

Effectiveness of Digital-Based Administrative Services through the SIPRAJA Application in Damarsi Village, Buduran District, Sidoarjo Regency

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ABSTRACT

Objective: This study aims to analyze and describe the effectiveness of digital-based administrative services through the SIPRAJA (Sidoarjo Public Service System) application in Damarsi Village, Buduran District, Sidoarjo Regency. **Method:** This study uses a qualitative descriptive approach with data collection techniques through interviews, observations, and documentation. The theory used refers to the effectiveness indicators from Sondang P. Siagian, namely resources, quantity and quality of services, time limits, and service procedures. **Results:** The results of the study based on indicators show: Resources, the availability of human resources is sufficient, but has not received formal training and the number of personnel is still limited. Number and Quality of Services, SIPRAJA is able to accelerate services, but the level of community utilization is still low due to minimal digital literacy. Service Time Limits. services can be carried out quickly, but their effectiveness depends on the readiness of operators and systems. Service Procedures, application procedures are systematic, but public understanding is still low due to lack of socialization. **Novelty:** The study provides an original descriptive analysis of digital-based administrative services in a village context using SIPRAJA, highlighting specific effectiveness challenges in human resources, service utilization, time limits, and procedural understanding.

INTRODUCTION

In the current era of ever-growing digitalization, the government is required to provide faster, more transparent, and efficient public services. Public services are all forms of services provided by the government, both at the regional and central levels, with the aim of meeting the needs of the community. Public services are an activity or series of activities to fulfill the needs of every citizen for goods, services, or administrative services provided by public service providers [1]. In online-based public services, it is carried out with the hope that the government will increase the role of government officials in carrying out their duties and authorities in public services [2].

In Indonesia, the reference used in the framework of e-government development is the issuance of Presidential Instruction No. 3 of 2003 concerning national policies and strategies for e-government development, which contains directions to governments at various levels such as the central, provincial, district, city, and even village levels to be clean, open, and able to effectively implement this e-government program. Public services as stated in Article 1 paragraph (1) of Law Number 25 of 2009 are activities or a series of activities that aim to fulfill the service needs of every community from goods, services & administrative services provided by the state as a public service provider [3]. Public services are considered effective if the community as users of public services obtain a service easily and with procedures that are not complicated, fast, responsive, timely, and satisfactory [4]. Public services are the government's responsibility in providing quality services, easily accessible, and also in accordance with community

needs. The government's success in fulfilling community expectations will have an impact on their level of satisfaction.

Public services encompass various aspects of life, such as population administration, health, education, transportation, and infrastructure. Public services can be divided into three main categories. First, administrative services are activities aimed at meeting the administrative needs of the community through the management of data, documents, and relevant information sources. Administrative services encompass various types of administration, such as the issuance of Family Cards (KK), birth certificates, business permits, domicile certificates, and other documents. Administrative services play a vital role in supporting the smooth running of the community's population affairs, such as access to education and other services. [5]

According to Hardiansyah, administrative services are the provision of services from the government, private parties on behalf of the government or private parties to the community, with or without payment to meet the needs or interests of the community [6]. Second, public services which include health services, education, public transportation, electricity and clean water provided by the government or related institutions. Third, namely the provision of goods that can be used by the wider community, such as road construction, public facilities, and natural resource management. These three types of services have an important role in supporting community life and also help create balance in social and economic development. The use of information and communication technology is one solution to increase effectiveness in administrative services, especially in digital applications or systems that can make it easier for the public to access services quickly and practically.

The Electronic-Based Government System (ESG) is a policy implemented by the government to utilize information and communication technology in the implementation of government administration and public services. The ESG aims to increase efficiency, effectiveness, transparency, and accountability in governance, as well as provide faster and more accessible services to the public. The ESG policy in Indonesia is regulated in Presidential Regulation (Perpres) No. 95 of 2018 concerning the Electronic-Based Government System. This regulation explains that every agency, both at the central and regional levels, must adopt digital technology in various aspects of service and governance. One example of the implementation of ESG is the use of E-Government in public administration services such as e-KTP, e-Samsat, e-Procurement, and other digital applications.

