

Online-Based Public Service Innovation at the Makassar City Civil Registry Office

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Abstract. *The goal of this study is to describe and evaluate how the Makassar City Civil Registry Office has improved public service. Data was gathered through observation, interviews, and documentation approaches as part of a descriptive qualitative methodology. There were seven witnesses from Makassar City's Department of Population and Civil Registry. Data analysis involves gathering data, reducing it, presenting it, confirming it, and drawing conclusions. triangulation-based data validation. The study's findings demonstrate that, first, changes in service activities have been driven by novelty, the impact of COVID-19 on Makassar City, and the government's social restriction policies, with a technology approach to support online services. Second, productivity at Dukcapil Makassar City through online service activities, each apparatus has been directed and supervised in order to maximize the service tasks it can perform for the community using technology. Third, effective online services at the Makassar City dukcapil can encourage community service projects and limit the spread of Covid-19. The drawback is that it is susceptible to information leaks and the community is still having trouble adjusting to new service trajectories. Fourth, Sustainable, in an effort to assist the Makassar City government's ambition of turning the city into a smart city, the population and civil registration service has established a strategy to enhance online services.*

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INTRODUCTION

The public service sector has encountered significant impediments, rendering offline operations unfeasible for an extended duration; thus, it necessitates the utilization of a network or online platforms. Consequently, to ensure the continuity of public services, numerous local governments are implementing innovations in public service delivery, enabling citizens to perceive a satisfactory level of service despite the transition to an online system (Helmi et al., 2024). The necessity for the advancement of public service innovation is also stipulated in Law Number 23 of 2014 concerning Regional Government, particularly in Articles 386-390, which delineate the requirement for innovation to enhance the performance of regional government administration.

The bureaucracy must possess the capability to enhance the utilization of technology, information, and communication across all aspects of the government sector. Numerous technological applications have been developed and their functionalities optimized to deliver superior service to the community (Sukmasetya & Widodo, 2024). The optimization of technology is not limited to public services; it is also implemented to facilitate the coordination of office meetings, assess employee performance, and engage in various activities that enhance the delivery of services to the community. Innovation is characterized as the process or outcome of the development and application of knowledge, skills, and experience aimed at creating or

enhancing new products (goods and services), processes, or systems that deliver added value (Rahmah, 2024).

According to Ramadhan (2024), innovation subsequently emerges as a strategic approach employed by the government to enhance the quality of public services in Indonesia. In light of the Indonesian government's commitment, there is a call for various sectors to implement reforms within the public bureaucracy. Align with research from Sundari (2024), the provision of public service has emerged as a matter of strategic significance. Public services are services rendered by the government as the administrators of the state for its citizens, aimed at addressing the needs of the community and enhancing the welfare of the populace (Putra et al., 2024).

This study will examine the innovations in public services implemented by the Makassar City Civil Registry Office during the COVID-19 pandemic. The shift from the new bureaucracy to the new normal represents an external influence that necessitates modifications within bureaucratic structures. In light of the Covid-19 pandemic, there is an expectation that the bureaucracy will promptly adjust and respond. Despite the existence of challenges stemming from local bureaucracy, including convoluted processes, delayed responses, and indecision, these factors contribute to inefficiencies in the provision of services to the community. This proposal aims to conduct a comparative analysis of the implementation of public service innovation in the context of the new normal era, which is intrinsically linked to both central and regional government operations and pertains to bureaucratic processes (Oktari, 2024).

The concept of innovation within the public sector is subject to varying interpretations among numerous expert perspectives. The concept of innovation is not exclusively associated with products; rather, it can manifest in the form of ideas, methods, or objects that individuals perceive as novel (Amanah et al., 2024). This innovation is regarded as a phenomenon that is entirely novel to the community. According to Harisman (2024) defines innovation as being intricately linked to new ideas that possess utility, characterized by their novelty and the necessity of providing value benefits. The contemporary nature of innovation holds little significance unless it is accompanied by the value of its utility and presence.

The Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 30 of 2014, which pertains to Guidelines for Public Service Innovation, delineates that Public Service Innovation constitutes a breakthrough in the realm of quality service (Sabanari et al., 2024). It is characterized by an original creative concept or an adaptation/modification that yields advantages for society, whether directly or indirectly. In other terms, public service innovation does not necessitate a novel invention; rather, it can represent a new approach that is contextual. This implies that innovation is not confined to the absence of existing ideas, as innovative practices can arise from the expansion or enhancement of pre-existing innovations. preexisting ones (Mohungo, 2024).

