

Effectiveness of the Administrative Services of the Sidoarjo Public Service System (SIPRAJA) in Handling Digital-Based Correspondence for Village Communities

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ABSTRACT

Objective: This study aims to analyze and describe the effectiveness of the Sidoarjo Public Service System (SIPRAJA) in improving the quality of administrative services, particularly correspondence at the village level, specifically in Larangan Village, Candi District, Sidoarjo Regency. **Method:** The approach used is a qualitative method with descriptive data collection through interviews, observations, and literature studies, with success indicators based on Sutrisno's theory of effectiveness, including program understanding, target accuracy, timeliness, achievement of objectives, and real change. **Results:** The results of the study show that SIPRAJA is generally effective in accelerating administrative processes and facilitating access to community services, as well as providing direct benefits and positive changes in public services. However, there are obstacles such as low digital literacy, which affects the level of understanding and use of this system. **Novelty:** The focus of this research lies in its specific focus on handling correspondence at the village level and in-depth analysis based on comprehensive effectiveness indicators. The conclusion shows that although SIPRAJA has been running effectively, increased socialization and digital education are urgently needed so that its benefits can be felt more evenly and optimally.

INTRODUCTION

Sidoarjo Regency is one of the regencies located in East Java Province. As one of the most densely populated areas with an active economy in East Java Province, Sidoarjo Regency faces many challenges in providing effective, efficient, transparent, and accountable public services. In line with the increasing demand from the community for higher quality services, the local government of Sidoarjo Regency is striving to innovate. Public service innovation refers to renewal, creativity, or new ideas that have the potential to create added value. In the context of public services, innovation can be considered as renewal, creativity, or new developments in public services to improve service quality. Therefore, with the latest innovations and support from all parties, and successful implementation, public services can be advanced[1]. In addition, bureaucratic reform is also important to improve performance and responsiveness in serving the administrative needs of the community. As the main link between the government and the community, administrative services are also very important for realizing good governance and achieving social welfare. The application of good governance principles is a step taken by the government to provide the best services to the community[2]. One of the important characteristics of effective good governance is the ability to provide high-quality public services. As stated in Law No. 25 of 2009 on Public Services, which is described as follows, public services are activities or a series of activities in the context of fulfilling service needs in accordance with laws and regulations for every citizen and

resident for goods, services, and/or administrative services provided by public service providers.

Efforts to provide public services more effectively have been made by granting authority to local governments to simplify the process of public service activities, as stipulated in Law Number 23 of 2014 concerning Regional Government, which grants authority to local governments to manage their own regional affairs. One of the authorities of local governments is to provide services to the community in their region, which is a mandatory duty. The authority of local governments at the regency or city level covers matters at the regency or city level, including the fulfillment of public facilities and infrastructure needs, the provision of education, health care, general government administration services, social problem management, population services, civil registration, and civil service. This authority aims to improve the welfare of the community and support comprehensive regional development[3]. However, delays, inefficiency, lack of transparency, and complicated or convoluted processes can cause public dissatisfaction, thereby potentially triggering corruption, collusion, and nepotism.

Recognizing these issues and keeping pace with technological developments in the current era of digitalization, the Sidoarjo Regency government has launched the development and implementation of the Sidoarjo Public Service System (SIPRAJA) as a strategic step to improve administrative services in accordance with Sidoarjo Regency Regulation No. 46 of 2018 concerning Information and Communication Technology Governance. The Sidoarjo Public Service System (SIPRAJA) is an innovation introduced by the Sidoarjo Regency government to overcome difficulties and make it easier for the community to access administrative services, as well as a means of communication between the community and the government. This application has features such as the ability to ask questions, report problems, and obtain information about government programs and policies[4]. One of its features is in terms of correspondence such as letters of financial hardship, letters of residence, and letters of business domicile. A Certificate of Financial Need (SKTM) is used as proof that the applicant comes from a family with limited financial means, usually for social assistance, education fee reductions, or health services. A Business Domicile Certificate serves as proof that a business is actually operating at the address listed, often required for business license applications, taxation, or business partnerships. Meanwhile, the Residence Certificate lists the address of a person living in a particular village or sub-district, for example, for population administration, banking, or school registration. SIPRAJA aims to develop a transparent, fast, easy, affordable, and responsive system by combining various services from the village to the district level. This platform makes it easier for the public to submit complaints and obtain information about the public services they need. The SIPRAJA application is also expected to improve data security by enabling more structured and secure digital data management[5]. The use of SIPRAJA is not only about digitization services, but also a paradigm shift in the work culture of the State Civil Apparatus (ASN) within the Sidoarjo Regency government. This system must also be supported by the extensive capabilities and knowledge of employees, a nurturing, fair, professional, and equitable attitude, and a strong commitment from the entire local government to provide quality public services.

