off offers a practical solution by bringing services closer to the community, reducing waiting times, and minimizing administrative obstacles that residents often face (Putri & Aminulloh, 2024). This phenomenon reflects local government efforts to increase the accessibility and effectiveness of public services.

However, although this approach brings many benefits, there are still various problems in the field that need to be addressed. For example, limited human resources and available facilities often hinder the optimization of pick-up and drop-off services (NAGEKEO DISTRICT, n.d.). Apart from that, resistance from some parties who are more comfortable with conventional procedures is also a challenge in

itself. Another problem is the lack of socialization and public understanding of the ball pick-up mechanism, which causes community participation to not be optimal (Bala, n.d.). This problem shows that there is a gap between planned policies and implementation in the field.

So far, previous studies have discussed the quality of public services in Indonesia, but research that specifically examines the effectiveness of picking up football in making E-KTP is still limited. Several studies show that innovations in public services, such as pick-up and drop-off, have great potential to increase public satisfaction and service efficiency (HALOHO, 2024). However, research that examines the implementation of picking up football in depth, especially in the context of making E-KTP, is still very much needed. Existing literature focuses more on general innovations in public services without exploring implementation details and specific challenges faced (Enumbi & Sumual, 2014).

This research aims to examine the effectiveness of the pick-up-ball approach in making E-KTP at the Population and Civil Registry Service of Nagekeo Regency. The main objective of this research is to understand how the pick-up-the-ball approach can improve the quality of public services and identify the challenges faced in its implementation. Thus, it is hoped that this research can make a significant contribution to the public service literature and provide practical recommendations for local governments in optimizing pick-up and drop-off services. Through this research, it is hoped that concrete solutions can be found that can increase community participation, service efficiency, and ultimately, community satisfaction with public services.

## **METHODS**

This study used descriptive qualitative method. The location of the research was at the Population and Civil Registration Service of Nagekeo Regency, East Nusa Tenggara. The location selection was based on the unique "pick up the ball" program carried out by the Nagekeo Dukcapil in an effort to increase the scope of E-KTP ownership for Nagekeo residents. Data collection techniques through interviews, documentation and observation. Determining informants used a purposive sampling technique with certain criteria in the form of informants who were involved in the "pick up the ball" service, both as implementers and recipients of the "pick up the ball" program. Apart from that, field observations were also carried out to directly observe the process of implementing the "pick up the ball" program. Secondary data in the form of documents related to the "pick up the ball" program was also collected to complete the information. Data analysis uses the Miles and Huberman interactive model, which consists of data reduction, data presentation, and drawing conclusions. Data validity was checked through triangulation of sources and methods (Vivek et al., 2023).

## **RESULTS AND DISCUSSIONS**

Effectiveness can be interpreted as the conformity between the results achieved and the desired results. In other words, if the results obtained from a program are closer to the expected target, then the program can be said to be more effective. In this context, effectiveness refers to the extent to which a program or intervention is able to achieve previously established goals or targets. The closer the results achieved are to the desired targets, the more effective the program will be.

This shows that there is a match between the resulting outcome and the planned or expected outcome.

The "jemput bola" strategy is a proactive approach used by the Nagekeo Regency Population and Civil Registration Service to increase the accessibility of population administration services, especially making E-KTP. In this strategy, service officers actively visit residents in various locations, including remote villages and homes, elderly residents' homes, to provide services such as recording E-KTP data, processing E-KTP, and other population documents such as family cards and birth certificates. The main aim of this approach is to ensure that all citizens, including those in remote areas or with limited mobility, can access population services easily and efficiently.

The effectiveness of a program can be assessed based on four main indicators, among others: understanding, accuracy, timeliness, and goal achievement (Anis et al., 2021). The same thing applies to the "pick up the ball" program implemented by the Nagekeo District Population and Civil Registration Service in making E-KTP, which can also be evaluated using these four indicators.

## 1. Understanding

Understanding the "jemput bola" program initiated by the Nagekeo District Population and Civil Registration Service in making E-KTP is one important aspect in assessing the effectiveness of the program. This understanding includes various parties, including service officials and the community. From the officer's side, this program is understood as a strategic effort to expand the reach of population administration services, especially to people who live in remote areas or who have limited access to the Disdukcapil office. Officers have been given sufficient training and socialization regarding program implementation procedures and techniques, so that they can carry out their duties well and in accordance with established operational standards. Meanwhile, among the public, understanding of the "pick up the ball" program varies depending on the level of access to information and education they receive. In areas that are more accessible and have better information media, people tend to better understand the importance of E-KTP and the benefits of the program. They realize that E-KTP is not only an official identity but also a condition for accessing various public services and social rights. Therefore, this program was well received and the public showed enthusiasm in participating in the data recording process. However, in more remote areas, public understanding is often minimal. This is caused by a lack of socialization and limited access to information, so that some people are still reluctant or hesitant to participate in this program. They don't understand the procedures and benefits they will get from having an E-KTP, and some of them even feel they don't need it because they rarely leave their village.

