

DIGITAL IDENTITY CARD: BETWEEN PUBLIC SERVICES AND COMMUNITY NEEDS (CASE STUDY: DISDUKCAPIL OF CIREBON REGENCY)

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ABSTRACT

This research focuses on implementing the Digital ID Card in Cirebon Regency, with a case study at the Population and Civil Registration Office (Disdukcapil). The primary purpose of this study is to analyze the effectiveness of digital ID cards as a form of public service and the extent to which they meet the community's needs. The research method used is a qualitative case study, with data collection techniques through in-depth interviews, participatory observation, and document analysis. The study results show that implementing the Digital ID Card in Cirebon Regency has increased the efficiency and accessibility of population administration services. However, there are challenges regarding socialization, technological infrastructure, and varying levels of people's digital literacy. This research also found that Digital ID Cards are more effective in meeting the needs of people with adequate access to digital technology. The conclusion of this study shows that further development is needed to increase the acceptance and accessibility of Digital ID cards, including improving technological infrastructure and digital education programs for the community. This research has implications for more inclusive and technology-based public policymaking.

Keywords: Digital ID card; Public Service; Service Procedures; Community Needs

Introduction

Indonesia has a large population, which has a significant potential to be developed into a productive workforce in development. This concept recognizes that humans are the main subjects in the development process, both as actors, implementers, and beneficiaries. Every citizen, consciously or not, is involved in government administration activities throughout their life, from birth to death. In every aspect of life, when a person interacts with society and experiences the nation's life, they will be involved in bureaucratic activities. This is also true in Indonesia (Ricky Hedman, 2022). Efforts are needed to achieve good governance in the context of the current state administration, which involves improving the public service system to focus more on the community's needs, satisfaction, and welfare. To achieve this, institutional reform and public management are needed. Institutional reform involves improving

government structures and infrastructure comprehensively at the local level, while public management reform aims to improve how public administration is managed more efficiently and effectively (Heryanto, 2014).

Public service is the implementation of activities to meet the needs of services related to the laws and regulations that apply to all citizens, without exception related to goods, services, and administrative services provided by government agencies. Public services always have standards that serve as guidelines to create quality, efficient, manageable, and measurable services. Law Number 25 of 2009 is the legal basis that regulates public services to establish clear limits regarding the rights, obligations, responsibilities, and authorities of all parties involved in implementing public services. In its implementation, public services include various aspects such as service implementation, internal supervision, complaint management, data management, counseling, and consultation with the community (Widibudiarti, 2017).

Implementing good public service standards will result in citizens' satisfaction as users or service recipients (Junaidi, 2015). In carrying out public services, organizers are responsible for applying the principles of efficiency, effectiveness, innovation, and commitment to quality. The orientation of public services must be rooted in the needs and desires of the community. Therefore, organizers must create optimal public services that exceed the community's expectations. As the population of Indonesia increases, every citizen must have an official identity issued by the competent authority and valid throughout the territory of the Unitary State of the Republic of Indonesia, known as the identity card (KTP). KTP is a document that must be owned by Indonesia Citizens (WNI) and Foreign Citizens (WNA) who have a Residence Permit (ITAP) after reaching the age of 17 or are married. With the advancement of information technology, KTP has developed into an electronic form. Electronic Identity Cards (e-KTP) are made electronically, both in physical and functional forms, and function as a population document that relies on a security and control system based on the national population database, replacing conventional ID cards (Wicaksono, 2020).

The issuance of e-KTP is expected to occur without obstacles because it can provide adequate functions for the Government and the community in utilizing public services. Thus, it is hoped that it can improve the quality of public services and reduce the potential for fraud in implementing these services. To support this, the Ministry of Home Affairs of the Republic of Indonesia implements a technology-based population information system supported by the implementation of electronic Government (e-government). An official identity card based on the Population Identification Number (NIK), known as an electronic ID card, is an identity card that complies with the standards and format of the ID card and is equipped with a unique security system. The implementing agency issues this card and serves as the official identity of the resident. The implementation of e-KTP is part of the Government's efforts to harmonize population administration (Wahyuni, 2022).

