

## Conference Paper

# The Effectiveness of Population Administration Online Services Via Telegram

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**Abstract.**

This study aims to determine the effectiveness (achievement of goals, integration, adaptation) of Online Population Administration Services Via Telegram at the Wajo Regency Population and Civil Registration Service. This type of research uses qualitative research. Data collection techniques are carried out by observation, interviews, and documentation. Data validation technique. The data analysis technique used consists of condensing data, presenting data, and drawing conclusions. The results of this study indicate that the Effectiveness of Online Population Administration Services Via Telegram is seen from the concept of achieving the goal, namely to encourage the community to provide knowledge of technological developments in population administration services and to make it easier for people to get services without having to face the employees. Viewed from integration, the procedure for Online Population Administration Services via Telegram is very easy to obtain both via the web and at the village/kelurahan village office so it is said to be effective. Meanwhile, from the perspective of adaptation in general, since its emergence, it has been difficult to adapt and adapt to the conditions of society, especially for people who are not technologically literate and do not have Android, some people do not understand technology and cannot apply Android, so even at this point, adaptation is said to be ineffective. The conclusion of this study is that the objectives of this policy have not been achieved.

**Keywords:** effectiveness, goal achievement, integration, adaptation, online servicesCorresponding Author: Nawir  
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## 1. Introduction

The Department of Population and Civil Registration is a government agency engaged in the field of public services. The Department of Population and Civil Registration (Disdukcapil) is the apply element of the Regional Government in the field of Population and Civil Registration headed by the Head of Service and is located under and is accountable to the Regent via the Regional Secretary. Public services carried out include those related to the management of identity cards (KTP), family cards (KK), birth certificates, child identity cards (KIA) to death certificates [1,2].

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The Disdukcapil of Wajo Regency section of the local government institutions that plays an essential role for the people of Wajo Regency to register important events such as providing clarity of identity and status for residents both individually and in groups, providing legal certainty, providing legal protection and comfort for owners, providing benefits for administration and other public services.

Regulation of the Minister of Home Affairs of the Republic of Indonesia Number 7 of 2019 concerning Online Population Administration Services states that in order to build effective and efficient governance it is needed to develop a new population administration service system in an easier and faster way for the community by implementing a deep service mechanism. network (Online) [3].

The large number of public service implementations that are direct services have not materialized the government's wishes, especially the Population and Civil Registration Office of the Wajo Regency to encourage the public to provide knowledge of technological developments in public services. However, since early 2020 the public service system in Indonesia, including the Department of Population and Civil Registration of the District. Wajo experienced a decline in the service system carried out in an effort to prevent the virus during the Covid-19 pandemic. Where as a consequences of the Covid-19 pandemic, the government made a policy of social distancing (social distancing). The implementation of this policy causes the community to not be able to interact directly with each other so that the community cannot maintain conventional ways to obtain or fulfill their needs.

The implementation of public services at the Wajo Regency Population and Civil Registration Service Office during the pandemic since May 2020 was carried out based on Circular Letter No. 470/244/DISDUKCAPIL concerning Population Administration Services and Civil Registration During the Covid-19 Pandemic [4].

Services for birth certificates, family cards, ID cards and death certificates by simplifying the process of registering these residence documents online using an application called "Telegram", simply registering through one application, get the convenience of managing population administration which is free to download via the Play Store on an Android-based smartphone nor iPhones.

The fact is that in the midst of implementing online services at the Wajo Regency Population and Civil Registration Service, community members in several locations in Wajo Regency have complained about service problems by utilizing this internet technology, because the internet network has not been spread evenly in several village areas far from the city, as well as complaints about online services via telegram which are considered unsatisfactory. Because there are still frequent problems such as slow

handling of document completion, slow operator response, which ironically sometimes takes three days to a week for a reply.

Complaints from customers are a natural thing that happens to every service and goods company. The most important thing is sincerity in handling the complaint and ensuring that similar complaints do not happen again. The way to handle customer complaints is by: 1). Map Complaint Issues; 2). Deal with Complaints Quickly; 3). Provide The Best Solution.