According to the guidelines for assessing the perception index of public service innovation published by the Public Service Innovation Center, State Administration Innovation Deputy, State Administration Agency (Balasubramanian., 2024), four dimensions are identified as indicators for evaluating public service innovation, specifically: (1) Novelty (new approach); Novelty (new approach) refers to the introduction of a distinctive concept, an innovative method for addressing issues, or a unique policy and design implementation, as well as modifications to existing public service innovations within the framework of public service administration.

Indicators utilized for the assessment of novelty may manifest as enhancements, as outlined below: (a) Service enhancements: indicating advancements in the delivery of services compared to prior conditions; (b) Service uniqueness: indicating the distinctiveness in the delivery of services; (c) New types of services: signifying the introduction of novel services offered to the community; Public service officers are consistently available to provide assistance when individuals require services. (d) Service information: indicating that information regarding public services can be accessed with ease, clarity, precision, and accountability; (e) Service requirements: indicating that the prerequisites for acquiring services are relatively

straightforward; (f) Service process: indicating that the public service process is characterized by simplicity and conciseness; and (g) Service information technology: indicating that public services are underpinned by sufficient information technology resources; (2) Productive; Productive refers to a program or activity designed for the implementation of public service innovations that can yield measurable enhancements in public service delivery.

Indicators utilized for the assessment of productivity in public service innovations may manifest as enhancements in the following manner: (a) Service delivery refers to the provision of services by public service officers in a manner that is timely, accurate, and precise. Service products refer to offerings that have successfully addressed specific needs. (b) Service standard: refers to the provision of services that aligns with established criteria. (c) Quality of service: this refers to the extent to which the public services rendered meet the anticipated standards of quality; and (d) Service transparency: indicating that the public is able to monitor the process of public services through various online channels, including phone, SMS, fax, internet, and social media; (3) The concept of impact refers to the provision of benefits that contribute to the enhancement or alteration of existing conditions, serving as a leverage point for the acceleration of improvements in the quality of public services.

Indicators utilized for the assessment of the impact of public service innovation may take the following forms: (a) Problem solving: indicating that innovative methods of service provision can be adapted to address current issues; Service suitability refers to an innovative approach to delivering services that aligns with anticipated needs. The availability of services in an inclusive manner refers to the provision of public service facilities and infrastructure that adequately address the diverse needs of various community groups, including considerations of age, gender, education, special needs, and economic conditions; (b) Integrated services: indicating the presence of integrated and/or centralized public services; (4) Sustainability refers to the assurance that innovations in public service are perpetually maintained, implemented, and developed through the support of programs and budgets, organizational tasks and functions, in addition to relevant laws and legislation.

Indicators for assessing the sustainability of public service innovation may take the following forms: (a) Consistency of services: indicating that there exists a uniformity and stability in the innovative methods of service delivery; (b) Enhancement of service improvement: signifying that there is an ongoing process of refining and advancing service enhancement. (c) Public complaints: indicating that public complaints are addressed promptly; and (d) Responses to complaints: signifying that service providers implement suitable modifications in response to complaints.

Innovation, characterized by such attributes, represents a novel approach to supplanting traditional methods of execution or production (Shakelly et al., 2024). Nevertheless, innovation possesses a geophysical dimension that situates it in a novel context, while it may simultaneously represent something familiar and commonplace in a different locale (Rakshit & Gaur, 2024). The attributes of innovation within the public sector exhibit notable distinctions when compared to those found in the business sector (Megawati et al., 2024). The characteristics of innovation attributes as delineated by Rogers were employed as a unit of analysis to examine service innovation within the Makassar City Population and Civil Registry Service Office.

According to Permatasari (2024), the emergence of existing innovations is not a spontaneous occurrence; rather, it is the result of various stages and underlying factors that contribute to their development. The implementation of innovation is aimed at attaining high standards of service quality. As articulated by Tjiptono in the work of De (2024), quality is characterized as a dynamic condition that pertains to products, services, individuals, processes, and the environment, which fulfills or surpasses expectations.

Within the framework of public service, it is posited that the primary focus is on prioritizing the public interest, facilitating public affairs, expediting the implementation of public initiatives, and ensuring satisfaction among the populace. In accordance with this, Dwi & Sufianti (2024),

posits that public service constitutes the provision of services that address the needs of individuals or communities with an interest in the organization, in alignment with established procedures. Services should be acquired in a manner that is equitable and devoid of complaints, insinuations, or any form of verbal manipulation that may result in requests for justification from governmental institutions or public organizations, as well as for welfare purposes (Omulo, 2024).

