

Innovation of Population Administration Services Through the Si Superlaris Application

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ABSTRACT

Objective: This study was designed with the aim of analyzing the process of diffusion of innovation in population administration services through the Si Superlaris application in Tulangan District, Sidoarjo, using the innovation diffusion theory of Everett M. Rogers and Floyd Shoemaker. This innovation comes in response to the need for more orderly and faster death registration to avoid social conflicts related to inheritance rights. **Method:** This research uses a qualitative research paradigm that is descriptive, with a data collection framework that includes three main techniques, namely interviews, observations, and documentation. **Results:** The results of the study show that the Si Superlaris application is able to simplify the procedure for submitting an heir's statement letter online by validating documents through a barcode signature. The implementation of this innovation has proven to be effective from four main indicators: ease of innovation, stable use period, support of social systems, and open communication between stakeholders. The original contribution of this research lies in the application of a holistic approach in examining technological innovations in population services at the sub-district level that has not been explored before. **Novelty:** This application is considered to be able to improve bureaucratic efficiency, ensure document legality, and strengthen digital governance that is transparent and responsive to the needs of the community.

INTRODUCTION

Service is a basic need of every human being. In fact, human life is inseparable from the aspect of service. Conceptually, service needs are divided into two main categories, namely personal physical services and administrative services. The implementation of the second category is concretely realized in the form of public services organized by government institutions to meet the needs of the community. Public services are a form of state commitment in the implementation of strategic goods and services to answer the basic needs of the community. This policy is implemented in order to comply with the applicable legal provisions, especially Law Number 25 of 2009 concerning Public Services. As an output of the state's administrative system, public services become the collective consumption of citizens. The level of quality of such services is an important parameter in meeting public expectations, given its status as a constitutional right inherent in every individual. However, implementation on the ground shows a significant gap between expectations and reality. This phenomenon is reflected in the trend of increasing public complaints that continue to emerge regarding indications of administrative irregularities in the implementation of public services from year to year [1].

There are several policies that are the basis for the development and implementation of this digital service. The legal basis for this innovation is sourced from the Population Administration Law Number 23 of 2006 which has been refined through

Law Number 24 of 2013. This regulation affirms two main principles. First, the guarantee of legal rights for all citizens to obtain legal residency documents. Second, the obligation to systematically record all demographic events and important events including deaths as the basis for the development of an integrated administrative system. In addition, policies that support the digitalization of public services are also strengthened through Presidential Regulation Number 95 of 2018 concerning Electronic-Based Government Systems (SPBE) which encourages the use of information technology to increase the efficiency and transparency of government services. The implementation of the Si Superlaris application is also in line with the Minister of Home Affairs Regulation Number 104 of 2019 concerning Population Administration Documentation, which regulates the procedure for recording and issuing population documents electronically. Through these policies, the Si Superlaris application was developed as an innovative solution to speed up and simplify population administration services, especially in terms of managing heirs' declarations. With this system, the service process becomes clearer, more effective, and directly accessible to the public, so that it is in line with the government's efforts to realize a clean and digital-technology-based government.

Etymologically, the concept of "service" is rooted in the word "service" which semantically refers to the activity of providing systematic assistance in meeting the needs of others. The morphological process of adding the prefix "pe-" and the suffix "-an" confirms the institutional meaning as a system of providing facilities or providing needs in an organized manner. Services are understood as products that are intangible or intangible, which involve human effort and the use of equipment. Groonros defines service as a series of intangible processes that are realized through the dynamics of interaction between consumers and company resources, including human resources and supporting infrastructure. The fundamental essence of this mechanism lies in its capacity to provide comprehensive solutions to various problems faced by customers in transactional.

