

Optimizing the Implementation of the SIPRAJA Application in Public Services in Randegan Village, Sidoarjo Regency

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ABSTRACT

Objective: This study aims to analyze the implementation of the SIPRAJA (People's Service Information System) application in Randegan Village, Sidoarjo Regency, with a focus on improving efficiency and transparency in public services through the lens of Machfud Siddiq's optimization theory, particularly limited resource indicators. **Method:** The research employed a qualitative descriptive approach, collecting data through interviews, observations, and documentation involving village heads, officials, and community users. **Results:** Findings indicate that the SIPRAJA application has succeeded in providing easier access to public services and enhancing transparency. However, significant challenges remain, including limited user understanding, inadequate technological infrastructure, and low levels of digital literacy. Addressing these issues requires more intensive user training, strategic budget planning, and continuous evaluation to ensure sustainable effectiveness. **Novelty:** This study highlights the integration of optimization theory into the evaluation of e-government implementation at the village level, offering practical insights for policymakers to design targeted strategies that enhance the responsiveness of digital public services and align them with community needs.

INTRODUCTION

Technology and information are developing very rapidly. With the rapid development of technology and information, daily activities and society are experiencing changes in various fields. One area experiencing change is public service at the state and local level. The development of information and communication technology has given birth to a public service model that is delivered through the application and innovation of e-government. Central and regional governments need to introduce e-government in public services. This is regulated through Presidential Regulation Number 3 of 2003 concerning National Policy and Strategy for the Development of Electronic Administration [1].

In general, e-government or e-administration is the use of information technology by the government to provide business-related information and services and other government-related information to its citizens. According to Edwi, the concept of e-government "does not mean a change in the way the government interacts with its citizens. Instead, citizens can continue to engage with the government through services provided through communication and information technology and internet networks" [2]. The implementation of e-government is essentially the government's effort to utilize technology to create a bureaucracy that is more transparent, responsible and responsive. Presidential Regulation Number 6 of 2001 concerning the Development and Utilization

of Telematics, which was then followed by Presidential Regulation Number 3 of 2003, further emphasizes the need for all government agencies in Indonesia to implement good governance. This has been determined through strategic e-governance planning in every government department in every region.

Presidential Regulation of the Republic of Indonesia Number 95 of 2018 concerning Government Electronic Systems states that this regulation is one of the Indonesian government's efforts to modernize the government sector through the use of information technology. The use of appropriate technology aims to make public services more efficient and transparent and better meet the needs of citizens [3]. To achieve this goal, the Indonesian Government hopes that all Regional Governments will be able to achieve information technology breakthroughs related to effective and efficient public services. This regulation encourages the Sidoarjo Regency Government to create innovation in the field of online public services called SIPRAJA.

The Sidoarjo Regency Government hopes that with the presence of the SIPRAJA application, the basic needs of the people of Sidoarjo can be met quickly and adequately. Sebab, aplikasi SIPRAJA akan memudahkan masyarakat untuk melaksanakan pelayanan publik dari rumah tanpa harus keluar. Just by coming directly to the village hall and returning, you can get service quickly and easily. The use of the SIPRAJA application in public services is regulated by the Sidoarjo Regency Government in Sidoarjo Regency Regional Regulation Number 11 of 2016 concerning the SIPRAJA Android Application and Sidoarjo Regency Regional Regulation Number 46 of 2018 concerning Information and Communication Technology Management for Sidoarjo Smart City. Circular Letter of the Governor of Sidoarjo Regency Number 180/SE/9090/438111/2019 concerning Use of the SIPRAJA Application [4].