Unfortunately, until now, the management of making ID cards has not been as fast as imagined. They are judging from the many complaints from the public that have

appeared in the media related to the issue of ID card management. Based on this situation, public services are not considered optimal, even at a low level in Indonesia. This is due to government officials' lack of consistency and seriousness in providing services. There are still many public complaints about public services in Indonesia, especially related to the length of the process of filling out various documents such as Identity Cards (KTP), Birth Certificates, and Family Cards (KK). The minister's statement shows that electronic ID cards are recorded and printed directly so people can immediately receive them on the same day. This indicates that one system has been implemented. In addition, the availability of 2.7 million blanks is expected to meet the needs of community service in making electronic identity cards in various regions in Indonesia.

Before being implemented or implemented in the community, policies such as e-ID card services should ideally go through several stages. This stage aims to ensure that the policies formulated can achieve the right goals and be implemented smoothly and effectively. To ensure effective policy implementation, clear guidelines and objectives are needed that are adopted by the parties involved and responsible for achieving the goals of the policy. Therefore, before implementation is implemented, it is essential to conduct socialization so that all parties will understand the policies that will be implemented well. According to Saeullah (in Aripin & Daud, 2014), the first stage in implementing the policy is socializing, aiming to make the policy known, understood, and accepted by all parties involved.

According to the study entitled "Analysis of One-Stop Integrated Service Management (PTSP) in Improving Service Quality," to improve the quality of services at the Singaraja Religious Court, several steps that can be taken include ensuring the availability of adequate facilities and infrastructure to support the service process, as well as making innovations that can help the smooth running of PTSP. (Paputungan et al., 2023). Then the research is entitled "Public Service Malls as a Solution in Improving the Quality of Public Services in Indonesia," which states that service policy is the most influential aspect of the quality of public services. Meanwhile, improving the quality of public services in Indonesia can be done by expanding the establishment and innovation of Heritage services in all districts/cities (Putri et al. Andari, 2022). In achieving the success of public services, many things must be planned, one of which is the trust factor from the perspective of the community in the institution. As said by the results of a previous study entitled "The Success of E-Government as a Public Service System in South Bengkulu Regency" where the results of the study stated that the trust factor in the Government has a positive and significant influence on the intention to use the e-government service system in South Bengkulu (Wahyuni, 2022)

The researcher used previous research journals that are relevant and have similarities with this study as a reference in conducting this research. The first research was entitled "Innovation of Digital Government-Based Public Service Programs (Case Study of Religious Courts in Malang City)," by Devi Permana et al. in 2021. The study results show that the Malang City Religious Court has successfully implemented digital-

based public services using the application made. This is suspected to be due to the full support of the leadership and adequate facilities so that this program runs optimally (Permana, 2021). The following research was entitled "Digital-Based Public Service Innovation (E-Goverenmet Era of the Covid-19 Pandemic)" by Lestari et al. in 2021. The results of this study show that digital-based public services are very effective during the pandemic; in addition to making it easier for the community to carry out administration, this also minimizes the occurrence of procedural irregularities and fungi. However, the use of e-government poses other obstacles, such as data leakage and technical problems related to unstable internet networks (Hermawan, 2021)

Finally, a study entitled "Continuing the Development of Public Service Logic: A Study on the Value of Co-destruction in Public Services" written by (Engen et al., 2020) this study explains four common causes of image damage in the public sector, namely lack of transparency, errors, lack of bureaucratic competence, and inability to serve. In particular, this paper argues that the cause of this value destruction stems from the unintentional use of resources during the resource integration process carried out by one or more actors involved in them. Two of the four causes of damage have the same value as those identified, namely errors and inability to serve (Engen, 2021). This study found several problems related to population administration at the Population and Registration Office, primarily associated with implementing the e-KTP service. This service is considered the primary key for individuals to get public services and support national development in general and the development of Indragiri Hilir Regency in particular. However, the KTP service still faces several obstacles, such as a lack of optimality, a slow service process, scarcity of ID card blanks, and the occurrence of illegal levies (pungi) in the KTP management process. This leads to public dissatisfaction with the services provided, although public satisfaction is theoretically relative.