Following the introduction of the SIPRAJA application, one of the villages that implemented the application was Larangan Village in Candi District, Sidoarjo Regency. The Sidoarjo Public Service System (SIPRAJA), as described in Law No. 6 of 2014 concerning Villages, is part of the government's efforts to improve public services for villagers in order to accelerate the realization of general welfare. In this case, the presence of SIPRAJA at the village level is not only to provide a simpler and more accessible system for all levels of society, but also to develop the potential of the village so that it can become a digital village in public services[6], for people who have problems accessing the system, they can come to the Larangan Village Office to process their complaints to the operator who handles such matters in Larangan Village. With a growing population and various demands and needs, the effectiveness of this system is very important. The handling of administrative services, particularly in terms of digital correspondence such as letters of financial hardship, residence certificates, and business residence certificates, not only reflects the quality of government services but also helps build public trust in the government. Therefore, it is very important to evaluate SIPRAJA's ability to meet the needs of the Larangan Village community, especially in terms of correspondence. This also serves as a benchmark for the quality of service provided by the village government to its citizens. As a result, the community will feel assisted and well-served, but this must also be accompanied by efficient, accurate, and fast service. However, the problem in Larangan Village is the digital divide, especially among the elderly. Although the Sidoarjo Regency Government has made efforts to improve the effectiveness of administrative services through the Sidoarjo Public Service System (SIPRAJA), which is digitally based, this has been hampered by low digital literacy among the community. Residents who are not familiar with technology find it difficult to access or use the SIPRAJA platform to manage their correspondence, even though the main purpose of this system is to facilitate and speed up the process. In addition, there are also residents who are unable to use it because they do not have smartphones, so they cannot take advantage of these digital-based services. Therefore, some people, especially the elderly, often come to the village hall to take care of their correspondence with the help of village operators. This study uses Sutrisno's theory of effectiveness, which has five indicators, namely 1. Program Understanding, 2. Target Accuracy, 3. Timeliness, 4. Achievement of Objectives, and 5. Real Change. The following is data on requests submitted by the people of Larangan Village.

The following is data regarding requests submitted by the community of Larangan Village.

Table 1. Data on SIPRAJA Correspondence for Larangan Village per Year.

Type of letter	Year			Status
	2023	2024	2025	
Certificate Of Financial Hardship	46	25	41	Agree
	Applicant	Applicant	Applicant	
	36	10	18	Rejected
	Applicant	Applicant	Applicant	

Certificate Of Business Domicile	53 Applicant	5 Applicant	34 Applicant	Agree
	8 Applicant	2 Applicant	19 Applicant	Rejected
Certificate Of Residential Domicile	53 Applicant	5 Applicant	34 Applicant	Agree
	8 Applicant	2 Applicant	19 Applicant	Rejected
Total	204	49	165	-

Source: SIPRAJA Application, Larangan Village Account

Based on Table 1, data obtained from the SIPRAJA application in Larangan Village shows that there are various types of requests submitted by the people of Larangan Village with varying statuses. The table above shows that there are requests that have been approved and others that have been rejected. This poses a challenge in the administrative process that must be resolved in order to improve services to the community.

Based on the above explanation, prior research is needed as a basis for writing the scientific article. In addition, prior research is needed as a comparison with the research being studied. The first study was conducted by Dema Prayuda Saputra and Agus Widiyarta with the title "The Effectiveness of the SIPRAJA Program as a Public Service Innovation in Sidoarjo District, Sidoarjo Regency." This study aimed to determine the effectiveness of the SIPRAJA program as a public service innovation in Sidoarjo District, Sidoarjo Regency. The method used in this research was a descriptive research method with a qualitative research method. The overall result of the research was that the SIPRAJA program in Sidoarjo District was effective[7].

Further research conducted by Gading Gamaputra, Nur Aini Rosalia, Khoirunisa, and Rd. Kusyeni entitled "The Implementation of Public Service Standards Through the SIPRAJA (Sidoarjo Public Service System) at the Celep Village Office," aimed to describe in more detail the implementation of public service standards through the SIPRAJA (Sidoarjo Public Service System) service at the Celep Village Office. The method used in this study was descriptive research with a qualitative approach. The results of the study on the implementation of public service standards through the SIPRAJA (Sidoarjo Public Service System) service at the Celep Village Office, Sidoarjo District, Sidoarjo Regency, concluded that the implementation of public service standards through the SIPRAJA service at the Celep Village Office was not carried out properly because the administrative services in the village were still processed manually and were not yet fully online[8].