Sidoarjo Regency has implemented an Electronic-Based Application System (SPBE) policy in population administration services through the SIPRAJA application. This application is designed to make it easier for the public to manage various administrative services digitally without having to come directly to the office. Through the SIPRAJA application, residents can access 16 types of services, including the issuance of Birth Certificates, Death Certificates, Certificates of Poverty, and various other services covering the village/sub-district, sub-district, and district levels. This application can be accessed via Android devices by downloading it from the Google Play Store or through the official SIPRAJA website. The registration process requires photos of KTP (National Identity Card) and KK (Family Card) documents, and after verification by the village operator, users will receive an account to access available services. This innovation is in line with the government's efforts to increase the efficiency, transparency, and accountability of public services through the use of information technology [7].

To support this research, the following is data on the number of administrative services requested by the Damarsi Village community through the SIPRAJA application over the past three years:

Table 1. SIPRAJA community data in Damarsi.

No.	Information	2023	2024	2025
1.	Birth certificate	-	-	2
2.	Death certificate	-	-	-
3.	General statement letter	-	-	-
4.	Certificate of domicile	-	67	4
5.	KUA cover letter	-	-	-
6.	Certificate of inability to pay	13	54	14
7.	Family biodata request letter	-	-	1
8.	Family Card Application Letter	-	-	-
9.	KTP application letter	-	1	2
10.	Letter of request to move	-	3	1
11.	Crowd permit	-	-	-
12.	District Decree of Inability to Pay	36	44	32
13.	Subdistrict general certificate	-	-	1
14.	Inheritance	-	-	-
15.	Building permit	-	-	-
16.	Job seeker card (BATTERY)	-	-	-
17.	Micro and small business permit (IUMK)	-	-	-
18.	Micro business company registration certificate	-	-	-
	Total	49	169	57

Source: Processed from Damarsi Village Government 2025

Based on the data in Table 1, there was an increase in the use of the SIPRAJA application in 2024, with a total of 169 service applications. However, this decreased significantly in 2025 to only 57 services. This decrease was caused by various factors, such as technical constraints in the application, limited digital literacy among the community, and suboptimal support from villages or sub-districts in managing the digital service system. These findings indicate that the effectiveness of SIPRAJA implementation is greatly influenced by the continuity of technical support and the active involvement of village operators.

One of the district governments that has innovated digitalization of population administration services is the Sidoarjo Regency Government. The SIPRAJA application is an example of a digital-based public service innovation launched by the Sidoarjo Regent in 2019 and introduced to the public since February 2022. The SIPRAJA application program is an innovation in digital-based administrative services that aims to increase the efficiency and effectiveness of public services in Sidoarjo Regency [8]. This application is designed to make it easier for Sidoarjo residents to process various letters or population administration online, so that the service process is faster, simpler, and easier for the community. By utilizing technology, it is hoped that services to the community will be faster and more transparent. With the SIPRAJA application, it is hoped that administrative processing procedures will be simpler and meet the basic needs of the Sidoarjo community [9].

Before the SIPRAJA application, services in Damarsi Village required a significant amount of time to process various services at the Damarsi Village Office. However, with this application, it is hoped that the community will have easier access to various public administration services without having to come in person to wait for the letter processing to be completed. Furthermore, the SIPRAJA application helps address public complaints about complicated and time-consuming processes. Damarsi Village residents can access the SIPRAJA application and website online from home, reducing the time and effort required. With the SIPRAJA application, it is hoped that administrative services in Damarsi Village will run more effectively and efficiently, and help meet the needs of the community.

The research that will be conducted related to the effectiveness of the SIPRAJA application in digital-based services in Damarsi Village is based on several previous studies such as: first, entitled "The Effectiveness of Villages in Assisting the SIPRAJA Program in Pucanganom Village, Sidoarjo District, Sidoarjo Regency (Elisandra and Indartuti)" the results of this study indicate that the performance of employees in administering government at the Pucanganom Village Office, Sidoarjo Regency is still considered less effective [10]. Village employees still do not understand the SIPRAJA application program so they have difficulty when socializing it to the community and make people confused and consider the SIPRAJA application ineffective. The second study entitled "The Effectiveness of the Sipraja Application Program in Digital-Based Administrative Services in Karangtanjung Village, Candi District, Sidoarjo Regency (Ananda and Rodyah)" with the results that the SIPRAJA service has been running effectively but many people choose to submit online because they do not understand technology [11]. Finally, there is a journal entitled "Improving the Effectiveness of Public Services through the Sipraja Application in Sidoarjo Regency (Diana, Mauviratul, and Fionita)." The results of this study indicate that the SIPRAJA application in Sidoarjo Regency has been running effectively and efficiently [1]. The SIPRAJA application can help improve the effectiveness of public services in Sidoarjo Regency. However, if there are obstacles with the application, the public prefers to come in person or offline.