A previous study entitled "Implementation of Digital Population Identity in Bandung Regency" stated that the Government has introduced innovations in population administration by implementing a digital population identity policy. This policy was taken as a step to overcome various obstacles, including the problem of limited vacancies (Widyo et al., 2023). The journal entitled "Digitization of Identity Cards and Participation of Millennials-Gen Z: An Investigation of Digital Transformation Acceptance in Indonesia's Population Policy" states that the transformation of Electronic Identity Cards (KTP) into Digital Identity Cards (KTP) will be carried out in stages as part of efforts to improve population administration services. All Population and Civil Registration Offices (Disdukcapil) at the city and district levels are expected to encourage the public to switch to Digital ID Cards (Alfarizi Muhammad, 2023). The journal entitled "The Effectiveness of the Digital Population Identity Service Program in Simpang Tiga Pekan Village, Serdan Bedagai Regency" states that the reason why people have not switched from E-KTP to Digital KTP is the procedure for activation and how to use the Digital KTP so that people prefer to continue using the E-KTP as before (Nanda et al., 2024). The journal "Implementation of Digital Population Identity to Secure Personal Data" states that population digitization significantly benefits the population

by facilitating and accelerating digital transactions of public and private services. In addition, this digitization also secures the ownership of digital identities through a robust authentication system to prevent data falsification (Permadi, B.I & Rokhman A, 2023).

The journal entitled "Innovation of Digital Identity Card Services through the Digital Population Identity Application in Bojonegoro Regency" also states that the purpose of service innovation by introducing Digital Population Identity includes following the development of digitalization and information and communication technology, increasing the benefits of population digitalization for the community, facilitating and accelerating digital transactions with public and private services, and maintaining data security for the population through a reliable system (Widiyarya & Humaidah, 2023). Although many studies have examined the broader implications of digital identification systems globally and in Indonesia, only some studies focus on implementation in local contexts such as Cirebon Regency. This research aims to fill this gap by examining how the Digital Identity Card initiative by the Cirebon Regency Disdukcapil aligns to improve public services and the specific needs of local communities. The novelty of this research lies in its focus on understanding the unique challenges and opportunities presented by digital identity cards in specific Indonesian localities, providing insights into how national digital policies can be effectively adapted at the local level.

Research Method

This research applies a qualitative approach. According to Moleong (Moleong, 2016), Qualitative research aims to holistically understand the phenomena experienced by the research subjects, including aspects of behavior, perception, motivation, and action. This research explains descriptions through the use of words and language and uses various methods that are appropriate to the natural context. Hendryadi, et al. (Hendryadi, 2019). The data analysis technique in this study follows the Miles and Huberman model, as described in Sugiyono's book (Sugiyono, 2017). Data quality in qualitative research is checked throughout the data collection process and afterward in a certain period. This analysis process is interactive and continues until data saturation is reached. Miles and Huberman present a general analysis pattern that follows the interactive model as follows:

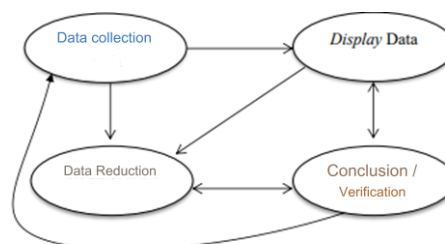


Figure 1. Components in Data Analysis

Source : (Sugiyono, 2017)

The population of this study is the entire population of Cirebon Regency registered with the Disdukcapil and is the target of implementing the Digital ID Card. However, to obtain more specific and relevant data, this study uses a purposive sampling technique to select the sample most representative of population characteristics. The sample of this study consisted of several key informants, including Disdukcapil officials, experts in the field of information technology, community representatives, and residents of Cirebon Regency who have used the Digital ID Card. The sample of this study consists of 50 informants selected based on specific criteria, such as the level of understanding of the Digital ID Card, involvement in the implementation process, and direct experience in using or receiving benefits from the Digital ID Card. The selection of this sample aims to obtain diverse and in-depth perspectives on various aspects related to the implementation of Digital Identity Cards.