Innovation is the spirit of resilience in evolution that is responsive to the transformation of the times. This also represents a systematic dedication to formulating innovative breakthroughs to address the complexity of existing challenges. Innovation is not only about creating new things, but also includes efforts to transform existing processes, operational mechanisms, or services. The main goal lies in optimizing achievements and expanding positive impacts on community welfare holistically. Innovation is a manifestation of a progressive spirit that constantly develops ideas, produces breakthroughs, and plays an active role in realizing constructive transformation in various dimensions of people's lives. Technological advances in various sectors, especially in the realm of information technology, play an important role as a catalyst for digital transformation. This strategic effort is directed to realize an online service platform that is transparent, secure, and accountable, thereby encouraging the active participation of the community in public service governance. Optimization of integrated digital infrastructure must be a sustainable priority as the foundation for increasing accuracy, speed, and responsiveness in the delivery of public services. Efforts

to utilize information technology are driven by the increasing awareness of the public about their rights and obligations. There has been a significant development in people's understanding of their fundamental right to access high-quality public services that are aligned with standardized operational parameters [2] .

The ability to innovate occupies an important position as an adaptive mechanism for multidimensional global change. This applies not only to organizations engaged in goods and services, but also to government organizations that focus on public services. Innovation is a systematic process in formulating breakthrough concepts and their implementation through revolutionary products, operational mechanisms, or the latest service models, which cumulatively contribute to the structural transformation of the country's economy through the expansion of job opportunities and the distribution of added value that has a wide impact on society. The implementation of information technology breakthroughs in Indonesia has shown significant progress with the implementation of the population digital identity system as a strategic instrument in encouraging the sustainable development agenda through an integrated database. The implementation of a national-based information system aims to optimize operational efficiency through simplifying workflows, accelerating response times, and improving data accuracy to meet the needs of end users [3] .

This kind of innovation does not come in a vacuum. A number of regions have developed application-based service systems to speed up the population administration process. For example, DKI Jakarta through an information-based electronic service application studied by Idrus and Zakiyah, showed that the use of an electronic-based administrative management system was able to cut service time and improve the accuracy of population data. The study also emphasized the importance of digital transformation in supporting an administrative system that is adaptive to technological developments [2]. Application-based services are able to improve the quality and efficiency of Disdukcapil services, as well as minimize maladministration practices. This shows that the application of information technology in public services is not just a trend, but a systemic need [3]. The success of applications such as SI SUPERLARIS does not only depend on the technological aspect, but also on communication strategies, people's digital literacy, and the political will of service providers [4].

The implementation of breakthrough government policies has the potential to create a significant transformation in the quality of public services. The latest initiative of a digital platform-based population administration system that can be accessed through mobile devices represents alignment with the digital transformation agenda, with the aim of optimizing information technology advances to improve service efficiency. Si Superlaris' application-based public service innovation offers an effective solution in modernizing inheritance administration governance. This application allows the public to apply for the creation of a declaration of heirs digitally and print the results of services independently at home for free. With the implementation of this system, people can take care of documents without having to attend directly to the sub-district office, which ultimately makes the process more efficient in terms of time and effort. This reform effort

is in line with the government's strategic program in accelerating governance modernization through the implementation of digital technology in the public service sector that prioritizes the principles of information disclosure, performance accountability, and institutional response speed.

Table 1 Data of 22 Villages Using the Si Superlaris Application.

No	Postal code	Village, sub-district
1	61273	Tulangan
2	61273	Tlasi
3	61273	Sudimoro
4	61273	Singopadu
5	61273	Pangkemiri
6	61273	modong
7	61273	Kajeksan
8	61273	Kebaron
9	61273	Kedondong
10	61273	Kemantren
11	61273	Kenongo
12	61273	Kepadangan
13	61273	Kepatihan
14	61273	Kepuh kemiri
15	61273	Kepunten
16	61273	Mendalem
17	61273	jiken
18	61273	janti
19	61273	Grogol
20	61273	Griting
21	61273	gerabagan
22	61273	gelang

Source: Processed By The Author, 2025

From the table above, it is explained that the Si Superlaris application has been socialized to 22 villages in Tulangan District. This socialization activity was carried out directly in each village and was attended by village officials and other related parties. Through this socialization, it is hoped that all village officials understand how the application works and can help the community in accessing the available services. People who want to apply can do so through village officials, and they can monitor the status of their applications in real-time. This transparent application process provides certainty to applicants about the ongoing stages, so they don't have to wonder when their documents will be completed. In addition, when the heir's statement letter has been processed, the applicant can print the document independently at home or through the village apparatus. The resulting documents have been equipped with a barcode-based signature

that guarantees their validity and legality. With this feature, the public no longer needs to take care of additional legalization, because the documents issued through Si Superlaris have been officially recognized.

