

## Public Service Innovation in The Implementation Of Village Administration in Barru Regency

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**Abstract.** Digital Village or commonly abbreviated is information designed to solve various things in management in the village. Starting from village administration and services using applications on Android that can be downloaded on the play store, or on the website page so that they can help with village service problems computerized the purpose of this study is to analyze the form of public service innovation Village Digital Application (DIGIDES) in encouraging the implementation of quality village administration in Barru Regency. The purpose of this study is to analyze the form of public service innovation Village Digital Application (DIGIDES) in encouraging the implementation of quality village administration in Barru Regency. This research uses a qualitative approach. The type of research used is a descriptive analysis that aims to describe or explain how public service innovations in the implementation of village administration in Barru Regency. To obtain data and information, both primary and secondary data, researchers use data collection techniques by observation, interviews, Focus Group Discussion (FGD) and documentation. The results of this study showed that 22 villages out of 40 villages in Barru Regency had used the Digides Application. Only 20% of villages make good use of Digides, this is influenced by several determinant factors, namely internet network access, village officials' human resources, community digital literacy and people prefer to come directly to the village to get services because they do not have a printer to print the services they need.

**Keywords:** Digital Village, Public Service, Innovation

### 1. INTRODUCTION

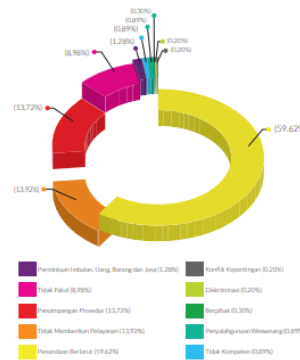
Public service is closely related to the government, because one of the government's responsibilities is to provide services to the community. The quality of public services received by the public directly can be used as a benchmark in assessing the quality of government. Public services in their development arise from the existence of obligations as a process of implementing government activities. Law Number 25 of 2009 concerning public services defines that public services are activities or series of activities in order to fulfill service needs in accordance with laws and regulations for every citizen and resident of goods, services, and / or administrative services provided by public service providers.

Village administration is the process of recording data and information on the implementation of village government which is recorded in the village administration book. Then, based on the rules, it is explained through Article 1 of Permendagri Number 47 of 2016 concerning Village Government Administration, that village government administration is the entire process of recording data and information about village government in the village register book which includes general administration, population

administration, financial administration, development administration, and other administrations.

In other words, a small activity that can be done so that village administration can be realized is by orderly village administration. However, facts on the ground show that not all villages implement orderly village administration. Based on data, the Indonesian Ombudsman in the first quarter of 2022 received 2,706 reports/complaints from the public on allegations of maladministration in public services. Of the total complaints, 154 complaints related to village administration were recorded. The 3 (three) highest orders of community reports based on allegations of maladministration are Protracted Delays 59.62%, Non-Service 13.92%, and Procedural Irregularities 13.72%. This shows that the orderly administration of the village has not been fully carried out by the village government.

Figure 1.1  
Community Reports Based on Maladministration



Source: Ombudsman RI

In order to realize good governance, public services become a strategic and important part, including community involvement in it. In the context of public services, innovation is usually the result or follow-up of the process of evaluating and improving complaints, complaints, and input from the community as service users. This means that community participation greatly impacts the potential for innovation carried out by service providers. The more proactive people care about improving public services, the greater the potential for service providers to innovate their services.

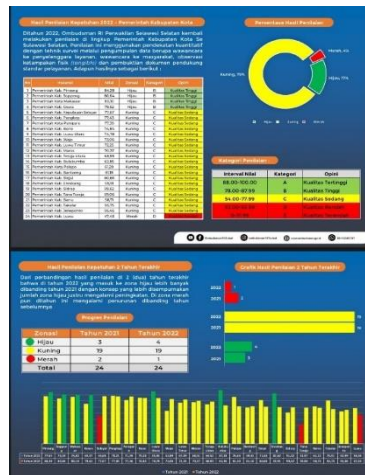
In PANRB Ministerial Regulation Number 30 of 2014 concerning Guidelines for Public Service Innovation, it is mandated that Innovation is "Breakthrough in public services which is an original creative idea and / or adaptation / modification that provides benefits to the community either directly or indirectly". While Rogers explained that ideas, practices, and objects (in the form of products or services) that can be accepted by other adoption units as something new are called innovations. "An innovation is an idea, practice, or object that is perceived as new by an individual or unit of adoption" (Rogers, 1995). According to him, the characteristics of innovation are relative advantage, compatibility, complexity, triability and observability.