The main instruments used in this study are in-depth interviews and participatory observations. In-depth interviews were conducted to explore the informants' views, experiences, and perceptions of implementing Digital ID Cards in Cirebon Regency. These interviews are designed in a semi-structured format, allowing researchers to follow the informant's storyline while remaining focused on the key issues that are the goal of the research. The interview guidelines are compiled based on a literature review and research objectives, covering technological readiness, policies and regulations, digital literacy levels, and public perceptions of digital identification. In addition to interviews, this study uses participatory observation to directly observe the Digital ID Card implementation process at the Cirebon Disdukcapil. Observations were carried out on various operational activities, including the registration process, data verification, and the provision of Digital ID Card services. During the observation, the researcher also interacted with Disdukcapil officers and residents who came to get services to get a more comprehensive picture of the process and the challenges faced.

The data obtained through interviews and observations were analyzed using a thematic analysis approach. This analysis aims to identify patterns, themes, and categories that emerge from qualitative data. The analysis stages include transcribing interview data, coding to group data based on certain themes, and interpreting the coding results to find relationships between various themes and aspects being researched. Using thematic analysis, this research can explore the informants' views and identify critical issues relevant to the research objectives. Researchers also apply data triangulation to improve the validity and reliability of research results. Triangulation is carried out by comparing data from various sources, such as interviews, observations, and policy documents. Thus, this study ensures that the findings produced have high accuracy and consistency and can describe the actual situation in the field.

This research applies various strategies, such as member checking and trial audits. Member checking was conducted by asking the informants to review the interview transcripts and the analysis results to ensure that the researcher's interpretation was based on their views and experiences. Meanwhile, trail audits are carried out by

recording in detail all research steps and decisions, from data collection to analysis, so that the research process can be tracked and accounted for. The study also considers ethical factors, such as maintaining the confidentiality and anonymity of informants, as well as obtaining their consent before conducting interviews or observations. The informant explained the purpose of the research, the data collection process, and how the data would be used. Thus, this research seeks to maintain the integrity of research ethics and respect the rights of informants.

Results and Discussion

Result

Services provided to the community through government agencies have clear SOPs regulated by the Government, including obtaining administrative access such as identity. To maximize digital identity services, the Cirebon Regency Population and Civil Registration Office (Disdukcapil) has ensured that all sub-districts in Cirebon Regency have been facilitated with infrastructure facilities to issue this Digital Identity. This was conveyed by Saripah as the Head of the Civil Registration Service Division of the Cirebon Disdukcapil "so that the public can activate Digital Identity which can be used for the issuance of ID cards, as well as family cards as long as the data has been recorded, this is referred to as physical evidence of service," he said. This is in line with what was conveyed by Kuswandi as the Head of the Population Registration Division of the Cirebon Regency Disdukcapil; he also added that the activation of this Digital Identity can be done on mobile "For the activation of Digital Identity can be done on mobile using a smartphone. However, the Cirebon Regency Disdukcapil also provides special services for people who may have difficulties or cannot access smartphones, and the community's response is excellent because they feel helped by this convenience."

Indicators of reasonable service procedures are clarity of information, disclosure of service fees, fixed service time, and service process (Viera & Giraldo, 2019) in the context of clarity of information in the services of the Cirebon Regency Disdukcapil, explained by Saripah and Kuswandi, his party carried out a series of digital identity socialization related to the benefits, manufacturing process, and administration needed. "In providing information to the community, we conduct socialization to the sub-district, to the community directly, both directly and through social media, to convince the public that this Digital Identity can be used optimally in the future and provide convenience for the community." Said Saripah. Kuswandi explained that the Cirebon Regency Implemented a pick-up system. Regency Disdukcapil conducts a pick-up system through mobile services to touch the wider community and maximize the information received."

