

Services For Population Administration In The City Of Jayapura

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Abstract

Improving the quality of public services is necessary in order to reduce policy implementation failures caused by misread communication variables. The communication strategy is used to ensure that public services are delivered in a coordinated manner. The goal of this research was to determine the communication strategy for enhancing the quality of public services on the performance of Civil Registry and Population Service staff in Jayapura. This essay employs a non-interactive qualitative technique with descriptive analysis. While the data collection technique employed is literature study, which includes books, papers, internet news, and authoritative organisation websites. The strategic communication initiatives to improve public services headed by the Jayapura City Population and Civil Registry Service are an important conclusion from this research.

Keywords : Services, administration, Jayapura

1. INTRODUCTION

The development of the digital world has touched almost every aspect of life. With the rapid development of information technology and telecommunications then succeeded in driving the continuation of public service innovation. President's Instruction No. 03 of 2003 on the National Policy and Strategy for the Development of e-Government became the legal basis for the implementation of the electronic public service system. Thus, governments (central and regional) as public service providers must transform towards e-Government. Through such transformation processes, governments can optimize the use of information technology advances to eliminate bureaucratic organizational barriers, as well as establish a network of management systems and work processes that enable government agencies to work in an integrated manner to simplify access to all public information and services that must be provided by governments. (Inpres Nomor 03 Tahun 2003).

Jayapura City as a model of good governance in Papua Province, is expected to be able to incorporate communication and information technology into the e-Government process that will then increase the efficiency, effectiveness, transparency and accountability of government maintenance. The implementation of e-Government in Jayapura City is very possible when referring to the data that: Papua Province has experienced an increase in Internet users by 261,776 people from the initial 2,640.160 people in 2018 to 2,901,936 people in 2019-2020. This marks

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that people in Papua Province are already active in using the Internet, so e-Government abuse in Papua can be assured to work well with the rate of Internet users or users that has increased in the last 2 years. The percentage of Internet users per province capital in Maluku – Papua especially in Jayapura City is among the highest with the percentages reaching 87.5%. Where the people of Jayapura City almost entirely use internet access (Bisay, 2022).

In the 4.0 era that wants to move to 5.0, it is obviously easy to create new things and innovations in both government and private organizations. The innovations that are applied have good goals for the organization in the short and long term to. Achieving such a goal requires good planning and good human resource management. Human resources are referred to as individuals of organizations that work together to the goals of the organization. Organizations can function well with collaboration, and collaboration is built with good communication to the organizational goals that have been set.

Almost every element of life has been impacted by the emergence of the digital world. The continued innovation in public services was then made possible by the quick growth of information technology and telecommunications. The legislative foundation for the implementation of the electronic public service system was the President's Instruction No. 03 of 2003 on the National Policy and Strategy for the Development of e-Government. Governments (both federal and regional) must change to become e-Government service providers. Governments can establish a network of management systems and work processes that allow government agencies to collaborate in an integrated way to make it easier for the public to access all of the public information and services that must be provided by governments, as well as optimize the use of information technology advancements to remove bureaucratic organizational barriers (Inpres Nomor 03 Tahun 2003).

Jayapura City is intended to be able to integrate communication and information technology into the e-Government process, which will subsequently boost the efficiency, effectiveness, transparency, and accountability of government operations. Jayapura City is seen as a model of excellent governance in Papua Province. When considering the information that: Papua Province has seen a rise in Internet users by 261,776 people from the original 2,640,160 people in 2018 to 2,901,936 people in 2019-2020, the deployment of e-Government in Jayapura City is quite likely. This indicates that Internet usage is already widespread in Papua Province, indicating that e-government abuse in Papua will likely be successful given the rise in Internet

usage over the past two years. Maluku-Papua has one of the highest rates of Internet usage per province capital, with Jayapura City having the highest rate at 87.5%. where nearly all residents of Jayapura City use the internet (Bisay, 2022).

It is plainly simple to develop new ideas and breakthroughs in both public and private businesses in the 4.0 age that wishes to transition to 5.0. The short- and long-term objectives of the innovations that are implemented are excellent for the organization. Such an objective demands effective planning and management of human resources. Human resources are defined as members of organizations who collaborate to achieve the objectives of the organization. Collaboration is key to the smooth operation of organizations, and it develops as a result of effective communication about the established corporate goals.