Digital Village or commonly abbreviated (DIGIDES) is information designed to solve various things in management in the village. Starting from village administration and services using applications on Android that can be downloaded on the play store, or on the website page so that they can help with village service problems computerized.

Of the 40 (forty) villages in Barru Regency spread across 7 (seven) sub-districts, there are 22 villages that have implemented this DIGIDES system as a service innovation in the implementation of village administration. However, this has not been able to answer

the problem of public services in Barru Regency as reported by the South Sulawesi Provincial Ombudsman, Barru Regency occupies the last 4th position out of 24 Regencies / Cities in South Sulawesi Province in the assessment of compliance with public service standards assessed by the Ombudsman of the Republic of Indonesia in 2022. This is known after the Ombudsman of the Republic of Indonesia issued a decree numbered: 337 of 2022 concerning the Results of the Assessment of Compliance with Public Service Standards in 2022. In the decree, Barru Regency won 58.71 points and was in the Yellow zone.

Figure 1.2  
Results of the Compliance Assessment  
Public Service Standards in 2022.



Source:Ombudsman RI

Based on the description and problems stated above, the author feels it is important to conduct research aimed at analyzing the characteristics of public service innovation Village Digital Application (DIGIDES) in encouraging the implementation of quality village administration in Barru Regency and the factors that hinder the implementation of service innovation in Barru Regency.

## 2. LITERATURE REVIEW

### 1.1 Public Service Innovation

Innovation is usually understood in the context of behavior change. Innovation is closely linked to a dynamic and evolving environment. The definition of innovation itself is very flexible from many perspectives. In PANRB Ministerial Regulation Number 30 of 2014 concerning Guidelines for Public Service Innovation, it is mandated that Innovation is "Breakthrough in public services which is an original creative idea and / or adaptation / modification that provides benefits to the community either directly or indirectly".

Adaptations made in the face of change produce new discoveries in the form of products, ideas and actions. Innovation is the introduction of new things, ideas, methods and so on (Dictionary, 2008). This is what the term innovation is based on. Furthermore, "Innovation is understood as the process of creating new products (goods or services), the introduction of new methods or ideas or the creation of incremental changes or improvements" (Suwarno, 2008). The principle of novelty is inherent in the term innovation. But that does not mean innovation only recognizes something that has never existed, but the updating of existing ideas can also be categorized as innovation. Even so, novelty may apply in a certain geographical

scope, in the sense that new things in one region are not necessarily new in another region (Suwarno, 2008).

*An innovation is an idea, practice, or object that is perceived as new by an individual or unit of adoption* "(Rogers, 1995). Rogers explained that ideas, practices, and objects (in the form of products or services) that can be accepted by other adoption units as something new are called innovations. Furthermore, Rogers explained that if an idea is new to someone it is called innovation. Then Rogers added that the novelty aspect in innovation can be expressed in the form of knowledge, persuasion and decisions that must be carried out.

Innovation is defined as "new ideas that work" (Albury & Mulgan, 2003). Innovation success is the creation and implementation of new processes, products, services, and delivery methods that result in significant improvements in efficiency, effectiveness, and quality (Albury & Mulgan, 2003). Albury classifies types of innovation into incremental, radical, and systemic innovations.

Innovation is a new change in the form of ideas, ideas, practices or objects / objects that are specific, intentional through a planned program and designed to achieve certain goals. An innovation can be said to be successful if the creation and implementation of new processes, products, services and methods can produce effective and efficient quality improvements in results.