According to Siagian, effectiveness is utilizing resources, facilities and infrastructure in a certain amount that is consciously determined beforehand to produce a number of goods for the services of the activities carried out [12]. The focus of this research takes the theory from Siagian which explains that there are 4 indicators of effectiveness theory, namely, Resources, the number and quality of services provided, the time limit set, procedures for carrying out services. In this research, the author saw that the condition of administrative services in Damarsi Village was still carried out

manually which resulted in slow service processes. Although the SIPRAJA Application was designed to simplify administrative services, there are still many people who do not understand how to use it and prefer to come directly or offline. Lack of adequate information technology infrastructure and training support for the community to use the SIPRAJA Application optimally.

Based on the explanation of the problem, the research problem can be formulated as follows: How effective is the SIPRAJA application in providing digital-based administrative services in Damarsi Village?

RESEARCH METHOD

The research method used by the author is a descriptive type of research with qualitative research methods. According to Moleong, qualitative research is research that aims to understand phenomena that occur in society by digging for information in depth [13]. Moleong also emphasizes the importance of interaction between researchers and research subjects in the data collection process. The author chose this approach because it is able to provide an in-depth picture of the implementation of digital systems in village administration services. The location of this research is in Damarsi Village, Buduran District, Sidoarjo Regency. This research focuses on the effectiveness of digital-based administration services in improving the quality of population administration services in Damarsi Village. The technique for determining the informants for this research uses a purposive sampling technique. Data sources in this research include primary and secondary data. Data collection techniques in this research use observation, interviews and documentation. Data collection techniques are methods used by researchers to collect data used in the research. Primary data is obtained through interviews and direct observation of informants directly. Informants involved in this research include administrative or service staff directly involved in services, village officials responsible for the SIPRAJA application. Secondary data is obtained through administrative documents and file reports. Meanwhile, the data analysis technique in this study is guided by the Miles & Huberman data analysis model which states that data analysis goes through 4 stages, namely, 1) Data Collection, at this stage involves collecting all relevant data for the research. 2) Data Reduction, this stage aims to simplify the data that has been collected so that it is easy to understand during analysis. 3) Data Presentation, this stage is to present organized data and provide opportunities for drawing conclusions. 4) Drawing Conclusions, this stage is to conclude the data according to the existing problem formulation [14].

RESULTS AND DISCUSSION

SIPRAJA is one of the public service innovation applications in Sidoarjo Regency. SIPRAJA stands for Sidoarjo People's Service System. The SIPRAJA innovation is a concrete form of the Sidoarjo Regency Government in implementing technology optimization for the implementation of public services at the Village / Sub-district and District levels [15]. SIPRAJA was inaugurated in January 2020. This SIPRAJA application makes it easier for the community and also village officials in Damarsi to provide services to the community and also meet community needs. The existence of this SIPRAJA public service innovation makes it very easy for the community to get practical and efficient services. The following is the appearance of SIPRAJA on the website:

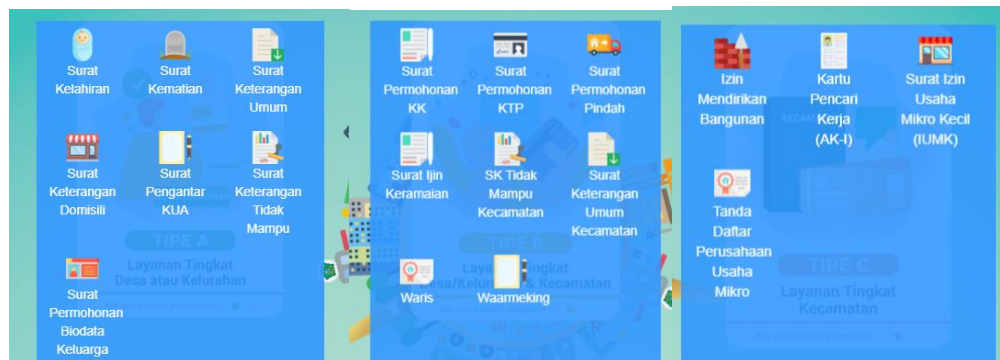


Figure 1. SIPRAJA application.