The background of the development of the Si Superlaris application began with the problem of population death data that was not reported in real-time to the Population Information System of the Directorate General of Population and Civil Registration (Dukcapil) of the Ministry of Home Affairs. This condition often causes various social conflicts and government conflicts related to inheritance rights. Irregularities in recording data on residents' deaths have the potential to cause disputes in the distribution of inheritance and other administrative obstacles. Therefore, Si Superlaris is here as a solution to overcome this problem by providing an integrated system that can be accessed by the community and village officials efficiently.

In terms of internal benefits, this application is very helpful for sub-district and sub-district officers in providing heirs' statement of statement registration services. With this digital system, the data archiving process becomes more organized, making it easier to track documents and ensuring that every submission can be processed quickly and accurately. In addition, the existence of this application also provides legal certainty for sub-district and sub-district officers in handling documents related to heirs. Not only that, with real-time updating of population death data, public policies made by local governments can be more targeted and efficient. Accurate information provides important support for effective decision-making, especially in development planning and social policy formulation in villages and sub-districts. The external benefits of this application are also very significant for the wider community. Public access to heirs management services becomes easier with certainty in procedures, costs, and settlement times. The public no longer needs to worry about the security of storing documents from services because all data has been stored digitally through the implementation of a trusted security system. So that this application also plays a role in reducing, even eliminating potential conflicts between government and private agencies. Socialization and education carried out through this application help the community understand the position and authority of each party, both at the village and sub-district levels. Thus, the potential for disputes in inheritance management can be minimized.

Several previous studies have discussed information technology-based population administration service innovations. The first, a research by **Tauhidiah Sinansari, Yaqub Cikusin, and Sunariyanto** entitled "*Implementation of Innovation in Information Technology-Based Population Administration Services (Case Study in Dinoyo Village, Lowokwaru District, Malang City)*" discusses the application of **the E-Suradi application** that utilizes smartphones for administrative services. This innovation aims to improve the performance of regional apparatus by presenting a digital service mechanism that is more practical than manual methods. However, the implementation of E-Suradi still faces obstacles such as a lack of understanding of RT/RW, lack of socialization, low public response, and imperfect application services. This study suggests increasing

socialization, public education, manual service restrictions, and adding digital service features so that the implementation of E-Suradi is more optimal.

Second, a previous research by **Cindy Feliana Saputri** entitled "*Implementation of Population Administration Service Policy Innovation (Case Study of the DKI Jakarta Provincial Population and Civil Registration Office)*" examined the implementation of the **Betawi Avocado** Application Program as a digital service innovation. The findings of the study indicate that the implementation of the program is going quite well, supported by simple service procedures, quick completion within 1-3 working days, no cost, and adequate facility support. So that employees are considered competent in providing services so that the community feels helped. However, this study emphasizes the need to improve the system so that services become more optimal and transparent.

Furthermore, the third, research by **Iin Khoirunnisa, Tri Yuningsih, and Titik Djumiarti** entitled "*Public Service Innovation through the RAGEM Application at the Serang City Communication and Information Office*" discusses the implementation of **the RAGEM (Religious, Adaptable, Great, Educate, Modern) application** as an effort to increase the effectiveness and efficiency of public services while supporting smart cities in Serang City. This application makes it easier for people to access online services anytime and anywhere, with features that suit their needs. However, the implementation of RAGEM faces obstacles such as response delays, network disruptions, limited human resources, and limited budget. Improvement efforts are carried out through socialization, improving employee discipline, training, and providing incentives to make performance more optimal. Because of this, this research is directed to examine in more detail the innovation of population administration services through the Si Superlaris application as a form of technological transformation in public services.