To overcome this obstacle, the Nagekeo Regency Dukcapil Office is working with the village government and local community leaders to carry out more intensive outreach. This approach is carried out by holding meetings at village halls or places that are easily accessible to the community, where officers provide direct explanations about the importance of E-KTP and the procedures that must be followed. Apart from that, the use of local media such as radio and announcements in public places is also used to increase public awareness about

this program. The results of this outreach effort show a significant increase in public understanding, which is marked by an increase in the number of registrations and data recording for E-KTP. Overall, although there are challenges in implementing this "pick up the ball" program, especially related to community understanding in remote areas, the efforts made by Disdukcapil and related parties have shown positive results. This program has succeeded in reaching many residents who previously had difficulty accessing E-KTP making services, and with increased public understanding, it is hoped that the effectiveness of this program will continue to increase in the future.

## 2. Accuracy

Accuracy is an important indicator in assessing the effectiveness of the "pick up the ball" program implemented by the Nagekeo Regency Population and Civil Registration Service. This program is designed to reach people who live in remote areas or who have difficulty accessing population administration services, such as making E-KTPs. The findings in the field show that this program has succeeded in reaching its target audience well, especially community groups that have been difficult to reach by regular services at the Disdukcapil office. Service officials use various methods to ensure that information about this program reaches all corners of the region, including through local media, announcements in public places, and working with village heads and local community leaders. Apart from that, a direct approach to the community is carried out by visiting villages periodically, so that people do not need to travel far to get their E-KTP.

Community participation in this program has increased along with a better understanding of the importance of having an E-KTP, both as an official identity and as a condition for accessing various public services. Intensive outreach efforts, including explanation of the benefits and procedures for making an E-KTP, have helped reduce misunderstanding and doubt among the public. However, although this program has achieved many successes, there are still several obstacles in reaching all eligible communities. Some areas that are very remote or have limited infrastructure, such as difficult road access, pose challenges in implementing this program. In some cases, service officers have to make extra efforts, including using special vehicles or collaborating with other agencies, to ensure services can reach all residents who need them.

However, the evaluation results show that the target accuracy of this "pick up the ball" program is quite high, with the majority of people who meet the requirements successfully getting E-KTP services. This can be seen from the increasing number of E-KTP issuances in previously underserved areas. This program not only makes it easier for people to access population administration services, but also improves the quality of population data to make it more accurate and up-to-date. With the E-KTP, people now have better access to various public services and other social rights. Overall, the success of this "pick up the ball" program in achieving the targets shows the effectiveness of the strategy implemented by the Nagekeo Regency Dukcapil Office, although further efforts are still needed to overcome the various challenges that exist in the field.

### **3. Punctuality**

Timeliness is a crucial indicator in assessing the effectiveness of the "pick up the ball" program implemented by the Nagekeo Regency Population and Civil Registration Service in making E-KTPs. In this context, timeliness includes two main aspects: the time needed to achieve program targets and the duration of services to the community in the field. Findings in the field show that this program was planned and executed with good coordination between service officials and the village government, so that the implementation schedule could be met according to plan. This success was achieved through careful planning, where each village or sub-district to be visited was given prior notification to ensure the community was ready and able to attend at the appointed time. Apart from that, this program also utilizes information technology to speed up the administrative process. Data on the population to be served has been previously input into the system, so that officers can be more efficient in verifying data and printing E-KTPs. This means that people who come to get an E-KTP do not have to wait long, and the service process can be completed in a relatively short time. However, several obstacles are still faced, especially in areas that have limited infrastructure such as poor road access or weak communication signals. In some remote areas, officers have to face challenges such as bad weather or difficult terrain, which can result in delays in reaching service locations. However, overall, the timeliness of implementing the "pick up the ball" program is quite good. This is evidenced by the high level of community satisfaction with the services provided, as well as the increase in the number of residents who have E-KTP after the implementation of the program. This program also received a positive response from the community, who felt helped by the service that brought population administration services closer to where they lived. Thus, it can be concluded that despite several obstacles in the field, the timeliness of this program was managed well, making it an example of successful implementation of an effective and efficient public service program in Nagekeo Regency.

### **4. Goal Achievement.**

Achievement of objectives is one of the main indicators in evaluating the effectiveness of the "pick up the ball" program implemented by the Nagekeo Regency Population and Civil Registration Service in making E-KTPs. The main aim of this program is to increase the coverage of recording population data and printing E-KTP in hard-to-reach areas, as well as speeding up the population administration process for the community. Findings in the field show that this program has succeeded in achieving its main objectives significantly. One indicator of success is the increase in the number of residents who have E-KTP after this program was implemented. Before this program existed, many residents in remote areas had difficulty accessing population services, so the level of E-KTP ownership in these areas was very low. With the "pick up the ball" program, Population and Civil Registration Service officers proactively go to villages and communities that are difficult to access, bringing data recording and E-KTP printing equipment. This makes it easier for residents who were previously constrained by distance and limited infrastructure to obtain population services. Data shows that this program not only increases the number of resident data recordings but also speeds up the process of verifying and printing E-KTPs. Apart from that, this program also helps reduce queues at official offices, because most of the administrative processes are carried out in the field. This program also educates the public about the importance of having valid population documents, which are not only needed for administrative purposes but also for access to various public services.