The effectiveness of a policy is obtained from the fulfillment of how an organization demonstrates its ability to achieve the goals that have been set appropriately. Policy effectiveness is a measure that states the achievement of predetermined goals or targets based on certain indicators. So in this study, this measure will become a research variable, there are various indicators that influence the effectiveness of Online Population Administration Services via Telegram at the Wajo Regency Population and Civil Registration Service, including Goal Achievement, Integration and Adaptation.

## 2. Literature Reviews

### 2.1. Public policy

According to Dwijowijoto public policy is a part of the nations that cannot be neglected. A Nations without a public policy part is seen as a fiasco, because shared life is only be arranged by a person or group of people, who work like tyrants, with the goal of fulfilling self or group's sake. The government of a country in managing the country, not only controls the direction and goals of the country, but also manages the country so that it is more valuable through what is called public policy [5].

Hill defines public policy as policies created by authorities and government institutions. Policy engage three main parts, namely public, political system, and public policy itself. These three components influence each other. A public policy will be effectively if it is executed and has positive advantages for public members. Or, people actions or actions as members of society must be in match with what is wants by the government or the state. So that if their behavior or actions are not in accordance with the wishes of the government or the state, then a public policy is not effective [6].

## 2.2. Service concept

Ratminto & Winarsih ( ) said that services are invisible products (cannot be touched) that involve human efforts and use equipment [7]. Meanwhile, according to Gronroos in Ratminto & Winarsih (2015) which defines service as:

*“Service is an activity or series of activities that are invisible (cannot be touched) that occur as a result of interactions between consumers and employees or other things provided by service-providing companies that are intended to solve consumer/customer problems”.*

According to Sinambela, service is “any profitable activity in a group or unit, and offers satisfaction even though the result is not physically tied to a product” [8]. The main traits of services are unseen (cannot be touched) and involve human efforts (officer) or other equipment provided by the service provider company.

Basically the ultimate goal to be achieved in a service is to provide satisfaction to service users. Likewise with public services, theoretically basically the purpose of public services is to satisfy the community.

## 2.3. Concept of effectiveness

The word effective comes from English, namely effective which means succeed or anything that is completed managed. The popular scientific dictionary defines effectiveness as the accuracy of used, effectiveness or supported for the purpose. Effectiveness is a key element to reach the aims or objectives that have been specified in every organization, events or program. It is called effective if the goals or objectives are achieved as determined [9–11].

The concept of effectiveness cannot be segregated from system theory where there are two main conclusions from system theory, the first is that effectiveness criteria must describe the entire input-process-output cycle, while the second is that effectiveness criteria must describe the reciprocal relationship between the organization and the environment bigger.

Waluyo says that the simplest theory is a theory which argues that organizational effectiveness is the same as overall organizational performance. According to this view, organizational effectiveness is measured by how much profit it gets. In this case, for example, greater profits mean that the organization is more effective [12].

According to Ratminto & Winarsih says that “effectiveness is the achievement of the goals that have been set, both in the form of targets, long-term goals and organizational

missions. However, the achievement of this goal must also refer to the vision of the organization [7].

According to Siagian effectiveness is the use of resources, facilities and infrastructure in a certain amount that is consciously determined beforehand to produce a number of goods for the services of the activities carried out [13]. Effectiveness shows success in terms of whether or not the goals that have been set are achieved. If the results of activities are getting closer to the target, it means that the effectiveness is higher. If it is observed that the effectiveness of work in an organization, both private and government, the target is on the implementation process and the level of success of the activities carried out by the employees themselves. The activity in question is a business that can provide maximum benefits for the organization.

Efforts to evaluate the running of an organization, can be done through the concept of effectiveness. This concept is one of the factors to determine whether it is necessary to make significant changes to the form and management of the organization or not. In this case, effectiveness is the attainment of organizational goals through the efficient use of available resources, in terms of input, process and output. In this case what is meant by resources includes the availability of personnel, facilities and infrastructure as well as the methods and models used. An activity is said to be efficient if it is carried out correctly and in accordance with procedures, while it is said to be effective if the activity is carried out correctly and produces useful results.