Based on the background that has been described, the focus of this research is formulated as How the diffusion of innovation in population administration services through the Application of Si Superlaris (Registration of Heirs Statement) in Tulangan District, Sidoarjo, is reviewed through the lens of the theory of innovation diffusion developed by Everett M. Rogers and Floyd Shoemaker. This study is designed to examine the mechanism for the dissemination of population administration service innovations through the implementation of the Si Superlaris application (Registration of Heirs Statement) in the Tulangan District, Sidoarjo Regency. Based on the Rogers-Shoemaker innovation diffusion model, the study focused on four main parameters, namely technological innovation, time frame, social system members, and the effectiveness of information channels. This research is expected to be able to make a conceptual contribution in analyzing the four parameters of innovation diffusion in the implementation of government policies, both in the national and regional scopes, especially in the optimization of population administration services through policy decentralization mechanisms and institutional capacity building.

RESEARCH METHODS

This study uses a qualitative-descriptive approach, with the aim of explaining and explaining the process of diffusion of innovation in population administration services through the Si Superlaris Application (Registration of Heirs Statement) in Tulangan District, Sidoarjo. The selection of informants was carried out by purposive sampling, which is to selectively select respondents according to characteristics relevant to the focus of the study. The informant includes sub-district population administration officers who have used the application. Data collection techniques involve observation, in-depth interviews, and document review to obtain valid data. The data analysis process adopts the interactive framework of Miles and Huberman which consists of four stages, namely the stage of data synthesis, data reduction, presentation of findings, and formulation of final interpretation (drawing conclusions). This approach is considered effective for further understanding the process of diffusion of innovation in population administration services in the area.

RESULTS AND DISCUSSION

This study found that the innovation of population administration services through the Si Superlaris application has been successfully implemented effectively in Tulangan District, Sidoarjo. This application allows the management of heirs' declaration letters to be carried out digitally through village devices, without the need for people to come to the sub-district office [5].



Figure 1. Barcode signature.
Source: District Documentation

Based on the image above, the superior feature in the form of a barcode-based sub-district signature allows document validation to continue even though the sub-district is outside the city. In addition to speeding up the service process, this application also improves the work efficiency of officers, clarifies the submission flow, and ensures the legal legality of documents. All villages in the sub-district have been required to use this system, so that manual services are completely replaced. The support from the village apparatus and the positive acceptance of the community show the success of the adoption of this technology as part of the public service system. These findings confirm that digital

innovations tailored to local needs are able to answer the classic problems of bureaucracy in a practical and measurable manner [6].

Innovation

Public service innovation through the digitization of population administration is part of the national agenda in realizing smart governance, digital service applications within the DKI Jakarta Disdukcapil provide efficiency in the process of registration, verification, and printing of population documents, which were previously loaded with manual bureaucracy [7]. SI SUPERLARIS, despite being in a different region, applies the same principle, namely process simplification through integrated digitalization [8]. From this perspective, SI SUPERLARIS accommodates the functional innovation model as the application *e-READY* in Blitar Regency [9].

The Si Superlaris application is a form of population administration service innovation that utilizes digital technology to simplify the process of managing heirs' declarations [8]. This innovation changed the service pattern that was previously carried out manually to online-based by utilizing the role of village officials as facilitators. Residents no longer need to go to the sub-district office directly, because the management can be done through officers at the village level. The main advantage of this application lies in the document validation system that uses barcode-based signatures, so that sub-districts can sign documents from any location without having to be physically present [10].



Figure 2. Front View of the Super-Selling App.

Source : <https://si-superlaris.sidoarjokab.com/>

Based on the image above, this innovation accelerates the flow of services while ensuring the legal validity of documents. All villages in Tulangan District have been required to use this application, so manual services are no longer practiced.

Based on field data and the results of interviews with Mr. Muji, he said:

"Villages that use this application, namely all villages are required and no one uses it manually and then online, right, the sub-district head made this innovation so that it is faster and maximum if it is manual, the community has to go to the sub-district, but if you use this super-selling application, you can go through the village without the need to go to the sub-district."

Regarding the registration barcode, the village head can immediately receive it because of the signature of the sub-district head through the barcode, this innovation is in Sidoarjo There is only one mas, namely in Tulangan sub-district this has also been legalized by the regent and can be nominated for innovation and certified."

This finding is in line with the research of **Tauhidiah Sinansari et al.** related to **E-Suradi innovation** in Malang City. Both present a digital service mechanism that is more practical than the manual method. However, if E-Suradi still faces obstacles of low understanding of RT/RW and lack of socialization, Si Superlaris has been implemented thoroughly with the support of village officials, so that innovations are more optimally accepted by the community.