For instance, if one seeks expedited service, the work unit is provided with a form of compensation in exchange for obtaining satisfactory service, which, in turn, contributes to the mitigation of deviations indirectly. Satisfaction constitutes a favorable response from customers, as evidenced by indicators such as feelings of pleasure and the fulfillment of expectations regarding performance and service (Yusuf, 2024). As stated by Fanggidae (2024), satisfaction is defined as the degree of feeling experienced subsequent to the comparison of perceived performance or results with established expectations. Community satisfaction refers to the perception of the community regarding the services provided by public service delivery mechanisms, assessed through a comparison of their expectations and needs (Oktaviawati et al., 2024).

All services rendered are consistently directed towards the objective of ensuring satisfaction within the community. According to Saputri (2024), an individual's satisfaction can be assessed through the degree of acceptance of the services received. The indicators of satisfaction are delineated as follows: (1) Satisfaction or dissatisfaction with the treatment or service that has been received or provided; (2) Express dissatisfaction or anticipate the receipt of treatment that is expected or required; (3) Refrain from endorsing or legitimizing any matters pertaining to their interests; (4) The desire to satisfy the needs and wants associated with the diverse services rendered.

The four indicators may differ based on the nature of the services rendered; (5) Innovation within public institutions can be delineated as the process of applying new ideas into practice, characterized by substantial changes that are enduring and of a broad scope, thereby ensuring that the implementation process significantly influences alterations in organizational structure and governance. Organizational relations. Asserts that effective service innovation encompasses an individual's capacity to deliver services that meet established standards of customer satisfaction (Adawiyah, 2024).

METHODS

Based on the nature of the data, the research methodology employed in this study is characterized as a qualitative approach, specifically utilizing a descriptive research framework. The study's informants comprised seven individuals, including members of the Makassar City population, personnel from the civil registration service, the Head of Rappoccini Sub-District, and representatives from the community. The methodologies for data collection encompass observation, interviews, and documentation. Verifying the validity of a study's findings is of paramount importance, as it constitutes the initial step in ensuring the accuracy of data analysis. This is applicable to all forms of research, encompassing both qualitative and quantitative methodologies, albeit under distinct terminologies. In quantitative research, the validity of the findings is more accurately referred to as the validity and reliability of the data. In qualitative research, it is imperative to assess the validity of the findings from the onset of data collection. To ensure the accuracy of the data, it is essential to implement a method for verifying the validity of the data in qualitative research. In this instance, the author perceives the necessity to verify the validity of the data. The methodologies employed by the authors enhance the persistence of observations and facilitate the triangulation of sources.

RESULTS AND DISCUSSION

Makassar is recognized as one of the metropolitan cities in Indonesia and serves as the capital of the province of South Sulawesi. From 1971 to 1999, it was referred to as Ujung Pandang. Makassar City ranks as the fourth largest city in Indonesia and is recognized as the largest city in

Eastern Indonesia. The administrative structure of the city of Makassar is organized into 15 sub-districts and 153 additional subdivisions, encompassing a total area of 175.77 square kilometers. Makassar City is characterized by a lowland topography, situated at an elevation ranging from 0 to 25 meters above sea level. The geographical boundaries of the city are defined as follows: to the west, it is bordered by the Makassar Strait; to the south, by Gowa Regency and Takalar Regency; to the east, by Maros Regency; and to the north, also by Maros Regency. The designated research location is situated at Jalan Sultan Alauddin No. 295, Gunung Sari Village, Rappocini District, Makassar City. Adjacent to the health office located within the Makassar City Population and Civil Registry Office.

The Population and Civil Registry Service of Makassar City constitutes a governmental agency within the jurisdiction of Makassar City, tasked with the administration of population and civil registry services as a functional component of the Ministry of Home Affairs. The Vision of the Makassar City Population and Civil Registry Service is "Makassar Towards the Type of Ownership of Population Documents and Civil Registry in 2026." The objective of the Makassar City Population and Civil Registry Office is delineated as follows: (1) Carrying out Integrated Administration of Population Registration and Civil Registration through SIAK; (2) Improving Population Database Management in a sustainable manner; (3) Increasing professional resources in a sustainable manner; (4) Adding and Developing SIAK Facilities and Infrastructure in a Sustainable manner; (5) Increasing the intensity of policy review and control of population administration and civil registration; (6) Increase the intensity of coordination and synchronization with related agencies in carrying out tasks.