The term innovation in organizations was first introduced by Schumpeter in 1934. The word innovation or innovation comes from English, namely to innovate which means to make changes or introduce something new. Innovation can be defined as a process of human activity or thought to find something new related to inputs, processes, and outputs, and can provide benefits in human life.

By referring to the above understandings, an innovation will not be able to develop without the status quo. According to Rogers (2003), the characteristics of innovation are as follows:

- a. Relative advantage. Relative advantage is the extent to which an innovation is considered profitable for its recipient. The level of profit or usefulness of an innovation can be measured based on its economic value, or from factors of social status, pleasure, satisfaction, or because it has a very important component. The more profitable it is for the recipient, the faster the innovation spreads.
- b. Compatibility. Compatible is the degree to which the innovation fits the values, past experience, and needs of the recipient. Innovations that are not in accordance with the values or norms believed by the recipient will not be accepted as quickly as innovations that are in accordance with the norms that exist in society.
- c. Complexity. Complexity is the level of difficulty to understand and use an innovation for the recipient. An innovation that is easy to understand and easy to use by the recipient will be quickly spread, while an innovation that is difficult to understand or difficult to use by the recipient will be slow in the process of spreading.
- d. Triability. Ability to be piloted is where an innovation can be tried or not an innovation by the recipient. So in order to be quickly adopted, an innovation must be able to express its advantages.
- e. Observability. Observability is whether or not it is easy to observe an innovation result. An innovation whose results are easily observed will be more quickly accepted by the community, and vice versa if it is difficult to observe the results, it will long be accepted by the community.

The process of implementing local government innovations does not always run well but sometimes faces resistance or resistance. In general, organizational culture factors are the biggest inhibiting factor in carrying out an innovation. In addition to these

organizational culture factors, many more factors can hinder the process of implementing innovation in an organization, it can be classified.

Mulgan and Albury in Noor (2013: 27) there are eight barriers to innovation in the public sector, which are as follows:

- a. Reluctance to close failed programs
- b. Over-reliance on high-performance displays as a source of innovation
- c. Technology that is available, but hinders the culture or organization
- d. There is no reward or intensiveness for innovating or adopting innovations
- e. Don't dare to take risks.
- f. Short-term budgeting and planning
- g. Administrative pressures and obstacles; and
- h. Risk aversion culture.

Related to these innovation factors, the development of public sector innovation also needs to be understood that there are other critical factors. The critical factors of innovation development, as stated by Muluk (2008: 49) that public sector innovation is not a condition that can be successfully carried out with only intention let alone occur by itself.

## *2.2 Digital Desa Application*

The Village Digital Application or more familiar with the abbreviation Digides is a digital service that utilizes integrated information and communication technology in public services and accelerates economic development. The Digides application run by PT. Digital Village refers to Law No. 6 of 2014 concerning Villages, Article 86 concerning Village Information Systems, Permendagri No. 47 concerning Village Administration, and PDDT Amendments No. 11 of 2019 and No. 7 of 2021 concerning the priority of using village funds. This program basically aims to develop village potential, marketing, and accelerate access to public services.

The Digides application is an application that allows users to manage and access various information and features digitally. This app is very useful for villages that want to improve their efficiency and productivity by managing everything centrally. With the Digides app, users can manage projects, log daily activities, and communicate with colleagues easily.

The Digides application has several features that aim to support digital village transformation, namely Online Administration, Online Mail Services, Online Taxation, Online Social Assistance, Village Profile Web, Mobile App, Andi Smart, Attendance and Digital Guest Book. The conveniences provided by this application include: Neat village administration and in accordance with laws and regulations, Village services that are carried out quickly, such as making letters, population services, marriage, to land. In addition, there is also a Mobile application that can be used by residents from anywhere to interact with the village government in the context of public services, geospatial-based Tax Governance, Easy Community Assistance Governance and Web profiles as a window to develop village potential.

Users can store, access, and share documents easily through this app. The app also provides the option to sign documents electronically, so users don't have to print documents or sign them manually. The Digides application also has strict security features, so users can feel safe and comfortable in storing and accessing important information.