In addition, this program shows success in terms of efficiency and effectiveness in the use of resources. By utilizing information technology and portable equipment, the process of recording data and printing E-KTP can be done quickly and accurately. The use of this technology also allows officers to verify data directly, thereby reducing the risk of data errors and increasing the reliability of the information collected. In terms of costs, this program has also proven to be more economical compared to traditional methods which require residents to come directly to the official office. This success cannot be separated from good coordination between the district government, related agencies and village governments who support the implementation of this program. They work together to develop schedules and ensure community readiness to receive services. In terms of public response, the "pick up the ball" program received a very positive response. Many residents feel helped by this service, especially those in remote areas who have found it difficult to reach official offices. With this service, they feel more respected as citizens who have the right to obtain valid residence documents. This community satisfaction is also reflected in the high level of participation in this program, indicating that this program has succeeded in reaching and serving communities that have been marginalized. Apart from that, this program also shows a positive impact in terms of public awareness and participation in population administration matters. Citizens who have obtained E-KTP through this program are more likely to follow other administrative procedures, such as registering children for school, accessing health services, and participating in general elections.

Overall, achieving the goals of this "pick up the ball" program can be categorized as very successful. This success is not only measured in terms of quantity, such as the number of E-KTP issued, but also in terms of quality, such as satisfaction and public awareness of the importance of population documents. This program also shows how a proactive and innovative approach can overcome various challenges that exist in the field, such as limited infrastructure and accessibility. With such positive results, it is hoped that this program can become a model for other regions that face similar problems in terms of population services. Apart from that, this success also opens up opportunities for further development, such as integration with other public service programs, increasing officer capacity, and using more sophisticated technology to increase efficiency and data accuracy. dan akurasi data.

## CONCLUSIONS

The "jemput bola" program in making E-KTP implemented by the Nagekeo Regency Population and Civil Registration Service has succeeded in achieving its goal of increasing the coverage of population data recording, especially in remote areas. The understanding aspect of the program shows that officers and the public, especially in areas with good access to information, understand the importance of E-KTP as an official identity that opens up access to various public services. Although there are challenges in remote areas regarding understanding and access to information, intensive outreach efforts through various media have succeeded in increasing community awareness and participation. In terms of target accuracy, this program has reached people who were previously difficult to reach by regular

services at the Disdukcapil office. Community participation increases along with better understanding of the importance of having an E-KTP. However, several obstacles are still faced in reaching all communities in remote areas that have limited infrastructure. In terms of timeliness, this program was successfully implemented according to the planned schedule, with efficient service times and responsiveness to community needs. Good coordination between officers and village government as well as the use of information technology helps speed up the service process. The achievement of this program's objectives can be seen from the increase in the number of E-KTP issuances and public satisfaction with the services provided. This program not only improves the quality of population data, but also increases public awareness and participation in population administration. Overall, this "pick up the ball" program has shown high effectiveness and efficiency, becoming a good model to be implemented in other areas with similar conditions. This success opens up opportunities for further development and integration with other public service programs, so that population services can be more equitable and affordable for the entire community. The "pick up the ball" program in making E-KTP implemented by the Nagekeo Regency Population and Civil Registration Service has succeeded in achieving its goal of increasing the coverage of population data recording, especially in remote areas. The understanding aspect of the program shows that officers and the public, especially in areas with good access to information, understand the importance of E-KTP as an official identity that opens up access to various public services. Although there are challenges in remote areas regarding understanding and access to information, intensive outreach efforts through various media have succeeded in increasing community awareness and participation. In terms of target accuracy, this program has reached people who were previously difficult to reach by regular services at the Disdukcapil office. Community participation increases along with better understanding of the importance of having an E-KTP. However, several obstacles are still faced in reaching all communities in remote areas that have limited infrastructure. In terms of timeliness, this program was successfully implemented according to the planned schedule, with efficient service times and responsiveness to community needs. Good coordination between officers and village government as well as the use of information technology helps speed up the service process. The achievement of this program's objectives can be seen from the increase in the number of E-KTP issuances and public satisfaction with the services provided. This program not only improves the quality of population data, but also increases public awareness and participation in population administration. Overall, this "pick up the ball" program has shown high effectiveness and efficiency, becoming a good model to be implemented in other areas with similar conditions. This success opens up opportunities for further development and integration with other public service programs, so that population services can be more equitable and affordable for the entire community.



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