The latest research conducted by Erwin Apreliyanto and Isna Fitia Agustina is entitled "SIPRAJA Application-Based Village Governance: Village Administration Based on the Sipraja Application." The purpose of this research is to identify and analyze village administration based on the SIPRAJA application and describe the obstacles to the application. This study used a descriptive qualitative method and purposive sampling

technique to determine the informants. The results of this study show that governance, SIPRAJA, Information Technology, and Good Government are effective. However, there are still problems with timeliness because it is still unable to satisfy the community[9].

What distinguishes my research from previous studies is its focus and scope. The research conducted by Dema Prayuda Saputra and Agus Widiyarta emphasizes the effectiveness of the SIPRAJA program in general as a public service innovation at the sub-district level. Meanwhile, the research by Gading Gamaputra, Nur Aini Rosalia, Khoirunisa, and Rd. Kusyeni highlights the implementation of public service standards through the SIPRAJA application in Celep Village, emphasizing the aspects of service delivery that are still manual. Meanwhile, research conducted by Erwin Apreliyanto and Isna Fitia Agustina discusses the management of village administration based on the SIPRAJA application in general, including the identification of technical issues in its implementation. Meanwhile, my research entitled "The Effectiveness of the Sidoarjo Public Service System Administration (SIPRAJA) in Handling Digital-Based Correspondence for Village Communities" more specifically examines the extent of SIPRAJA's effectiveness in handling correspondence administration at the village level, such as letters of financial hardship, letters of residence, and letters of business domicile digitally through the SIPRAJA application in Larangan Village, Candi District. The purpose of this research is to analyze and describe the effectiveness of administrative services through the Sidoarjo Public Service System (SIPRAJA) in handling correspondence for the community in Larangan Village, Candi District.

RESEARCH METHOD

This study uses qualitative research methods. Qualitative research methods are research methods used to gain in-depth understanding of phenomena by collecting descriptive data[10]. Data that can be generated in descriptive and narrative forms allows authors to describe conditions or phenomena more clearly and deeply. The research location was Larangan Village, Candi District, Sidoarjo Regency. This study focuses on how the SIPRAJA system can adapt to the dynamics of community needs. Informants in this study were determined using purposive sampling, a method that involves individuals or groups considered to have relevant and specific information for the research being conducted. In this study, the author collected data through techniques such as interviews, observation, and literature study. The data analysis method used in this study was the Miles and Huberman method, which consists of several steps, namely 1). Data Collection, 2). Data Reduction, 3). Data Presentation, and 4). Drawing Conclusions[11].

RESULTS AND DISCUSSION

Results

This study refers to the effectiveness theory proposed by Sutrisno, which includes several indicators, namely 1. Program Understanding, 2. Target Accuracy, 3. Timeliness, 4. Achievement of Objectives, and 5. Real Change.

Program Understanding

According to an interview with staff at Larangan Village and SIPRAJA operator Rifky, he said:

“Not everyone fully understands online-based services, especially those who are less tech-savvy or have complaints. They tend to feel more comfortable coming directly to the village hall, but if there are requests such as letters of financial hardship or similar documents, I will definitely direct them through SIPRAJA. However, there are also some members of the community, especially the younger generation who are tech-savvy, who, if they encounter difficulties, only need brief instructions and usually quickly understand and grasp the process”

This indicates that the understanding of the SIPRAJA application program for correspondence has not been implemented in accordance with the program's objectives, as the residents of Larangan Village, especially those who are not tech-savvy, still do not understand how to handle online correspondence through the application.

Target Accuracy

The following are the results of an interview with Mr. Rifky, the operator of SIPRAJA in Larangan Village, regarding the accuracy of the target indicator:

" Insyaallah, it is accurate and in line with the objectives for the community, because this system makes it easier for all groups, both young and old, to obtain the administrative services they need"

This aligns with the target accuracy indicator, as SIPRAJA has reached all residents in the Larangan Village community who require administrative services for correspondence.

Timeliness

Based on the interview results, Mr. Rifky said that:

“he processing of correspondence through the SIPRAJA service in Larangan Village can be completed within a maximum period of 24 hours from the time the application is submitted and meets the requirements, but this can only be done if there are no obstacles”

This relates to timeliness, where the SIPRAJA service program runs effectively because the processing of correspondence is carried out quickly and on time.

Achievement Of Objectives

The results of interviews with SIPRAJA operators in Larangan Village revealed that:

“SIPRAJA services have indeed benefited the community in Larangan Village, making everything more practical and helping the community greatly with this application”

This can be proven by the fact that with the presence of the SIPRAJA service, the community can now handle their correspondence quickly and effectively. This is in line with the initial purpose of establishing the SIPRAJA service.