Source: SIPRAJA Application

In this SIPRAJA application there are 3 types of services, type A, type B, and type C. At the village or sub-district level (type A) services that can be accessed are birth certificates, death certificates, general information letters, domicile certificates, KUA cover letters, poverty certificates, family biodata request letters. Letter services at the village or sub-district level which are then continued to the sub-district (type B), services that can be accessed are family card application letters, KTP application letters, relocation application letters, crowd permits, sub-district poverty decrees, sub-district general information letters, inheritance. Sub-district level letter services (Type C) that can be accessed are building permits, job seeker cards (AK-I), micro and small business permits (IUMK), micro business company registration certificates. This SIPRAJA application service is available at the sub-district level, and the operator who manages it is the sub-district (Iriany et al. 2023). Based on the results of the author's research regarding the Effectiveness of Digital-Based Administrative Services through the SIPRAJA Application in Damarsi Village, Buduran District, Sidoarjo Regency which refers to the theory of effectiveness of Siagaan, which is explained in the following indicators: 1). Resources, funds, facilities and infrastructure 2). Number and Quality of Services 3.) Time limits 4). Service procedures.

Human Resources, Funds, Infrastructure

The effectiveness of administrative services is greatly influenced by the availability and capability of resources [16]. Based on the results of an interview with Mr. Ali as a SIPRAJA operator, he stated that human resources in Damarsi Village are sufficient. Operators who run the SIPRAJA application are quite technologically literate and can learn independently even though there is no official training or special guidance for using SIPRAJA, they only ask each other and learn from other village officials. Based on the results of an interview with Mr. Ali as Kaur TU, he stated: "For SIPRAJA operators, there is no training, courses, or any kind of technical guidance from the government, but we learn on our own by gaining experience and asking other village officials." (interview results dated July 25, 2025). Mr. Ali has adaptive abilities to technology and has become the main operator in this digital service. He said that there is no special training from the government, and all skills are obtained autodidactically. Mrs. Novi helps with the manual service process for residents who do not have devices or have difficulty accessing the SIPRAJA application. Thus, the effectiveness of digital services is highly dependent on the availability and expertise of these two operators in running the system technically and administratively.

In this case, it shows that there are limitations in operator capacity development, but they can still carry out their duties well. Mr. Ali also said that: "Obstacles usually also

arise from changes in the village head, as the system also experiences changes. Sometimes, even though the signal and network are good, the main page on the SIPRAJA application or website cannot be opened, the process takes a long time." (interview results July 25, 2025). In terms of infrastructure such as internet networks and computer devices, it was stated that everything is safe and available, but when first opening the SIPRAJA website or application even though the internet connection is good, the system is sometimes slow. However, obstacles still arise when there is a change in village head or there is a process of changing the official village email account.

In the resource indicator, SIPRAJA operators Mr. Ali and Mrs. Novi demonstrated competence despite having never received formal training. They learned independently or with the help of fellow village officials. Researchers identified that only these two village officials were directly involved in the operationalization of the SIPRAJA application. Therefore, the focus of the discussion of human resources in this study was directed at the quality and capacity of these SIPRAJA operators. This was obtained by researchers from the results of interviews with Mr. Ali as the Head of Administration who explained: "*The SIPRAJA operator at the Damarsi Village Office is not only me but is assisted by Mrs. Novi, because I am the one who understands SIPRAJA better, so Mrs. Novi only assists me. It cannot be said to be optimal because she does not fully understand how to use SIPRAJA compared to me. For residents who do not have a cellphone or are elderly, Mrs. Novi helps with manual applications, residents only bring the required documents.*" (interview results dated July 25, 2025). The following are Village Officials directly involved in SIPRAJA services:

Table 2. SIPRAJA Services.

Position	Name	Amount
Village head	Miftahul Anwaruddin	1
Head of Administration & General Affairs	Ali Mashan	1
Head of Service	Nurul Novitasari	1
	Total	3

Source: Damarsi Village Apparatus, 2025

Interpretation of the overall resource indicators indicates that operator capacity in operating SIPRAJA is a key factor in supporting service effectiveness. Although the number of human resources involved is small and they do not receive formal training, the operators' self-learning ability is a key pillar for the sustainability of this digital service system. Technical support and human resource capacity building are essential to ensure the SIPRAJA application runs optimally and reaches more users. Mr. Ali possesses technological adaptability and is the primary operator for this SIPRAJA service. He stated that there was no special training from the government, and all skills were acquired through self-taught methods. Ms. Novi assists with the manual service process for residents who lack devices or have difficulty accessing the SIPRAJA application.