Steers says that effectiveness comes from being effective, that is, a job is said to be effective if a job can produce one output unit. A job is said to be effective if a job can be completed on time according to a predetermined plan [14].

From the notions of effectiveness stated above, it can be concluded that an organizational activity is said to be effective if an organizational activity goes according to the rules or runs according to the targets set by the organization.

## 2.4. Measures of effectiveness

According to Rosalina Criteria or measurements regarding the achievement of effective goals or not can be seen from the clarity of the goals to be achieved, the clarity of the strategy for achieving the goals, the analysis process and the formulation of solid policies, careful planning, the preparation of appropriate programs, the availability of work facilities and infrastructure , effective and efficient implementation, as well as educational supervision and control systems [15].

1. The goals to be achieved are clearly described, so that employees in carrying out their work focus on the goals, so that organizational goals can be achieved.
2. There is clarity of strategy to achieve goals, because strategy is the path that must be followed in the implementation of tasks to achieve the specified goals so that all work can be directed.
3. The process of analyzing and formulating a solid policy, related to the goals to be achieved and the strategy that has been set, means that the policy must be able to bridge the goals with efforts to implement operational activities.
4. Careful planning, in essence, means deciding now what to do by the organization in the future.
5. Preparation of the right program, a good plan still needs to be translated into proper implementation programs because if not, the executors will lack guidelines for acting and working.
6. Availability of work facilities and infrastructure, one indicator of organizational effectiveness is the ability to work productively. With the facilities and infrastructure available and possibly provided by the organization.
7. Effective and efficient implementation, no matter how good a program is, if it is not implemented effectively and efficiently then the organization will not achieve its goals, because by implementing the organization it is getting closer to its goals.
8. Monitoring and control systems that are educative given that human nature is imperfect, organizational effectiveness requires the existence of a monitoring and control system.

Criteria in measuring effectiveness, namely:

1. Productivity
2. Work adaptation ability
3. Job satisfaction
4. Profit ability
5. Resource search

Meanwhile, according to Steers, mMeasures of effectiveness [14], as follows:

1. Goal achievement is the overall effort to achieve goals must be seen as a process. Therefore, in order to ensure the attainment of the ultimate goal, phases are needed, both in terms of the stages in achieving the parts and in the sense of periodization. The achievement of goals consists of several actors, namely: The timeframe and targets which are concrete targets.
2. Integration is a measurement of the level of ability of an organization to socialize, develop consensus and communicate with various other organizations. Integration concerns the procedures and processes of socialization.
3. Adaptation is the ability of an organization to adjust to its environment. In connection with the suitability of the implementation of the program to be carried out by adjusting the conditions in the field.

From the definitions of measuring the level of effectiveness that have been stated above, it is necessary for the researcher to emphasize that in this research plan the effectiveness measurement theory as proposed by Richard M. Steers is used, namely; Goal Achievement, Integration and Adaptation. By using this theory, it is expected to be able to measure the level of effectiveness of the Population Administration Online Service via Telegram at the Wajo Regency Population and Civil Registration Office.

## 2.5. Effectiveness approach

The level of effectiveness can be measured by comparing the plans or targets that have been determined with the results achieved, then the effort or results of the work are said to be effective. However, if the effort or results of the work carried out are not achieved in accordance with what was planned then it can be said to be ineffective.

According to Waluyo states that there are two approaches in identifying effectiveness [12], namely: the approach according to the objectives and the approach according to system theory. Waluyo suggests an approach to measuring organizational effectiveness which he calls the "System model" [12], includes the following four criteria:

- 1) Adaptation criteria

Questioned the ability of the organization to adapt to its environment.

- 2) Integration criteria

Measurement of the ability of an organization to make socialization the development of consensus and communication with several other types of organizations.

- 3) Member motivation criteria

In this criterion, measurements are made regarding the linkages and relationships between organizational behavior and the organization and the completeness of the means for carrying out the main tasks and functions of the organization.

#### 4) Production criteria

Efforts to measure organizational effectiveness are related to the number of organizations and the quality of organizational output as well as the intensity of an organization's activities.

