SALAMAN; The Innovation of Demography Services in Bandung City.

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Abstract. The purpose of this study is to examine the innovations by the government of Bandung City in providing demography services for the community. *Salaman* is an application made by the Bandung City Government to facilitate the community in demography administration. Through this application, we can complete all administrative we needs through our gadgets. But on the other hand there are still people who are constrained in using this application. This study uses a descriptive method with a qualitative approach. The research results show that the success of this application depends on the participation of the community in using it. There are still people who are reluctant to use this application due to a lack of understanding in its use.

1. Introduction

Public services are carried out in a series of activities that are simple, open, appropriate and affordable [11]. So, there is a need for innovation in public service. The polarization of economic capacity in society with the advent of technology in the 21st century makes innovation indispensable and unavoidable [8]. Electronic Government is shortened to e-government which is defined as the use of information communication technology (ICT) in the administration of government. E-government is a tool in improving the services carried out government apparatus. The successful use of e-government is highly dependent on those who use it [7]. Innovation in public services according to Halvorsen et al are (a) a new or improved service, (b) process innovation, (c) administrative innovation, (d) system innovation, (e) conceptual innovation, (f) radical change of rational [5].

There are reasearch about innovation in public service. The result of that reasearch shows the existence of public service innovation is expected to be significant toward staffing services in human resources development and human resources agency in Wajo Regency toward more systematic, integrity, fast, adaptive, commited and more professional [1]. Service innovation carried out by Kepulauan Riau Province in the form of information systems in performance management services, personnel services, integrated information systems, financial accountability and procurement of goods and services. This was done in the face of the industrial revolution 4.0 [6]. In Malang District, demography service innovation is carried out through the JEBOL ANDUK program. In this program, the apparatus comes directly to the community [9]. In Surakarta City, public services innovation through "Dukcapil dalam Genggaman" application. From 6 inovation typology there are 5 has done. Which are output innovation, operational, conseptual, policy, syatemik. And organizational innovation not done yet [2].

The service functions that government responsibility is Demography Services. According to *Peraturan Presiden* Number 96/2018 about Requirements and Procedures for Demography and Civil Registration, the procedures for demography services are the responsibility of *Dinas Kependudukan dan Catatan Sipil (Disdukcapil)* in Region Government [10]. In this regulation, it is explained that the demography service process must be adaptive and in accordance with the times by the applications of SIAK (*Sistem Informasi Administrasi Kependudukan*).

The Bandung City Government provides demography services under the Department of Demography and Civil Registration (*Disdukcapil*). Innovations made by *Disdukcapil* Bandung City in improving demography services through the use of information technology in online services. The innovation of demography service through this *Salaman* Application is an effort of the Bandung City Government in improving services to the community. However, the public still has not used this application much. There is still high public interest in using demography services manually compared to online services. The purpose of this study is to examine the innovations by the government of Bandung City in providing demography services for the community.

2. Method
The method used is a qualitative research method with a case study approach and descriptive analysis. Source of the data obtained is divided into primary and secondary data. Primary data is the type of data obtained directly from the sources used as research informants. Secondary data is data compiled from information literature, such as textbooks, journals, research results, reports and other documents. Sources of information in this research by assigning competent informants using purposive. The informan are aparatus *Disdukcapil* Bandung City and the people who access *Salaman* Aplication. Data collection techniques used are: the study of literature, observation and interviews. And data analysis techniques using three components of the analysis, namely data reduction, data presentation and conclusion.

3. Results and Discusion
The Bandung City Government provides demography services under the Department of Demography and Civil Registration (*Disdukcapil*). Innovations made by *Disdukcapil* Bandung City in improving demography services through the use of information technology in online services. First, the e-space service is intended for applicants for demography documents to retrieve the service queue number at the Disdukcapil Office. Second, the e-punten application, which is intended for reporting the arrival of new residents in Bandung. Third, *pemuda* (*Pemutakhiran Data Mandiri*), a website and mobile based service aimed at people who want to update their Family Card documents. Fourth, *Salaman* application (*Selesai Dalam Genggaman*), an online-based application in demography services. The innovation of demography service through this *Salaman* Application is an effort of the Bandung City Government in improving services to the community. The demography services contained in this application are online birth certificate services, online death certificate services, online services for children's identity cards, online services for population movement, *pemuda*, e-Punten. This application was initiated in 2018 and in early 2020 it was released and can be downloaded from the Google Play Store.