### 3. RESEARCH METHODS/METHODOLOGY

The type of research used is a descriptive analysis that aims to describe or explain how the character of public service innovation in the implementation of village administration in Barru Regency uses theories from Rogers but is limited to only 3 indicators, namely, Relative Advantage, Compatibility and Complexity. Furthermore, this research is not only collecting and compiling data simply, but continued on the process of analyzing and interpreting data on factors that hinder public service innovation in the implementation of village administration in Barru Regency, so that it has produced a discourse and conclusion of logical, practical and theoretical thinking.

Geographical and practical limitations such as time, cost, energy, also need to be taken into consideration in determining the location of research. Based on this, this study chose a location in Barru Regency, while to determine exactly the micro locus of this study, the Purposive sampling method has been carried out, which is choosing sampling of the research area for certain reasons. The reason for choosing the research location is because Barru district is geographically represented by mountainous areas, and coastal areas. The sampling of research locations for mountainous areas was represented by Galung village, Barru district, while for coastal areas represented by Pao-pao village, Tanete Rilau district. This area was chosen with the consideration that the location of the study was a village that had implemented the village Digital Application as a form of public service innovation in the implementation of village administration.

The main informants have been determined based on predetermined techniques, namely; Village Secretary, Village Service Officer, and community users of the Village Digitization application. Meanwhile, the service recipient community is included in the category of accompanying informants, because it is considered capable of providing data and facts regarding the implementation of appropriate village administration in Barru Regency. Knowing the characteristics and inhibiting factors of public service innovation in the administration of this village in Barru Regency.

**Tabel. 3.1**  
**Recapitulation of Informant Data**

| No.           | Jenis Informan          | Jumlah           |
|---------------|-------------------------|------------------|
| 1             | Village Secretary       | 1 Person         |
| 2             | Head of Service Section | 1 Person         |
| 3             | IT Operators            | 2 Person         |
| 3             | Service User Community  | 8 Person         |
| <b>Jumlah</b> |                         | <b>12 Person</b> |

Data from data sources are obtained through interview methods that are guided by a list of questions that have been prepared. A number of questions in the interview list form the basis of the questions to be asked. In direct practice in the field, this question is developed in such a way according to the situation and conditions during the interview. Secondary data, namely quantitative or qualitative data, as well as factual information obtained from documents available in the village representation of the research locus in Barru Regency.

The research instrument focused on public service innovation in the implementation of village administration in Barru Regency which was described according to empirical data using a qualitative approach. The research instruments used are interview guidelines, observation guides, and document notes. The steps taken in the context of instrument development, especially interview guidelines and lists of questions given to informants are: (1) Formulate the focus / core problem and indicators of each focus, (2) Make a

matrix table of instrument development, and (3) make a list of questions with guidelines / refer to the description of the research focus.

The results in the research have been translated and described qualitatively so that an overview of situations or events that occur in the field is obtained. To obtain qualitative data, a study can use data analysis techniques using interactive models as proposed by Milles and Huberman. The interactive model includes the main components, namely: data reduction stage, data presentation (data display) and conclusion drawing (drawing). So qualitative data analysis is more of an art, and emphasizes the ability of the researcher's intuition. This study lasts for 3 months starting from February-May 2023.

#### **4. RESULTS AND DISCUSSION**

- a. Characteristics of Village Digital Application (DIGIDES) public service innovation in encouraging the implementation of quality village administration in Barru Regency.

Digital technology innovation continues to evolve and drive changes in the way public services are provided. With the adoption of digital technology, public services can be integrated into one coordinated system, so that people can access them easily and efficiently. The Digides application or Digital Village is a digital service that utilizes integrated information and communication technology in public services and accelerates economic development. The Digides application run by PT. Digital Village refers to Law Number 6 of 2014 concerning Villages, Article 86 concerning Village Information Systems, Permendagri Number 47 concerning Village Administration, and PDTT Amendments Number 11 of 2019 and Number 7 of 2021 concerning priority use of village funds. This program basically aims to develop village potential, marketing, and accelerate access to public services.