2. METHOD

The descriptive and non-interactive research methods used in this study are qualitative. Non-interactive research involves gathering, identifying, analyzing, and interpreting concepts, policies, and events that can be seen either directly or indirectly in order to examine documents. A field phenomena is intended to be described and explained by descriptive study. It is possible to conduct or discover correlations between variables, establish generalizations, and create theories with broad applicability using descriptive research. A methodical, factual, and accurate depiction of the details, characteristics, and connections between the phenomena under study can be found in descriptive research. (Kurhayadi,2020:11). The focus of descriptive study is on phenomena or issues that exist. Therefore, in this instance, phenomena or issues relating to communication techniques in enhancing the performance of officials of the Jayapura City's Civil Registration and Population Service.

Resources and Methods data gathering The topic from which data is gathered is research data sources. This writing's data came from earlier scientific study publications and periodicals. In this article, non-interactive methods or library or literature studies were used to acquire the data. The notions or hypotheses that serve as the foundation for the study on research are developed through library studies. In order to build theoretical foundations that act as recommendations for the source of hypotheses that develop knowledge about earlier researches, researchers might use

the data they collect from pertinent library materials as a bridge. Research activities, particularly academic research, sometimes involve reading and library research. The main goal is to create theoretical and practical advantages that can aid researchers in problem-solving. When using data analysis techniques, the author searches for and gathers literature from a variety of reference sources before exploring and researching theories or phenomena from a variety of journals that are pertinent to the field of study. In this instance, the author concentrates attention or information on connected phenomena in public service communication tactics.

3. RESULT AND DISCUSSION

a. Communication Strategy in Providing Service to Population Administration

A communication strategy, according to Kurhayadi (2020: 61), is a technique developed to alter human behavior on a bigger scale through the dissemination of fresh ideas. The best combination of all the elements of communication, including the communicator, message, channel (media), recipient, and influence (effect), designed to achieve optimal communication, according to Yogi Suprayogi Sugandi (2021 61), who also makes this definition. The idea behind the occupation administration service is a collection of tasks that are established and planned out in order to publish documents and population data through civil registration, population registration, occupation administration management, and dissemination of the results to other sectors and the public service. This indicates that there is a connection between communication strategy and occupation administration because the goal of communication strategy, particularly in the public sphere, is to inform many people about the occupation's administrative service as well as about its activities and new ideas for improving the process of administrative services. Additionally, the public communication strategy seeks to forge ties between the community outside the corporation and the service provider.

The existence of a communication strategy makes it necessary for the local government, which delegated some of its authority to the Population Service and Registration, to give more attention to the service in the administration of occupation to each community in the relevant area. It is difficult to make sure that the entire population is governed by the state; good communication is necessary for a policy to be implemented and for information to be delivered in a way that is clear, understandable, and understood by others. An absolute policy cannot be implemented successfully without effective communication. Therefore, the implementer must be aware of what to do in order to communicate the aims and targets to the target population. This argument leads

to the conclusion that the communication strategy has grown in significance as a population administration service develops.

The Senders (communicators), Messages (messages), Channels (media), Receivers (communications), as well as the development of participatory development follow-up and factors that influence communication development in Jayapura City, will be described as the communication strategies used by Jayapura City Disdukcapil in Providing Services of Population Administration.

a) Communicator

Population Administration Service is carried out at the City level, then who is responsible in terms of planning with communications is the Mayor of the City assisted with the scrutiny of every incident that exists in the City of Jayapura. A communicator or commander of the highest leadership in the district must be able and truly capable of carrying out the Administration Service of the occupation. To do this, the Camat must be able and able to realize the purpose of service by always communicating with the relevant emergency agencies and socializing with the community that exists in every district of Jayapura City. In addition, Camat must always communicate with the district authorities to implement communication planning of the Occupation Administration Service process and subsequently such planning can be organized through a meeting.

b) Message

The message here is that it is delivered and given to the people to follow the programmes that the emergency government is conducting and the actions carried out by the emergencies government. Communication is one of the keys to success in implementing Population Administration Service Planning and minimizing miscommunication of information between recipients of services, the public and the service providers, the government.