Thus, the effectiveness of digital services is highly dependent on the availability and expertise of these two operators in running the system both technically and administratively. These findings align with the research findings of Saputra and Widiyarta, who stated that the success of digital service implementation is highly influenced by the readiness and capacity of local human resources [15]. Meanwhile, research by Daniel and Indartuti also showed that the lack of understanding of the SIPRAJA application among village officials was a hindering factor in the socialization

and implementation of the program [10]. This reinforces the importance of improving the quality of human resources as a primary requirement for the success of digital administrative services at the village level. In the process of submitting letters, either manually or using SIPRAJA, no additional funds or fees are charged. This fee itself is the cost incurred by the community to receive services through the SIPRAJA application in Damarsi Village.

Quantity and Quality Of Services

Services through SIPRAJA are considered to improve service quality, because they are faster and can be done at home. For example, processing a certificate of poverty can be done in just 1 minute using SIPRAJA compared to using a manual method that takes longer if there is a long queue. However, if the operator from the superior or the central SIPRAJA operator is on standby with the application, they can immediately receive and approve it, but otherwise the process will take longer. Based on the results of an interview with Mr. Ali as Kaur Tu & Umum, he explained, "*For example, if there is a comparison of processing a certificate of poverty for 10 people using the manual method and 2 people using SIPRAJA, the one who finishes first is usually the one processing the letter using the manual method. Because if using SIPRAJA has to wait for approval from the sub-district, well, with the manual method, the operator is from the village, so it saves time.*" (based on the results of an interview on June 25, 2025). However, the number of people who choose to use SIPRAJA is still relatively low. People prefer the manual process because they are not yet familiar with SIPRAJA.

Table 3. Total SIPRAJA recapitulation.

Year	Number of SIPRAJA Services
2023	49
2024	169
2025	57

Source: Processed from Damarsi Village Government, 2025

Interpretation of service quantity and quality indicators shows that although SIPRAJA is able to provide convenience and speed up services, its effectiveness is not optimal due to low adoption by the public. Lack of understanding of the use of technology is a major obstacle to improving service quality. Service quality is highly dependent on the speed of operator response and the agility of the cross-agency system involved in digital service approvals [17].

This result is supported by the research findings of Amalia and Rodiyah which stated that even though the SIPRAJA application has been running effectively, people still prefer to come directly to the village office because they are not yet accustomed to technology [11]. Many people still think that offline or manual administration by coming to the village office is easier and faster than using SIPRAJA via mobile phone and done from home. However, the implementation of SIPRAJA has not been running optimally, because according to the research results of Musaddad *et al.*, when opening the SIPRAJA application, sometimes it cannot be opened and there are also those that only display a white color on the mobile phone screen [18]. This is a challenge in efforts to improve the quality of digital services. For people who understand how to use the application, the quality of service is very good because it is transparent, fast and flexible. The quality of service reflects the quality standards applied and influences public perception of the services provided. In Damarsi Village, the SIPRAJA application service is run by Mrs.

Novi as Head of Service and assisted by Mr. Ali as Head of Administration. However, during the process, Mr. Ali has a better understanding of the contents of SIPRAJA.

To support the analysis of service quantity and quality indicators, researchers compiled public satisfaction survey data based on public perceptions of SIPRAJA service quality in Damarsi Village. The survey measured five main aspects: speed of service, ease of access, operator quality, clarity of information, and satisfaction with service outcomes. Before data adjustments were made, initial results indicated that the "Unsatisfied" and "Dissatisfied" categories dominated for information clarity and speed of service.