The Digides application is an application that allows users to manage and access various information and features digitally. This app is very useful for villages that want to improve their efficiency and productivity by managing everything centrally. With the Digides app, users can manage projects, log daily activities, and communicate with colleagues easily.

Innovation is a mechanism for service delivery units to adapt to dynamic environments. Therefore, this service delivery unit is required to be able to create new thoughts, new ideas by offering innovative products and service improvements that can satisfy the service user community.

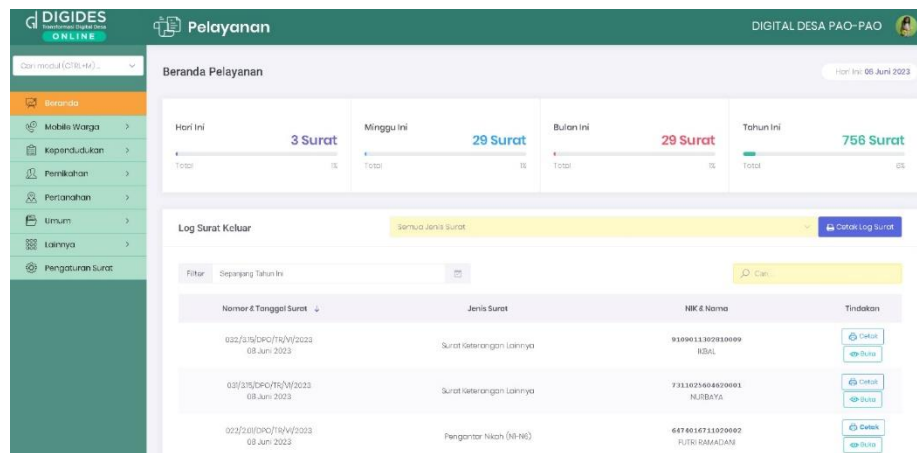
But so far the application of this application is still not optimal in several villages in Barru Regency. just like in Galung Village, Barru District, out of a population of 1,974 people, only 2 people have ever used this application to get village administration services. Unlike Paopao Village, which is geographically located in a lace plain / coastal area, internet network access is very smooth so that from a population of 4,422 people who use the Digides application, as many as 155 residents have used this Digides application to get administrative services from Pao-pao Village, Tanete Rilau District. However, the number of users is still very far from expected.

One of the characteristics of innovation is relative advantage, that is, the extent to which the innovation is considered profitable for its recipients. According to the Head of the Village Service Office, PaoPao Mahyuddin, this application is very beneficial for service recipients because people by using the Digides application no longer need to come to the office, they can download and print their own service files that they need if they have been approved and signed by the village pack so that they no longer need to pay transportation costs to the village office. We also need this application from the Compatible side at the village office because it can make it easier for us in administrative order where all mail processes can be recorded there. In contrast to what was conveyed by the operator of Pao-pao Village, Fandi Ishak said that this application brings services

closer to the community but keeps people away from the village in the sense that the culture of friendship in the community has begun to erode. In terms of the complexity of the Village Digital application, according to Galung Village Secretary Wahyuddin, it is actually not too difficult, but the technological literacy of the village community is still far from being expected. So that the galung community prefers to come directly to the office rather than using online services, namely village digital applications. This is in line with the answers from service users in Galung village, namely Hj. Rohani (50 years old) and Marsuki genda (34 years old). Galung village has only printed 2 service letters on this Digidès application in 2023.