One of the challenges faced by the Cirebon Regency Disdukcapil is having to supervise the occurrence of fungi and scalpers. As Kuswandi said, the usual disclosure of information related to free handling already exists. However, there are still reports of scalpers or pungli carried out by the community because they are reluctant to come

directly or take care of the administration themselves. "From an administrative point of view, we make sure there is no jungle because there is no cost at all, then we also deal with scalpers because there are still people who are reluctant to come directly to take care of the administration," said Kuswandi. The timeliness of the servants carried out by the Cirebon Regency Disdukcapil is relatively short. Sarah noted that creating KTP and KK takes a maximum of 14 working days, but this rarely happens because his party is rigorous regarding the time of agreement to complete the documents. "The making of KTP, KK, a maximum of 14 works according to the SOP, but our side tries not to do it for that long. Therefore, it is rare for people to get their ID card for 14 working days, usually less than ready". It is said Saripah.

Meanwhile, Kuswandi said that creating a digital identity takes only 10 minutes. "Creating a new KTP or KK takes a maximum of 14 working days, but for Digital Identity, it only takes 10 minutes. People come to the sub-district or ducktail; for activation, the community brings their KK, ID card, and smartphone. After being recorded with the help of officers, they get an OTP and a verification email. This digital identity can be used for facilities other than population data, such as airports' banking and administrative sectors." The service process carried out by the Cirebon Regency Disdukcapil is available offline and mobile. This is expected to support the community, both those who use technology and those who do not. "There are still many people who are not able to operate smartphones. Therefore, you are trying to provide education to the public to be more technologically literate." Said Kuswandi. To serve the community excellently, Disdukcapil HR has participated in training organized by the central and regional governments, as explained by Kuswandi: "Before handling the Digital Identity of our human resources, we have participated in training conducted from ministries and localities so that we can serve the community as well educated and informed. The evaluation usually assesses the percentage, where certain targets are determined by the center related to Digital Identity."

Overall, the services provided by the Cirebon Regency Disdukcapil have been maximized according to the interview results. This was experienced by a community informant, Fikar; according to him, the Disdukcapil service was good following his presentation: "Physical evidence of the existence of KTP administrative services can be in the form of routine queues, fast and friendly service officers, and complete and clear documents that are displayed. I think the Population and Civil Registration Office service handles the e-KTP well. The management procedure is quite simple. However, I experienced several obstacles, including many facilities that were not used; besides, there were some difficulties when filling in data, or my network connection was unstable. Overall, the services at the Disdukcapil related to the digital e-KTP are quite good. However, there is still room for improvement so that the services at the Disdukcapil are more effective and efficient." This is in line with Maudy as a student, who stated that the Disdukcapil service is quite good, but there needs to be an improvement in queues. "It is quite good; it just needs to be a change in the queue if you

can use an automatic queue number, not a manual one. Then provide a place to complain directly or in line with technological developments by utilizing social media such as Instagram or providing a special link for public complaints that will be responded to quickly and appropriately."

Discussion

The interview results show that the community considers the Cirebon Regency Disdukcapil service reasonable. However, there is still room for improvement, especially optimizing queues and increasing the accessibility of complaint services. The following is a table of findings of this study:

Table 1. Research Findings

He	Research Findings
1.	Public awareness of technology still needs to be improved.
2.	The queue at the Disdukcapil still needs to be fixed.
3.	Disdukcapil of Cirebon Regency conducts <i>mobile services</i> .
4.	Digital identity allows for barriers.

Source: Researcher Processed (2024)

In public services, providing services to the community through government agencies requires clear Standard Operating Procedures (SOPs), especially in obtaining administrative access such as identity. The Cirebon Regency Population and Civil Registration Office (Disdukcapil) has ensured that all regional sub-districts have adequate infrastructure for issuing Digital Identity. The Head of the Civil Registration Office, Saripah, said this was aimed at enabling people to activate Digital Identity for purposes such as issuing ID cards and family cards, as long as the data was recorded. Sarah explained that this is clear evidence of the physical services provided. This aligns with the public service indicators outlined by Kandangan and colleagues (2023), which state that physical or tangible evidence of the ability to show the existence of external parties is tangible evidence of the services provided. In this case, using Digital Identity to take care of official documents such as ID cards and Family Cards allows the public to see and experience firsthand the services provided by the Cirebon Regency Disdukcapil.