According to Ding the effectiveness approach is used to measure the extent to which an activity is effective. There are several approaches used to effectiveness [16] namely: 1. Target approach (Goal Approach), 2. Source Approach (System Resource Approach), 3. Process Approach (Internal Process Approach)

##### 1) Target approach (Goal Approach)

This approach tries to measure the extent to which an institution has succeeded in realizing the goals to be achieved. The target approach in measuring effectiveness begins with identifying organizational goals and measuring the level of success of the organization in achieving these goals.

The targets that are important to note in measuring effectiveness with this approach are realistic targets to provide maximum results based on official goals "Official Goals" with paying attention to the problems it causes, by focusing attention on the output aspect, namely by measuring the success of the program in achieving the planned output level.

Thus, this approach tries to measure the extent to which an organization or institution has succeeded in realizing the goals to be achieved. Effectiveness also always pays attention to the time factor of implementation. Therefore, in effectiveness there is always an element of implementation time and objectives achieved at the right time so that the program will be more effective. An example of the target approach is that if a job has a target of selling out its goods within one week, and the goods are sold out within one week, then the work can be said to be effective.

##### 2) Source Approach (System Resource Approach)

The source approach measures effectiveness through the success of an institution in obtaining the various sources it needs. An institution must be able to obtain a variety of sources as well as maintain conditions and systems in order to be effective. This approach is based on the theory of the openness of an institution's system to its environment, because institutions have an even relationship within their environment, where from the environment, resources found in the environment are often rare and



of high value. The source approach in the organization's business activities is seen from how far the relationship between the business program fostered members and the surrounding environment, which seeks to be a source in achieving goals.

### 3) Process Approach (Internal Process Approach)

The process approach considers the efficiency and soundness of an internal institution. In an effective institution, internal processes run smoothly where the activities of the existing parts run in a coordinated manner. This approach does not pay attention to the environment but instead focuses attention on the activities carried out on the resources owned by the institution, which illustrates the level of efficiency and soundness of the institution.

## 2.6. Pentagram policy at Disdukcapil Wajo Regency

The effectiveness of the Population Administration Online Service via Telegram is carried out based on:

- a. Ministry of Administrative Reform of the Republic of Indonesia [17]
- b. Circular Letter Number 470/244/DISDUKCAPIL concerning Population Administration and Civil Registration Services during the Covid-19 Pandemic [4]

In this study, researchers wanted to find out how effective the implementation of Circular Letter Number 470/244/DISDUKCAPIL Year 2020 concerning Population and Civil Registry Administration Services [4] by using the theory of measurement of effectiveness as proposed by Richard M. Steers, namely; Goal Achievement, Integration and Adaptation [14]. By using this theory it is expected to be able to measure the level of effectiveness of Population Administration Online Services via Telegram at the Wajo Regency Population and Civil Registration Office.

## 3. Research Method

This study uses a qualitative approach, namely an approach that emphasizes more on aspects of understanding in depth on a problem. The research location is Disdukcapil Wajo. In addition, the research informants were: Head of Disdukcapil, Wajo Regency, Head of Data Utilization and Service Innovation, Head of General Affairs and Civil Service and Community Subdivisions. Technical data collection carried out by researchers is observation, interviews and documentation. The data analysis technique used in this study is qualitative analysis used by researchers as stated by [18] namely data collection, data reduction, data presentation and the final step is drawing conclusions.

## 4. Findings and Discussion

### 4.1. The level of effectiveness of population administration online services via telegram which includes achievement of goals, integration and adaptation at the Wajo Regency Population and Civil Registration Service

#### 4.1.1. Concept of goal achievement

Regarding the completion time for the population administration management service via Telegram, it is fairly fast, in the sense that it can be completed on the same day when the community proposes to make a population identity so that PENTAGRAM's innovation policy can create satisfaction for the community. Furthermore, regarding the actual target that has been achieved, is the innovation of online population administration services at the Civil Service Office, which had stalled for more than a year because people who did not understand Pentagram's convenience began to be effective since the outbreak of the Corona Virus in Indonesia because of the policy of regional restrictions and service offices throughout Indonesia simultaneously implementing services. online so that people continue to get their rights, thus the goal of creating technology-based innovation services can be realized at the Wajo Capil Office.