Sidoarjo Regency Circular Number 130/4522/438111/2020 concerning Services and Licensing for Villages and Districts in Sidoarjo Regency. The Sidoarjo Regency Government has introduced a web-based public service application and innovation called SIPRAJA. SIPRAJA is a web and Android based service based on the Virtual Public Service Mall (MPP) concept. This application was developed by the Government and Organization Section of the Sidoarjo Regency Secretariat and released on September 25 2019. The SIPRAJA application is the first virtual shopping center for public services in East Java which aims to reduce the bureaucratic burden. This application continues to update its services, namely 32 services available to the community, consisting of 4 types of services starting from the village or sub-district level. (Type A) The service that can be accessed is the Birth Certificate. This service is in the form of a book. Inheritance certificate, death certificate, business license, village poverty certificate, population registration certificate, village general certificate. Postal services are provided at the village or district level and then forwarded to the district (Type B). The services available are Family Card Cover Letter, Poor Certificate, KTP Cover Letter for social assistance needs, Transfer Certificate, and Poor Certificate. For the need to reduce inpatient electricity bills, general certificates, regional poverty certificates, district level letter services (Type C), the services that can be accessed are Job Applicant Cards (AK 1), 2-

storey IMB with an area of up to 400 m², IMB with an area of up to 200 m², IMB up to 400 m², small business registration certificate [4].

The implementation of the SIPRAJA application was identified as still reaping various problems, as explained in several previous studies presented. First, Based on the results of Musaddad's research, the application of SIPRAJA is still not optimal, when running the SIPRAJA application it cannot be opened and in some cases the smartphone only displays a white screen [5]. When using the SIPRAJA program, if an error occurs when signing the letter by the village head or sub-district head, the operator must repeat the process from the beginning, including entering data. Letters take a long time to prepare due to repetitive processing caused by employee errors. This repetitive process results in wasted time due to two operations occurring, and furthermore, previously produced products are considered defective because they do not meet the requirements.

Second, from related research, "Optimization of Social Campaigns and Implementation of the SIPRAJA Application in Sidoarjo Regency" Information System Utilization has also been implemented in Kalanganyar Village, Sedati District, Sidoarjo Regency. Uniquely, the use of this system can be used at the village level. If in other districts the use of electronic service applications can only be accessed by the government, what is unique is that Kalanganyar Village has and uses a service application or website issued by the Sidoarjo Regional Government, namely SIPRAJA, which can be accessed by the government and also residents. Before the existence of SIPRAJA, residents had to go to the village office if they wanted to take care of their mail, but with SIPRAJA, residents can take care of their mail from home (Sapto Pramono, 2024). The Village Government has succeeded in increasing public awareness to apply SIPRAJA in the Village Government so that public services in the Village Government can run optimally. Many people feel helped by SIPRAJA because it is more practical and efficient.

Third, from research related to "Effectiveness of the SIPRAJA Program in Digital-Based Administrative Services in Karang Tanjung Village, Candi District, Sidoarjo Regency". The research uses a qualitative descriptive method with a technique for determining informants called purposive sampling. The research results show that the SIPRAJA Application is said to be not yet effective for the Karang Tanjung Village Community where there is a difference between online and offline submissions via the SIPRAJA Application [7]. The many problems in the application make people even more confused and the process of applying for services by people will take longer. Overall the SIRPAJA program is effective in Sidoarjo Regency. However, if there are technical problems with the application below and some people choose to register offline, the author urges the operator to assist with registration and guide the public so that they can provide services through the SIPRAJA Program Guide.

Fourth, from related research, "Optimizing the Sidoarjo People's Service System (SIPRAJA) Towards Kalanganyar as a Digital Village". Villages as providers of public services must carry out public services in accordance with the principles (Law Number 25 of 2009): public interest, legal certainty, equality of rights, balance of rights and obligations, professionalism, participation, equality of treatment or non-discrimination,

openness, accountability, facilities and special treatment for vulnerable groups, timeliness, speed, convenience and affordability. However, what happened in Kalanganyar Village has been actualized, but participation at the community level is still low, especially in the use of SIPRAJA. The community does not really understand the concept of how to apply the information system that has been launched by Sidoarjo Regency for each village [8].