The amendment to Law Number 23 of 2006 concerning Population Administration, as enacted by Law Number 24 of 2013 and approved by the DPR RI on November 26, 2013, constitutes a significant alteration in the domain of population administration. The primary objective of amending the legislation is to enhance the efficacy of Population Administration services provided to the public, ensure the precision of Population data, and maintain the distinctiveness of the National Identity Number (NIK) as well as the uniqueness of Population documents.

Novelty

Innovation in public services may be understood as the development of new programs, as well as the enhancement of the effectiveness, efficiency, and accountability of public services, which arise from novel approaches, methodologies, and tools in community service (Hamim et al., 2024). The execution of services at the Makassar City Dukcapil office during the new normal era involved the implementation of various modifications to the service delivery process. The utilization of telecommunications equipment serves as a significant method for enhancing service activities.

Innovation is frequently linked to the emergence of novel elements within human existence; however, the fundamental nature of innovation lies in the evolution of concepts derived from previously implemented practices. Regarding administrative matters, the community traditionally needed to visit the office to address these activities manually. However, with recent developments, the community is now able to perform these tasks efficiently through an application provided by the government.

The online service system represents a method of delivering services in the context of the new normal era, aimed at mitigating the transmission of Covid-19. Consequently, the community is capable of addressing all their needs independently, without the necessity of visiting the Makassar City Dukcapil office.



Image 1 Display of the Dukcapil Makassar City Website

Source: Makassar Population and Civil Registry Service 2023

The quality of public services, particularly in the realm of population administration, must be adequately ensured. In achieving this quality, it is incumbent upon the government to supervise the implementation process to ensure that the civil rights of the populace are appropriately upheld. Population documents are required for all individuals in Indonesia. Consequently, it is imperative for the government to act swiftly and effectively in addressing these challenges by seeking innovative solutions to adequately serve the community once more.

The ongoing increase in the spread of Covid-19 in Makassar City has necessitated the implementation of more stringent health protocols. The involvement of the government is essential for fostering innovation to effectively serve the community. Consequently, a majority of service activities are conducted in an online format, which includes enhancing public awareness concerning novel approaches to service activities.

Public service innovation represents a transformative approach to public services aimed at achieving solutions that enhance service quality, thereby aligning more closely with the expectations of the populace. The emergence of bureaucratic reform presents a challenge for each government agency to achieve good governance by implementing changes that enhance service delivery patterns. The government has a responsibility to ensure the fulfillment of citizens' rights, which encompasses the provision of high-quality services. Nevertheless, there exists a propensity for services to be conducted in a manner that lacks engagement, leading to the perception that they merely fulfill obligations deemed as routine tasks.

It is imperative that the community of Makassar City becomes acquainted with the newly established service patterns instituted by the government. This represents an initiative aimed at addressing the growing prevalence of Covid-19. Despite the general awareness of gadget usage among the majority of residents in Makassar City, there remains a subset of individuals who lack comprehension of the online service process.

In light of the findings derived from the author's field observations concerning indicators of novelty in Public Service Innovation during the New Normal Era at the Makassar City Civil Registry Office, it is evident that various new service forms have been instituted as a measure to mitigate the spread of Covid-19. The service activities at the Makassar City Dukcapil Office are conducted through online or network-based platforms. Individuals involved in the administration of population management are required to access the website dukcapil.makassarkota.go.id. The online service activities are conducted from 08:00 to 14:00

WITA. A number of operators designated to address the requirements of the community have been established, which have been categorized into three online service counters.

Productive

Productivity constitutes a significant factor in determining the advancement and regression of an organization, indicating that an enhancement in productivity correlates with an improvement in the welfare and quality of the company. Consequently, it is essential to conduct a measurement within the organization that seeks to ascertain the productivity benchmarks that have been attained and serve as the foundation for future productivity enhancement planning (Supratikta et al., 2024). The implementation of online population service activities by the Makassar City Dukcapil represents an innovative approach aimed at mitigating the spread of Covid-19. This phase is reported to be functioning at an optimal level for both the operational framework and the community to ensure the provision of services.

The various dimensions of human resources within a company or institution are critical, serving as a key indicator of employee productivity. It is understood that a high or favorable quality of human resources correlates positively with enhanced levels of employee productivity within the organization. Increases, and conversely if the quality of human resources is inadequate or deficient, it will be challenging to enhance employee productivity. Consequently, for any institution aspiring to achieve success in its operations, it is imperative to enhance its focus on the dimensions of human resources, with the objective of ensuring that expectations and goals are met.