Period

The stability of the time period of use of the Si Superlaris application shows that this innovation has passed the early stage of technology adoption quite well. Since the implementation of this application, no significant technical disturbances have been found that hinder the public service process, especially in terms of the management of heirs' declarations. This is an important indicator that the developed system has matured and is able to operate consistently over a period of time. This operational sustainability reflects the effectiveness of system design and the readiness of digital infrastructure in the Tulangan sub-district, which indicates that the available features are still able to answer user needs [11].

From the results of the interview with Mr. Muji as the sub-district operator of the Si Superlaris application, he said:

"Application updates from August 2024 to March 2025 there are no additional updates"

This information indicates that even though there were no technical updates during the period, the system still ran well and did not experience any performance degradation. This means that the app has been designed quite reliably and does not require constant improvement in the near future. This stability also signifies that the features available today are still relevant and effective in answering the needs of users.

A stable period of time also provides administrative benefits for service operators in the sub-district. Without frequent system changes, operators can work more efficiently because they are familiar with the application workflow. Thus, the service process becomes faster and there are fewer errors. This certainty has a direct impact on increasing public satisfaction who now do not need to experience uncertainty in the time to complete documents. The community also feels more comfortable and trusts the digital system implemented by the local government.

Users stated that this application provides clarity on service procedures, speeds up completion time, and reduces additional costs that usually appear in manual services. A stable period of application use indicates the success of the technology adoption and acceptance stage in the local community. These findings are in line with research **Cindy Feliana Saputri** About the App **Betawi Avocado** in DKI Jakarta. The research shows that simple procedures, speed of service time (1–3 days), and stability of digital systems make people feel helped. Similarly, Si Superlaris proves that a stable service period can increase

user satisfaction and minimize potential delays. These findings emphasize that in the process of innovation diffusion, aspects of system sustainability and technical stability are important elements to ensure the sustainability of digital-based public services [12].

Members of the social system

The success of the diffusion of public service innovation is not solely determined by the technology used, but also by the readiness and active involvement of members of the social system who play a direct role in the field. In the context of the Si Superlaris application, village and community officials play an important role in ensuring that the service process runs well. Based on an interview with Pak Muji, the operator of Tulangan sub-district, it can be concluded that the involvement of village officials in assisting the community greatly determines the success of this innovation. The village apparatus acts as a direct link between the application system and the residents, Mr. Muji emphasized that the community strongly supports the existence of this application because it is able to eliminate the need to travel long distances to the sub-district office. This is an added value for villagers who previously had to spend money and energy to take care of documents directly.

Innovations that have a broad impact on the public sector are those that involve direct community participation. In the context of SI SUPERLARIS, community training and socialization of digital-based services are integral parts of its implementation. Service *Pick Up the Ball and Campaign Village Awareness Population Administration* It is also strengthened to reach people who have technological limitations [13]. A similar program has also been successfully carried out by the Sidoarjo Dispendukcapil through the *Pick up the integrated ball*, where Disdukcapil actively visits remote areas to record residents who do not have population documents [14].

The Si Superlaris application is considered more practical and efficient than the previous manual procedure [15]. This response shows that the social system that is the target of diffusion is ready to accept technological innovations in public services. The active participation of the village apparatus, which acts as a link between the community and the digital system, is key to the successful adoption of this innovation [16].

Through an interview with the sub-district operator, Mr. Muji said:

"The community is very supportive because people can now take care of the heir's letter without having to travel far, and get certainty about the service completion time, from the sub-district operator it is also lighter mas because the file archive is already in apikasi so the documents do not pile up like before"

This digital system also minimizes the potential for document loss because all archives are stored in the system automatically. District officers gain ease in the document verification process and have stronger legitimacy because the system has included structural validation. Furthermore, the existence of this application helps to improve the accuracy of population data, especially in terms of death registration, which has an impact on the formulation of data-driven public policies [17]. These findings prove that the success of service innovation does not only depend on technological aspects, but also on the readiness and involvement of social systems in accepting and adapting to

these changes [18]. These findings are in line with research **Iin Khoirunnisa, Tri Yuningsih, and Titik Djumiarti** About the app **RAGEM** in Serang City, which emphasizes the importance of community participation and device support so that digital innovation can run effectively. The difference is that if RAGEM still faces obstacles in the form of slow service response and limited human resources, then **The Superlary** It is actually stronger in terms of social support and community acceptance at the village level. The results of the interviews show that inclusive digital transformation cannot be separated from adequate social readiness. This is because technological innovation without the support of a solid social system will only become a passive instrument that fails to answer the real needs of society.