The implementation of the SIPRAJA application in Randegan Village, Tanggulangin District, Sidoarjo Regency has not gone well, this lies in the misalignment between the objectives of the SIPRAJA application and the reality on the ground regarding its use. Even though this application is designed to increase the efficiency and accessibility of public services, many people still face various obstacles, such as a lack of understanding of how to use the application, limited technological infrastructure, and low levels of digital literacy among citizens. Apart from that, there are challenges in terms of system integration and coordination between authorized government agencies, which results in public services not running optimally. This gap shows that even though technology has been introduced, its implementation has not been fully successful in meeting community expectations, so further research is needed to identify and overcome these inhibiting factors so that the SIPRAJA application can function optimally in improving public services in Randegan Village. If the implementation of the SIPRAJA program is optimal, the level of community satisfaction will increase. Community satisfaction is the result of community assessments & opinions on the service performance provided by public service providers in the Decree of the Minister for Empowerment of State Apparatus No. 14 of 2017 concerning Guidelines for Preparing Community Satisfaction Surveys for Public Service Providing Units.

Based on these problems, researchers are interested in studying the optimization of the implementation of the SIPRAJA application in Randegan Village, Tanggulangin District, Sidoarjo Regency. This research is very important in relation to improving the quality of public services in the digital era. With the development of information technology, village regulations must increase efficiency, transparency and accountability in serving local governments using applications such as Sipraja. The aim of this research is to assess the extent to which the Sipraja application has been implemented and to identify the community impacts and obstacles that have occurred. It is hoped that the findings of this research can provide political decision makers and stakeholders in developing more effective strategies to optimize the use of applications so that public services in Randegan village can be more responsive and meet the optimal needs of the community. Therefore, this research is not only related to the development of information technology at the village level, but also contributes to efforts to improve the quality of life throughout society.

In research entitled, "optimization of actions/activities for improvement and optimization". According to Mahcfud Siddiq (2001: 8), there are several indicators that need to be identified when optimizing, namely, (1) Objectives. The targets can be maximization or minimization. The form of maximization is used if the optimization goal

is related to profit, income, and so on. If the optimization goal is related to cost, time, distance, etc., then a form of minimization is chosen. (2) Decision Alternatives, Decision options are activities or actions that can be taken to achieve a goal. (3) Limited resources Limited resources are what must be sacrificed to achieve the set goals. By understanding the concepts and theories above, we can conclude that optimization is the process of implementing a program or project that is well planned to achieve goals and improve performance optimally [9]. Based on previous research, a problem formulation can be formulated on how to optimize the implementation of the Sipraja application in public services in Randegan Village, Sidoarjo Regency?

RESEARCH METHOD

This research uses a qualitative method with a descriptive approach. According to Sugiyono (2017) qualitative research methods are methods used to research the conditions of natural objects with the researcher as the key instrument, the results of qualitative research emphasize meaning rather than generalizations [10]. The location of this research is in the Randegan Village Government, Tanggulangin District, Sidoarjo Regency. The aim of this research is to identify factors that influence the optimization of the use of the Sipraja application according to Mahcfud Siddiq (2001: 8), which include 1) goals, 2) decision alternatives, 3) limited resources. The technique for determining informants used was purposive sampling. Participants were selected based on their perceived ability to convey quality information and their understanding of the research topic. The author uses this method to guarantee that the data collected will be relevant to the research objectives. The types of data sources used in this research include primary data and secondary data. Primary data was obtained through interviews with informants selected using purposive sampling techniques. Secondary data was obtained through collecting documents and archives [11]. The data collection techniques used were interviews, observation and documentation. Interviews were conducted with relevant stakeholders, such as village heads, village officials and community users of the SIPRAJA application to gain a comprehensive perspective on the experiences and challenges faced in using the Sipraja application. Meanwhile, documentation was carried out to collect information regarding the use of the SIPRAJA application in village government, and observations were made to see firsthand how village government was run with the introduction of the SIPRAJA application. According to Miles and Huberman, this interactive model data analysis has 3 components, namely (1) data reduction, (2) data presentation, and (3) conclusion drawing/verification. The three main components contained in qualitative data analysis must be present in qualitative data analysis. Because the relationship between these three must continue to be compared to determine the direction of the content of the conclusion as the final result of the research [12].