The results show that the Bandung City Government has made innovations in public services. Innovations in demography services through the *Salaman* application. This *Salaman* application is downloaded from the Google Play Store, and people can use it from smartphones. With this application, people will get online demography services. The following is a display of the login *Salaman* application (see Figure 1):
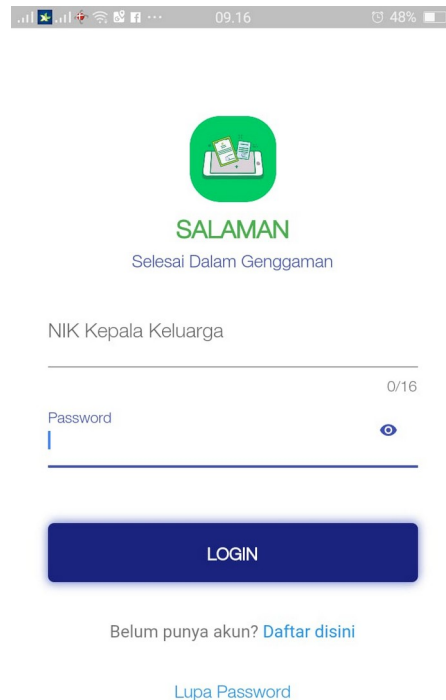
Figure 1. The Display of Log in *Salaman* Aplication
Source: research result (2020)

To enter the *Salaman* application, first register by entering the family number of the family head and filling in the password. After being registered, just log in directly by filling in the family number and password. After logging in, the following screen will appear (see Figure 3):

Figure 2. The Display of *Salaman* Aplication
Source: research result (2020)

From the picture above, you can see the facilities available in the *Salaman* application, which consist of :
Profile Facilities, containing data on the user's family head and family members. **Queuing Facility**, contains data on the number of queues for online submissions. This data is updated every 5 minutes. **Important Info**, containing information on how to take a death certificate, a birth certificate. **Printing of KTP-eL**. **Help**; contains information on new submissions, monitoring submissions, re-uploading files and printing demography documents. **Criticisms and suggestions**, containing input from users about the *Salaman* application service. **FAQ**, about frequently asked questions and answers. **Office info**, about the location (map) of the Bandung City *Disdukcapil* Office.

Demography services consist of birth certificate services, services for making birth certificate documents. Death Certificate Service, a service for making death certificate documents. Child Identity Card, a service for making child identity card documents. Migration of Population, application service for moving out of Bandung City and moving within Bandung City.