Likewise, what was conveyed by the Head of the Population Registration Division, Kuswandi added that Digital Identity activation can be done on mobile. However, Disdukcapil also provides special services for people with difficulties or who cannot access smartphones. The response from the community to this service is very positive because they feel helped by the convenience provided. As an indicator of reasonable service procedures, it is clear that clarity of information plays an important role. In this

case, the Cirebon Regency Disdukcapil conducted extensive socialization related to Digital Identity, including its benefits, the process of making it, and the administration needed. They utilize various media, both directly and through social media, to ensure that the public understands the future use of Digital Identity.

Based on the description conveyed by Kuswandi, there was a positive response from the community, showing that the service was reliable and by what was promised. It reflects the theory of reliability or reliability, where the services provided live up to what is promised, accurate, and trustworthy. In addition, the efforts of the Cirebon Regency Disdukcapil in conducting extensive socialization on Digital Identity strengthen the reliability of services by ensuring the clarity of information to the public, showing its essential role in ensuring the reliability of services. The challenges faced by the Cirebon Regency Disdukcapil include supervising illegal levy practices (pungli) and scalpers. Although information related to the handling of pungli is available and open, there are still reports of such practices. Disdukcapil seeks to overcome this by ensuring no fees are charged and conducting a pick-up system in the Digital Identity socialization process. Regarding service timeliness, the Cirebon Regency Disdukcapil noted that making KTP and Family Cards usually takes, at most, 14 working days. However, in practice, the process is often shorter.

Similarly, creating a Digital Identity takes only 10 minutes, demonstrating a significant effort in improving service efficiency. Disdukcapil's service process is offline and mobile to support various community needs. They have also trained their staff to ensure they are ready to serve the community well. Therefore, adaptation is needed for the Cirebon Regency Disdukcapil so that the Digital Identity program runs optimally.

From the explanation of the research source, if it is associated with response indicators or Responsiveness, the Cirebon Regency Disdukcapil shows a quick and appropriate response to the community's needs by conveying clear information related to Digital Identity. They carry out a pick-up system in the socialization process to overcome the challenges of pungli and scalpers. It shows a willingness to help and provide prompt service. This is in line with the results of Permana et al. 's research, which states that adaptation is significant in the sustainability of an organization, and the adaptation process is also closely related to socialization. Organizations will find it easier to adapt to other parties with an effective socialization process.

Meanwhile, regarding the indicators of guarantee and certainty, although there are still challenges related to pungli, Disdukcapil ensures that no fees are charged during the service process. In addition, they also provide training to staff to improve the competence and courtesy of compensation, thereby building public trust in the services offered. Furthermore, on the empathy indicator, based on the description of the research results, it is known that the Cirebon Regency Disdukcapil pays sincere attention to the individual needs of the community by trying to understand their desires. They adjust the service process both offline and mobile to support various needs. It reflects an effort to provide personal and individual attention to society.

Conclusion

This study aims to analyze the effectiveness of implementing Digital ID cards as a form of public service in Cirebon Regency and assess the extent to which this initiative meets the needs of the local community. Key findings show that although Digital ID Cards have improved the efficiency and accessibility of population administration services, their success is limited by factors such as uneven technological infrastructure, low digital literacy in some community groups, and a lack of public understanding of the benefits of this technology. The study also identifies challenges regarding socialization and community acceptance, demonstrating the need for a more inclusive and strategic approach to implementation. The contribution of this research to the existing literature is to provide an in-depth perspective on the implementation of digital identification technology in the local context in Indonesia, especially in Cirebon Regency. This research highlights the importance of national digital policy adaptation by considering socio-economic conditions and technological infrastructure at the regional level. This study provides important insights for policymakers and practitioners who focus on digitizing public services in regions with diverse conditions.

This research has limitations, including limited coverage of the area in Cirebon Regency and a qualitative approach that may not include a broader view of the entire population of Indonesia. In addition, the data used in this study is mainly sourced from interviews and observations, so the results are highly dependent on the accuracy and subjectivity of the respondents. For further research, it is recommended that the scope of the study area be expanded to obtain a more comprehensive picture of the implementation of digital ID cards in various regions with different characteristics. Quantitative research is also needed to measure the level of adoption and satisfaction of the wider community and explore additional factors that can influence the successful implementation of Digital Identity Cards throughout Indonesia.

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