RESULTS AND DISCUSSION

Results

This research uses a qualitative method with a descriptive approach. According to Sugiyono (2017) qualitative research methods are methods used to research the conditions of natural objects with the researcher as the key instrument, the results of qualitative research emphasize meaning rather than generalizations [10]. The location of this research is in the Randegan Village Government, Tanggulangin District, Sidoarjo Regency. The aim of this research is to identify factors that influence the optimization of the use of the Sipraja application according to Mahcfud Siddiq (2001: 8), which include 1) goals, 2) decision alternatives, 3) limited resources. The technique for determining informants used was purposive sampling. Participants were selected based on their perceived ability to convey quality information and their understanding of the research topic. The author uses this method to guarantee that the data collected will be relevant to the research objectives. The types of data sources used in this research include primary data and secondary data. Primary data was obtained through interviews with informants selected using purposive sampling techniques. Secondary data was obtained through collecting documents and archives [11]. The data collection techniques used were interviews, observation and documentation. Interviews were conducted with relevant stakeholders, such as village heads, village officials and community users of the SIPRAJA application to gain a comprehensive perspective on the experiences and challenges faced in using the Sipraja application. Meanwhile, documentation was carried out to collect information regarding the use of the SIPRAJA application in village government, and observations were made to see firsthand how village government was run with the introduction of the SIPRAJA application. According to Miles and Huberman, this interactive model data analysis has 3 components, namely (1) data reduction, (2) data presentation, and (3) conclusion drawing/verification. The three main components contained in qualitative data analysis must be present in qualitative data analysis. Because the relationship between these three must continue to be compared to determine the direction of the content of the conclusion as the final result of the research [12].

Discussion

In the face of limited resources, it is important to carry out regular evaluations and adjustments. This is in line with research by Setiawan which shows that continuous evaluation can help in identifying deficiencies and formulating appropriate solutions [13]. In the context of SIPRAJA, evaluating the use of applications and their impact on public services will provide valuable insight to make necessary adjustments, both in terms of training, budget and infrastructure. Thus, the application of Machfud Siddiq's optimization theory in the context of the SIPRAJA application in Randegan Village shows that management of limited resources - whether human, financial or material - is a crucial aspect in achieving optimization of public services. Through a systematic approach and continuous evaluation, it is hoped that the SIPRAJA application can provide maximum

benefits for the community, increase transparency, and speed up the process of public services at the village level.

CONCLUSION

Fundamental Finding : This research concludes that the implementation of the SIPRAJA (People's Service Information System) application in Randegan Village, Sidoarjo Regency, faces significant barriers, including limited user understanding, inadequate technological infrastructure, low digital literacy, and issues of system integration. **Implication :** These findings suggest that although SIPRAJA holds the potential to improve efficiency, transparency, and accessibility in public services, its effectiveness remains constrained unless such challenges are systematically addressed through comprehensive strategies such as user training, technological support, and continuous evaluation. **Limitation :** The study is limited by its reliance on a qualitative descriptive approach, which restricts the ability to capture quantitative measures of user satisfaction and system efficiency, and its context-specific focus on Randegan Village, limiting the generalizability of the results to other regions with different community dynamics. **Future Research :** Further studies should employ quantitative methods to evaluate user satisfaction and efficiency metrics, conduct comparative analyses across multiple regions, and assess the impact of targeted interventions, including digital literacy initiatives and infrastructure improvements, to provide more robust insights for optimizing SIPRAJA implementation.

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