In accordance with Circular Letter No/470/244/DISDUKCAPIL of 2020 concerning Population Administration and Civil Registration Services during the Covid-19 Pandemic [4], with the facts on the ground regarding the attainment of objectives according to Steers it is said to be effective if the objectives of the policy are as expected [14]. Based on the discussion above, the researcher can draw the conclusion that the effectiveness of the Population Administration Online Service via Telegram seen from the indicators of achieving overall goals has been effective.

#### 4.1.2. Concept of integration

At the integration point of the Population Administration Online Service Policy via Telegram at the Wajo Regency Population and Civil Registry Service, it can be concluded that it is related to the integration aspect which is then combined with the results of observations and interviews during the field, it can be seen that from the level of clarity of the policy flow of population administration online services via easy telegram obtained, both through the Wajo district capil web and the online telegram service flow. This can be obtained from village village staff information for each sub-district in Wajo district so

that people can access PENTAGRAM anywhere. Regarding the disclosure of information to the public about Population Administration Online Services via Telegram, Capil uses social media to inform online services as well as conduct socialization with the village village office for each sub-district in Wajo Regency.

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#### 4.1.3. Adaptation Concept

From the overall research findings regarding the adaptation of the Population Administration Online Service policy through Telegram, it is assessed that the facilities, infrastructure or facilities that support employee performance in providing funds still lack the budget so that Capil cannot make innovations on their own without the help of third parties, namely the telegram application , as well as population identity printing equipment that is not always available every day such as blank ID cards which are specially made from the center so that they switch to Certificates as temporary identity cards. Apart from that for facilities such as work space layout, computers per employee are good. Furthermore, regarding the aspirations and complaints of the community regarding the Pentagram policy at the Wajo Regency Population and Civil Registration Service, it can be seen from two sides, For people who are good at using Android, this telegram online service is very helpful, but for people who don't understand technology, they think otherwise. Furthermore, regarding the obstacles or obstacles that are often experienced in implementing online population administration services via telegram, namely the network until the service operator is slow to respond, the complaint requirements file for making an identity is incomplete, the operator cancels and switches to another queue, the public must create a new telegram email to re-register queue number because email can't be used queue list twice so chat doesn't pile up so that it drowns out other complaint chats. but for people who do not understand technology will think otherwise. Furthermore, regarding the obstacles or obstacles that are often experienced in implementing online population administration services via telegram, namely the network until the service operator is slow to respond, the

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Based on the discussion above, if it is linked to Steers' theory , researchers can draw conclusions that the effectiveness of the Population Administration Online Service via Telegram at the Wajo Regency Population and Civil Registration Service, seen from adaptation indicators, has not been effective [14].

#### **4.2. The efforts of the Wajo Regency population and civil registration service in making population administration online services effective via telegram**

Facing a pluralistic society that is different from all aspects, especially in terms of knowledge of technology which is increasingly sophisticated with the turn of the year. Facing people who do not understand technology has made Capil Wajo continue to open offline services for people who are included in the emergency category in an effort to improve the effectiveness of population administration services at the Wajo Regency Population and Civil Registration Service. Direct services specifically for emergencies such as managing population identity for those who want to go to the hospital, elderly residents and so on so that the process of making a population identity is immediately processed with a limit of only fifty people a day in order to realize the effectiveness of services at the Department of Population and Civil Registration of the Regency. Wajo. From the results of the research findings as a whole regarding the efforts of the Wajo Regency Population and Civil Registration Service in streamlining the Population Administration Online Service via Telegram, namely by continuing to socialize this telegram online service so that it can reach all levels of society. Understand the convenience of PENTAGRAM so that people can be open, so that incidents like pretending they don't have an android to be handled directly will no longer happen,

also people will understand the importance of knowledge of technology so that they are no longer ignorant of technological developments that are growing rapidly.

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