Communication channels

Communication channels play an important role in the spread and successful implementation of the Si Superlaris application. The findings show that the sub-district has carried out initial socialization directly to all village apparatus as a form of information transfer and technical training [19].



Figure 3. Socialization of Village Operators.

Source: District Documentation

From this socialization image, it allows village operators to understand the procedure for using the application as well as their respective roles in the service process. This socialization not only explains how the application works, but also provides the technical training needed so that village officials can assist the community well. This kind of communication model is essential to ensure that no village apparatus is left behind in the understanding or implementation of service procedures, When there are system updates or policy changes.

Mr. Muji says:

"Follow-up communication is carried out through the MAS WhatsApp group, which functions as a forum for sharing information related to technical problems, system updates, and clarification of service procedures."



Figure 4. Socialization Invitation.
Source : District Documentation

From the picture above, it is explained that if there is a system or policy update, village operators are also invited directly to the sub-district office to get additional training. This two-way communication model encourages active user participation and increases responsiveness to technical issues that may arise. In addition, this informal but structured communication pattern strengthens the connection between village and sub-district apparatus as part of an integrated service system.

Mr. muji says:

"If there is socialization, we will send an invitation to the village operator to come to the sub-district"

The effectiveness of these communication channels is proof that the success of the diffusion of innovation is determined not only by technological sophistication, but also by the clarity of information flow and continuous interpersonal support [20]. In the case of Si Superlaris, the communication carried out has been able to bridge the technical and cultural gap between the government and the community, this is an important lesson in the management of public innovation.

These findings are in line with previous research. Tauhidiah Sinansari found that the lack of socialization is the main obstacle in the implementation of **E-Suradi** in Malang. Compared to that, **Si Superlaris** is superior because from the beginning it has optimized formal communication through direct socialization to village officials. Meanwhile, Iin Khoirunnisa et al. in a study of **the RAGEM application** in Serang City emphasized the importance of a variety of communication channels, both print, social media, and direct socialization, so that innovations are more widely known. The same thing is seen in Si Superlaris, although it emphasizes direct communication with village officials as the main node.

CONCLUSION

Fundamental Finding : The results of this study indicate that the Si Superlaris application is a strategic innovation in the digital transformation of population administration services in Tulangan District, Sidoarjo. This innovation has proven effective in simplifying procedures, speeding up service times, and ensuring document legality through barcode signature validation. The study reveals that the four main indicators of innovation diffusion—ease of use, long-term stability, social system support, and communication channels—are crucial to the successful adoption of the application. Furthermore, the active participation of village officials and the positive reception from the community demonstrate that social support plays a vital role in strengthening the success of technological innovation at the local level. **Implication :** The findings suggest that the success of public service innovation is the result of a dynamic interaction between the technical system and the social subsystem. While technological advances are essential, the sustainability of such innovations depends on the ability to build strong stakeholder connections through institutionalized communication mechanisms. The balance between technological hard infrastructure and relational soft infrastructure is key to transforming services. This insight provides a valuable reference for other regions and public institutions looking to implement similar digital innovations in public services. **Limitation :** This study is limited because it focuses solely on one sub-district, which means it cannot capture the dynamics of implementation in other areas with different social conditions. The findings may not be directly applicable to other regions where social, cultural, or infrastructural conditions vary. **Future Research :** Further research could expand the scope to include additional areas, offering a broader comparison of digital service innovations across different social contexts. Additionally, future studies could compare Si Superlaris with similar applications to assess its relative effectiveness, or conduct quantitative measurements of community satisfaction to provide a more comprehensive understanding of the impact and effectiveness of digital-based public service innovation.

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