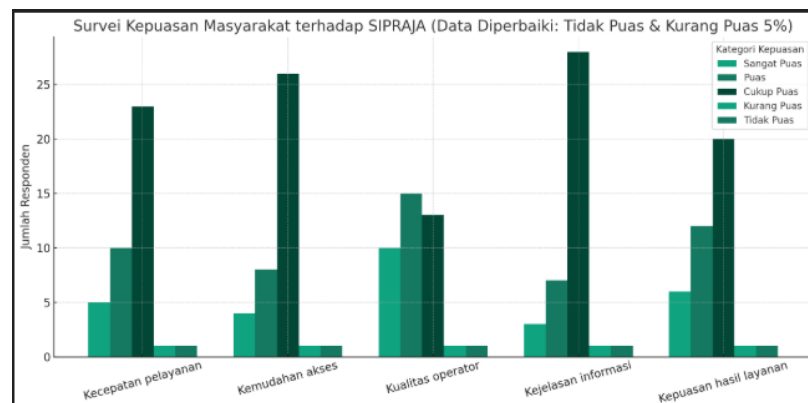


Figure 2. Research data results.
Source: Processed Research Data, 2025

This indicates that some people still face challenges in using the application, primarily due to low digital literacy and uneven service response. Based on observations and interviews with SIPRAJA operators, it was found that public satisfaction levels were actually higher if the respondents were active SIPRAJA users. Mr. Ali, Head of Administration, said, "When I'm on standby, I can process applications within minutes, especially emergency documents. But if I'm not there or don't have the application open, the process can be delayed." (Interview, July 25, 2025)

Deadline

One of the advantages of using the SIPRAJA application is its time efficiency. Operators can verify and approve documents in minutes, even outside of business hours or at night, as long as the need is urgent, such as for hospital needs. However, at certain times, if operators from the village or sub-district do not carry out routine checks, the application process can be delayed for days. This shows that time effectiveness still depends on the discipline and readiness of village or sub-district operators. Some users of SIPRAJA services also experience obstacles in registering for SIPRAJA. Based on the results of research by Saputra & Widiyarta, it takes quite a long time for people to get a username and password when registering for the application. In addition, the slow verification process and the lack of certainty of time from the village/sub-district, so people prefer to process it directly rather than through the application. Online services do make it easier for people to access practical and easy services, but it turns out there are still problems so that SIPRAJA innovations still do not match the specified achievements [19].

Interpretation of the time limit indicator shows that time effectiveness is greatly influenced by operator discipline. The SIPRAJA application has the potential to shorten service time, but in its implementation it still shows dependence on manual involvement such as responses from sub-district operators. Based on an interview with Mr. Ali as Kaur

TU, he said, "When I'm on standby, I can immediately process any application within a few minutes, especially if it's an emergency letter. But when I'm not there or don't open the application, the process can be delayed. Sometimes I also have to wait for approval from the sub-district, that's what often makes it take a long time." (interview results July 25, 2025). This finding is reinforced by the results of research by Musaddad *et al.*, who found that delays in the SIPRAJA verification process cause people to return to using manual services [18]. The following is the length of the process in using SIPRAJA:

Table 4. SIPRAJA service process.

Service Aspects	Condition	Source
Process when the operator is active/standby	± 1 minute (fast), especially in emergencies (SKTM, RS)	Interview with Mr. Ali, July 25, 2025
Process when the operator is inactive/standby/on holiday	Can be delayed for days or longer	Interview & observation
Village head verification requirements	Has been handed over/handled by the operator	Interview

Source: Interview Results, July 25, 2025

This shows that without the support of a responsive system and high work discipline, the time advantage in digital services cannot be fully optimized. If previously, only SIPRAJA operators handled submission services from the community, but SIPRAJA operators also waited for confirmation from the Village Head to obtain verification, signatures to carry out further services for residents who had submitted to SIPRAJA. For submissions in Damarsi Village, SIPRAJA operators have been entrusted with verifying or signing the Village Head, so if the Village Head is unable to verify directly, it has been done by the operator. The Time Limit Theory according to Siagaan includes communication and work discipline towards employee performance. In Damarsi Village itself, research has included indicators related to employee performance, such as discipline in attendance and also employee performance in completing tasks on time.

This timeout indicator indicates that the service process can be completed in minutes if the operator is on call, but if not, it can be delayed for days. Decision-making and digital signature processes are also important factors in speeding up or slowing down service.