Through the *Salaman* application, people will get an online service process. The process of submitting services can be seen in the following Figure 3:
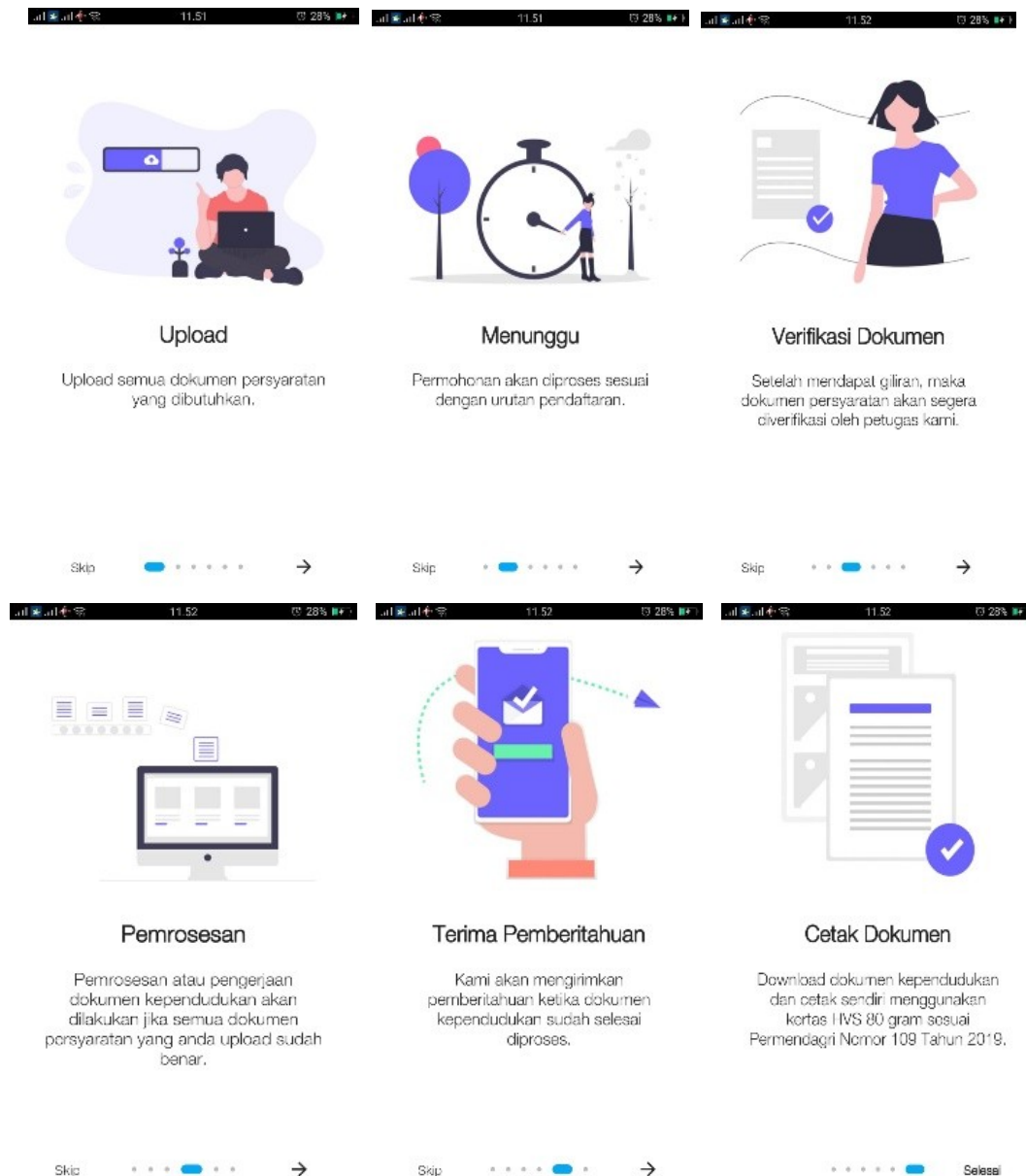
Figure 3. The Process of Sumitting *Salaman* Aplication
Source: research result (2020)

Based on the picture above, the service process consists of : After submitting the service, the next process is uploading the document, then the application will be processed in accordance with the registration sequence, then document verification, processing of the uploaded document, then notification when the document has been completed and finally print the document independently. According on the description above, it can be seen that the *Salaman* application service starts from uploading documents to printing documents independently. This proves that the services of the handshake application have been fulfilled online.

Innovation in public service is needed. As stated by Nurmalasari, et al [9] in their research show that the impact of implementing Jebol Anduk's innovation has reduced the accumulation of requests in the

Disdukcapil Office of Malang Regency and made completion of population documents faster. This is found in the innovation made by the Bandung City government with the *Salaman* application.

Based on the results of the study, it can be seen that the *Salaman* application has provided full online demography services. Starting from uploading documents to printing documents. This of course makes it easier for people to get demography services. The community can carry out the demography service process anywhere without having to come to the office. The demography services that exist in the *Salaman* application are very diverse. This is one of the advantages of the *Salaman* application. This *Salaman* application is one of the programs that supports the implementation of the Bandung Smart City program.

This *Salaman* application is an innovation in demography services in the city of Bandung. The community is required to be able to take advantage of this facility. But this is not easy. People have become accustomed to manual service. This change from manual to online requires collaboration between the community and the government so that the purpose of procuring this application can be maximally achieved. This is as found in research by Cantika et al. [3] that innovation carried out in the city of Semarang is influenced by external and internal factors of the organization. Such as vision and strategy, human resources, organizational culture, government policies and competition. In this study it was also found that the factor of community support in using this application will affect the success of this service.

Base on typology of public service innovation by Halvorsen et al [5]. Salaman including in process innovation. There have been changes in the process of providing demography services.

4. Conclusion

The *Salaman* application is an innovation made by the Bandung city government in demography services. The success of this application depends on society. Changing services manually to online demands changes in society. Community support in using this application greatly affects the success of this service.

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