Real Change

Based on an interview with SIPRAJA operator Rifky, he said:

“There is no need to come to the office or go back and forth to submit letters. You can simply monitor them through the application, or if you have any questions, you can contact me directly as the operator. I think it's very efficient”

This shows a real change. Previously, correspondence had to be handled directly at the office, but now, with the development of technology and the creation of the SIPRAJA service, residents can handle their correspondence more easily and conveniently from home.

Discussion

The Sidoarjo Public Service System (SIPRAJA) is an innovation by the Sidoarjo Regency government in response to the advancement of the digital era. It can reduce the administrative burden and build trust among stakeholders[12], this is also aimed at simplifying administrative services, one of which is correspondence. This application was created with the hope of making it easier for the public to submit complaints and obtain information related to various necessary public service[13]. By integrating services from the village to the district level. This also aims to create services that are more transparent, easy, fast, and responsive.

According to Wiyono, effectiveness is when an activity is carried out according to plan and produces an impact or result that is in line with the expected objectives[14]. In other words, something is considered effective if the steps taken are appropriate and capable of achieving the predetermined targets. Effectiveness in a program can also be defined as a way of assessing the extent to which the activities carried out in a program are capable of achieving the predetermined goals and objectives. This measurement looks at whether each step and activity carried out is in accordance with the plan, sustainable, and produces tangible results that support the achievement of the expected goals. In other words, effectiveness shows whether the program is truly successful and beneficial in accordance with its initial objectives[15].

Program Understanding

According to Sutrisno, program understanding is an understanding whereby the program being implemented can be realized properly, so that the program targets can understand how to implement the program in accordance with applicable regulations. The use of the SIPRAJA application for correspondence in Larangan Village, Candi District, shows that there are obstacles in terms of program understanding. From the results of interviews with the SIPRAJA operator in Larangan Village, it was revealed that some residents, especially those who are not tech savvy, are more comfortable coming directly to the village hall for guidance, but some residents, especially the younger generation who are familiar with technology, usually understand the process quickly after being given a brief explanation.

Table 2. SIPRAJA User Data and Total Population of Larangan Village.

Description	Number
Population registered with SIPRAJA	1.174 People
Total population of Larangan Village	6.318 People

Source: Processed by researchers

Based on Table 2, the use of the application is still low compared to the total population. When linked to theory, indicators of understanding of this program show that the effectiveness of SIPRAJA has not been fully achieved. Residents' understanding of online services is still uneven; only some residents who are accustomed to using technology can understand it more easily.

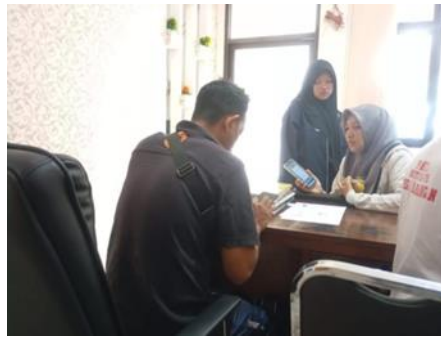


Figure 1. Operator guiding the use of the SIPRAJA application.

Meanwhile, for residents who are less familiar with technology, assistance is needed, such as visiting the village hall and receiving help from the SIPRAJA operator in the village so that they can use and complete the administrative process of correspondence online through the application, as shown in the image. This situation shows that SIPRAJA services provide digital-based public services that are easily accessible to all levels of society, but have not yet been optimally achieved.

Target Accuracy

Target Accuracy: The target must be in accordance with the rules that have been set for effective program implementation. In this case, the results of an interview with Mas Rifky, a SIPRAJA operator in Larangan Village, said insyallah this is in line with the objectives for the community, because this system makes it easier for everyone, both young and old, to get the administrative services they need.



Figure 2. The application can be used by all groups.

The image shows that everyone can access the application regardless of race, age, and other factors, because the application was created to facilitate administrative matters for all members of society. From this explanation, it can be concluded that the SIPRAJA service has reached all citizens who need administrative services, regardless of age or background. This shows that the program truly provides easy access and equal benefits to the village community. This is in line with the target accuracy indicator in Sutrisno's theory of effectiveness, which emphasizes the importance of alignment between program implementation and predetermined targets. In other words, the SIPRAJA program is able to provide easy access for all levels of society in Larangan Village in accordance with applicable regulations, so that the initial objectives of the program can be achieved accurately.