Figure 4.1

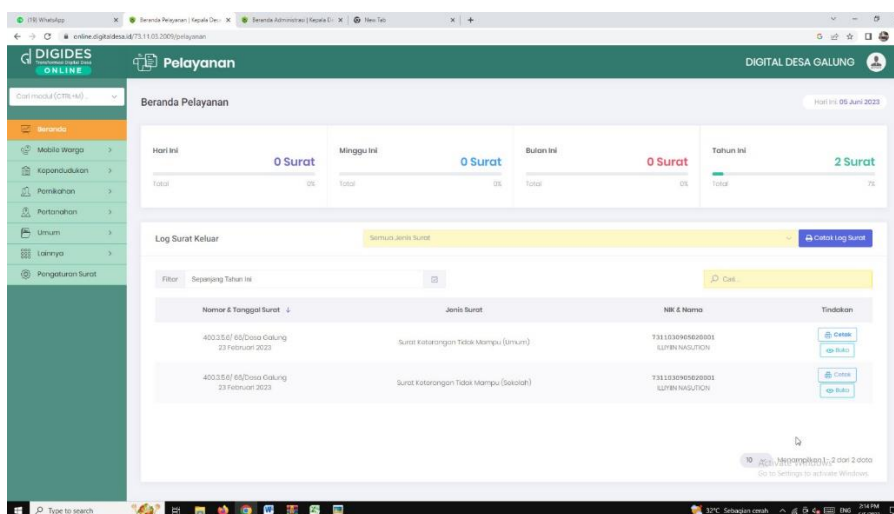
Number of service letters that have been created through the Digidès application in Pao-pao Village during 2023



Source: Digidès Application 2023

Figure 4.2

Number of service letters that have been made through the Digidès application in Galung Village during 2023



Source: Digidès Application 2023



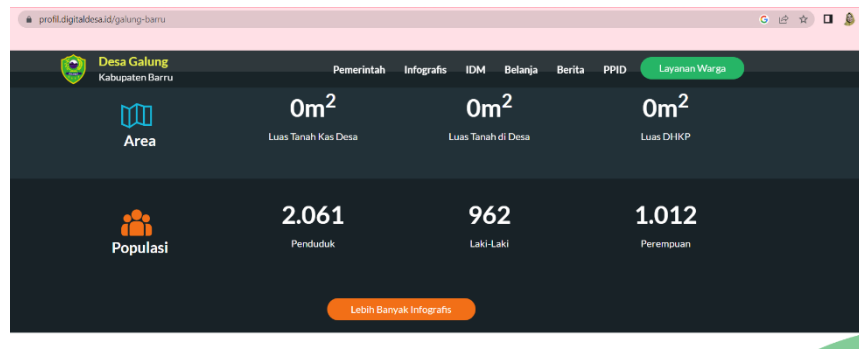
b. Factors that hinder the implementation of service innovation in Barru Regency.

One of the obstacles in implementing innovative village administration services in Barru Regency is the inadequate internet network to the village, especially mountainous areas. The results of this study show that the main obstacle to implementing the Digides application in Galung Village is the internet network that does not support as conveyed by the operator des Galung Muhammad Akbar said that sometimes we input villagers' data into the Application but it is not stored because the network is slow in loading. while according to Haris, Galung villagers said that they prefer to come directly to the village office because there is no printer facility in our house.

According to Ismail (27 years old), Pao-pao villagers are still unfamiliar with this application because of the lack of socialization from the village regarding the use of this application. Meanwhile, according to Jumriah (22 years old), a resident of Galung Village said that actually this application is good, but from the village side, it is not serious in utilizing this application, as on the appearance of the Galung village website, the data inside is very limited, so we as students if we want to get information related to village profiles, we have to go directly to the village office, which of course makes us have to spend a lot of money and spend a lot of time.

Figure 4.3

Webseite Galung Village



Source: Digides Application 2023

## 5. CONCLUSION

In today's modern era, we cannot be separated from digitalization so that everything is done through the internet. Including the management of letters or administration so that support is needed for the community to facilitate it. DIGIDES is present as a service innovation in the implementation of village administration that can help rural communities to get services easily. The purpose of Digital Village is that all administrative matters, village community services, village equipment file management, financial administration to development administration and village cash can be easily accessed by village officials and villagers. In accordance with the character of innovation, which is to have advantages, as needed although a little complicated for citizens who still lack digital literacy. The inhibiting factors for the implementation of this digides application service innovation are inadequate internet networks in Galung Village that hinder the running of services, besides that there is technology but hampers the culture that exists in the community, namely the culture of friendship. The lack of socialization and lack of village

updates on the village website make it difficult for people to get accurate information related to the village through the website.

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