Service Procedures

Procedures are a series of steps to obtain a service or must be followed when providing a service. The SIPRAJA application program can be accessed in two ways, the first is through the website <https://sipraja.sidoarjokab.go.id/>. The second way is by downloading the SIPRAJA application through the Play Store on a mobile phone. The SIPRAJA application is used by the people of Sidoarjo, especially in Damarsi Village, which covers 16 types of government needed, starting from the city/district, sub-district, and government levels. This application has 16 administrations divided into three types: Type A, Type B, and Type C, which can be accessed by the Damarsi community. Type A is at the village or sub-district level so that the operator who manages this is the village or sub-district. Type B is at the village or sub-district level which is then continued to the sub-district so that the operator who manages it is the village or sub-district and sub-

district. Type C is a service at the sub-district level, at the sub-district level the operator who manages it is from the sub-district. The following are the procedures for using SIPRAJA:

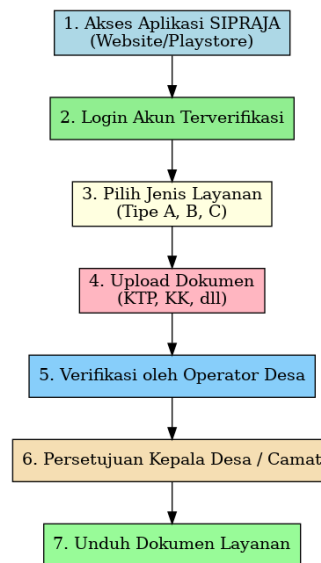


Figure 3. Processed research data.
Source: Processed Research Data, 2025

Mrs. Novi, Head of Service, also added, "If there are residents who want to use SIPRAJA but are unable to use it, we are also happy to help operate SIPRAJA" (based on the results of the interview on July 25, 2025). The service procedure using SIPRAJA is said to be systematic: residents submit applications independently through the application, the data is verified by the operator, then approved by the village head or designated operator. However, many residents do not yet understand the flow and procedures for using SIPRAJA, and choose to go directly to the Damarsi Village office manually. Interpretation of service procedure indicators shows that although the SIPRAJA application has a good procedural structure, its implementation has not been fully communicated to the community. The lack of socialization and the low level of digital literacy of the community means that many people remain dependent on manual services and assistance from village officials.

et al.'s research states that even though the service flow is digital, many residents still feel confused about the steps to be taken because not all information is clearly available in the application [20]. Diana *et al.* also emphasized that to achieve maximum effectiveness, the application usage procedures must be continuously socialized through various media and direct approaches to the community. Therefore, digital service procedures must be equipped with an effective communication strategy so that they are truly accessible to all levels of society. Mr. Ali also added, "if young people, school or college students like you, I tell them to just use SIPRAJA, download it on their own cellphones, now that technology is advanced, sometimes there are also people who want to use SIPRAJA from us can help" (based on the results of the interview on July 25, 2025). Regarding the service procedure indicator, the SIPRAJA system has a fairly clear and systematic procedure. However, many people still do not understand the flow of using the application. Support

from the village is very necessary in helping the community, especially those who have difficulty using the application.

CONCLUSION

Fundamental Finding : Based on the research results, it can be concluded that the SIPRAJA application is quite effective in supporting digital-based administrative services in Damarsi Village. This conclusion is based on four indicators of effectiveness according to Sondang P. Siagian. The availability of human resources in Damarsi Village is sufficient to run the SIPRAJA application. SIPRAJA operators have demonstrated sufficient skills despite not having received formal training. Administrative services using SIPRAJA can speed up the service process compared to manual methods. Using SIPRAJA allows for very short service times, even less than a minute if the operator is active and on standby. The SIPRAJA application's usage procedures are systematic and structured through clear digital procedures. In general, the SIPRAJA application has been proven to improve the efficiency of administrative services in Damarsi Village when used optimally. **Implication :** However, several improvements and strengthening are still needed, particularly in terms of resources and community understanding. Limited staff and the lack of formal training present challenges. Although the quality of service is considered good by the public, public perceptions vary as not everyone has experienced the full benefits. Time effectiveness still depends on operator discipline and system readiness. Many people still don't understand the application's workflow, indicating that public outreach is still suboptimal. Support from village officials is crucial, especially to assist those who lack devices or have difficulty using technology. **Limitation :** The full effectiveness of this digital-based service can only be achieved with increased human resource capacity, technical system improvements, and community outreach to ensure more equitable and optimal use of the application. **Future Research :** This study recommends the need for operator training and community outreach to ensure optimal use of the SIPRAJA application. Further research can explore strategies to enhance digital literacy among the public and evaluate the long-term sustainability of the application's impact on administrative efficiency.

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