c) Media

In building the Communication Strategy of the Population Administration Service through print media, in this case, can use the print media for the process of delivery of information, which relates to the Program of the Administration of Population Services in the City of Jayapura. As for the media used, among other things: meeting the aspirations of the public through Talkshows, Print Media, Letters/Invitations, Baliho/Poster, Cable TV,

Delivery through mosques, Meetings, Socialization and especially through the official website of the local government and other social media on the Internet.

d) Communication/Receiver

Camat as a representative of the recipient of aspirations must be able to accommodate the entire aspirations of the society in its constructive nature. In this case, measures and strategies are needed to respond to public opinion, so that information can be sorted according to needs. Jayapura City uses communication technologies such as receiving input, advice, and complaints from the public through whatsapp, email, and website.

e) Feedback

Camat created programs and used them to spread a message throughout the community. The public's long-term interest is the meaning and objective of the Population Administration Service Planning. In this situation, evaluating the government-submitted programs that have been put into effect is likewise essential; but, such a judgment cannot be made without a solid foundation. The government should determine how much feedback is being provided to the public through the work programs that have been put in place before conducting the evaluation. Every year, Disdukcapil conducts an SKM (Satisfaction Survey) in an effort to provide the public a chance to weigh in on the organization's performance. The authorities view the SCM's implementation as an effort to raise the standard of occupation administration services in Jayapura.

b. Communication Innovation Deducted in improving service to the community

Innovation is often associated with a renewal of the idea that a person has in running, creating, and improving a product and also a service using a value or benefit economically and socially. According to Deden Hadi (2008) reveals that innovation is an idea, idea, object, and practice that is embedded and accepted into something new by someone or a particular group in order to

Applied. According to Kurhayadi (2020), communication is a process in which participants create and share information with one another in order to reach a mutual understanding. In this sense, communication innovation is a process to improve the quality of an organization.

Neither are they members of any social system. In its implementation, in order for communication innovation to be implemented, a good communication approach and adaptation to the community environment is needed.

Based on the data in the field, the government as a policy maker has undertaken various integrated efforts by holding a public service innovation competition or better known as the KIPP which has been ongoing since 2017. KIPP emphasizes the One Agency One Innovation movement, where governments require each agency and regional device organization (OPD) to produce at least one invention each year. The One Agency One Innovation movement is not just an obligation to form at least one public service discovery for each Ministry and Regional Government, but to create a quality of public service that is structured and has a good impact on society. On the basis of this, the Jayapura City Government, which is here, has made an innovation to provide services to the community, following the world's Covid-19 pandemic in early 2020.

The Civil Registration and Occupation Service (Disdukcapil) has introduced a new innovation in the population document service in Jayapura City to improve the quality of online population services during the Covid-19 pandemic in order to reduce the crowd of people who want to take care of the population documents in the One Roof Service Mall of the City Government. The Government of the City will launch the 'Jayapura Smart' online service people sit sweet, the latest innovation that is done by Disdukcapil the City of Jayapura is a follow-up to Permendagri number 07 Year 2019 that the document service can be through online. Earlier, Jayapura City Disdukcapil had already sought to use the online service of population documents through the website of the district.go.id as well as the WhatsApp service number, but the service could not be used for conversations only for chat.

4. CONCLUSION

The communication strategy of Jayapura City Disdukcapil has been established, and it has been implemented with methodical and mature planning, based on the findings of the aforementioned study. It is evident from the consensus of opinions regarding the choice of the policy communicator and city manager for Jayapura. In contrast, the oppressed and society are the communication's external and internal targets. The district of Jayapura has meticulously structured the compilation of the public statements, which is available on its official website at <https://dukcapiljayapurakota.go.id/>. The city of Jayapura used communication technology, as

seen by the choice of media and communication channels. By more effectively utilizing new media in the network, such as social media platforms like Instagram, websites, WhatsApp, and email, information is disseminated to the general public. People perceive that changes have already occurred as a result of the presence of services and communication methods used online, such as the population administration service being faster and more effective.

Additionally, the public can access legal products and policy information on the official Disdukcapil City Jayapura website. On the other side, it also makes it easier for the general public to send direct suggestions regarding the services via email and Whatsapp.

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