Timeliness

Timeliness, a program that is considered effective if it is completed within the specified time frame. The implementation of the SIPRAJA service in Larangan Village

shows that this indicator is working quite well. In an interview with the operator, it was conveyed that the processing of correspondence through the SIPRAJA service in Larangan Village can be completed within a maximum period of 24 hours from the time the request is submitted and meets the requirements, but this can only be done if there are no obstacles.

Posisi Dokumen	Status Approval	Durasi Pelayanan	Tracking
OPERATOR DESA LARANGAN	Disetujui	Tepat Waktu	Lacak
OPERATOR DESA LARANGAN	Disetujui	Tepat Waktu	Lacak
OPERATOR DESA LARANGAN	Disetujui	Terlambat 3 Jam 16 Menit	Lacak
OPERATOR DESA LARANGAN	Disetujui	Terlambat 3 Jam 27 Menit	Lacak
OPERATOR DESA LARANGAN	Disetujui	Tepat Waktu	Lacak

Figure 3. Display of service duration during the application process.

According to the image, if the service duration is on time, it is marked with green on the feature, but if it does not meet the specified time, there will be red letters saying "late." This is due to obstacles such as the person concerned not having an RT/RW referral letter. Previously, the operator had provided instructions regarding the completeness of the files. After the operator explained how to use and submit the application, it turned out that the person concerned did not have an RT/RW referral letter. Therefore, the process had to wait for confirmation, usually via chat after the referral letter was uploaded. However, this shows that the process of handling letters through SIPRAJA can be processed quickly in accordance with regulations, as long as the requirements are complete and there are no technical obstacles. This situation demonstrates that the SIPRAJA service has been able to provide efficient and timely services, in line with the timeliness indicators in Sutrisno's theory of effectiveness. Thus, it can be concluded that the SIPRAJA program has achieved effectiveness because it is able to process administrative requests quickly and in accordance with the specified time targets.

Achievement of Objectives

Achievement of objectives is an indicator that has initial objectives that must be met in accordance with predetermined targets. If the achievement of objectives benefits a program, then that program can be said to be effective. Here, it is hoped that the application will produce results and changes in the field of administration, particularly in correspondence, to make it more efficient and easier for the community. According to the interview results, it was conveyed that SIPRAJA provides many benefits, especially

for the residents of Larangan Village, making it more practical and greatly helping the community. This shows that SIPRAJA makes it easier for the community to handle various administrative needs, particularly in correspondence, making it faster and more efficient.



Figure 4. Review of the use of the SIPRAJA application.

Based on reviews of the application, it was found that its use was very helpful and convenient, although there were some obstacles and much still needed to be improved in the application. On the other hand, this shows that the SIPRAJA service is in line with its original objective of providing public services that are transparent, fast, easy, affordable, and responsive. In relation to this indicator, it can be concluded that the use of SIPRAJA has met the criteria for effectiveness because it has been able to deliver the expected benefits.

Real Change

In this indicator, Real Change shows that a program is considered effective if the program's targets feel the impact and see the results directly. From the results of an interview with Mr. Rifky, the operator of SIPRAJA in Larangan Village, he said that now there is no need to bother going to the office or going back and forth to submit letters, as everything can be monitored through the application, and if there is any confusion, the person concerned can contact me via private message, and according to him, this is already efficient. This shows a significant change compared to the old way.



Figure 5. Residents accessing the application at home.

The image shows that the application can be accessed from home, making it very efficient and flexible. Previously, residents had to come to the office to take care of various administrative matters, but now with the SIPRAJA service, they can submit and monitor the document processing from home in a more practical way. This situation shows that SIPRAJA has had a real impact on residents, especially in Larangan Village. This is in line with the indicators of real change in Sutrisno's theory of effectiveness, as it has simplified the public service process and directly improved the comfort of the community.

CONCLUSION

Fundamental Finding : The conclusion of this study confirms that the use of the SIPRAJA application at the village level, particularly in Larangan Village, has been successful in improving the efficiency and effectiveness of public administration services. Despite challenges such as low digital literacy, this system has been able to meet success indicators such as timeliness, targets, and tangible benefits for the community. **Implication :** The importance of increasing socialization, digital education, and direct support is key to ensuring that the benefits of SIPRAJA can be felt evenly and inclusively. **Limitation :** Despite challenges such as low digital literacy, this system has been able to meet success indicators such as timeliness, targets, and tangible benefits for the community. **Future Research :** Thus, the development and optimization of this system will not only strengthen village governance but also strengthen public trust in technology-based public services. In conclusion, SIPRAJA is an innovation that must continue to be supported and developed to create a more transparent, efficient, and community-oriented village administration.

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