Public service activities conducted by the apparatus are essential for addressing the various needs of the community, which includes the acquisition of population data. Consequently, each innovation developed by the Makassar City Dukcapil is guided by a vision aimed at enhancing service delivery and effectively addressing the diverse needs of the residents of Makassar City. Productivity serves as an indicator of the degree to which an activity successfully attains the established quantity and quality objectives. Consequently, it is essential for the proprietors of both private and public institutions to offer incentives that encourage their employees to achieve elevated levels of productivity.

To enhance the productivity of public services through the integration of contemporary changes, it is essential to consider four key factors in the context of evaluating the delivery of public services in the digital age, namely: (1) Re-identify business processes that are relevant to the government's main objectives; (2) Strive for services provided to the public in real time/instant and informed to the public (clarity and certainty of services); (3) Develop digital devices that support employee mobility so as to facilitate all activities and collaboration between employees in providing services to the community; (4) Develop/modify business processes in response to changes in behavior and community needs in the digital era.

Public service encompasses a range of activities aimed at meeting the service needs of all citizens and residents, in compliance with statutory regulations, pertaining to goods, services, or administrative services, as delineated in Law No. 25 of 2009 regarding Public Services. Therefore, the government was formed among others to advance the general welfare and educate the life of the nation. This indicates that the state has a responsibility to fulfill the needs of each citizen through a governmental framework that facilitates the provision of high-quality public service delivery, thereby addressing the fundamental needs and civil rights of all individuals concerning public goods, public services, and administrative services.

The productivity of services conducted by the Makassar City government apparatus is intrinsically linked to the execution of efficient service delivery and the generation of products that adequately meet public needs. In this context, the condition of the apparatus executing the service is rendered more favorable due to the absence of disturbances caused by a substantial number of individuals waiting in line.

Submission of Population Services	Makassar Civil Registry Complaint	Complaint Hotline Number
<ol style="list-style-type: none"> 1) Visit the official website of the Makassar Civil Registry Service at dukcapil.makassar.go.id 2) Select a service, then click "Online Services" 3) Then click the menu above the welcome greeting. 4) Select the type of service 5) Then fill in the personal data 6) Upload the required files in the form of JPEG, JPG, PNG, BMP image files. Maximum file size is 2MB. 7) When finished click send 8) Always monitor service progress on the "View Service Progress" menu in the menu section. 	<p>Complaints regarding population and civil registration data issues with the Makassar Dukcapil Office can be reported via the available Whatsapp (WA) hotline. The Makassar Dukcapil Office provides three complaint hotlines. The public can convey their problems via chat on the available WA number.</p>	<ol style="list-style-type: none"> 1) The population service sector can call the WA number 081287271887. This field covers issues related to KTP, transfer documents, family cards, and other residence documents. 2) The civil registration service sector can contact the WA number 081245928751. This field covers issues of birth, death and marriage certificates. 3) In the field of changing quotations II and activating data, you can call the WA number 081247857878. This field covers issues of differences in population data that need to be adjusted, such as addresses, places of birth, and so on.

Source: Makassar Population and Civil Registry Service 2023

Quality services are inherently delivered by officials who demonstrate high performance through the enhancement of effectiveness, efficiency, professionalism, and accountability within the service itself. The professionalism of performance is founded upon the competencies and interpersonal skills of the personnel involved. Consequently, the measure of community satisfaction serves as a standard for evaluating the effectiveness of government service provision.

The activities associated with online services facilitate the public's ability to process population documents with ease. Furthermore, the community asserts that, in addition to not incurring costs for office services, online services also facilitate the clarification of the documents required for effective population administration management.

The findings derived from the author's field observations concerning productive indicators in Public Service Innovation during the New Normal Era at the Makassar City Civil Registry Office indicate that online services have the potential to decrease service costs, while simultaneously enhancing the clarity of information access for the public. Furthermore, the apparatus responsible for coordinating all forms of community needs can be executed more efficiently due to the availability of attached documents, thereby eliminating the necessity for operators to sort through files. Based on this premise, it is perceived that online service activities exhibit greater productivity compared to direct service delivery.

Impact

Since early March 2020, a range of policies has been promulgated by both central and regional governmental authorities. The initial measures included the imposition of restrictions on social interactions, commonly referred to as social distancing, the recommendation for the majority of the State Civil Apparatus (ASN) to engage in remote work, the suspension of religious activities, and the advisement for individuals to remain at home while minimizing economic activities conducted outside the household. The policy is characterized by commendable intentions; however, it carries a significant risk regarding its potential impact.

The limitation of services by numerous public service delivery agencies, alongside the initiation of online services and the elimination of temporary services, represents a phenomenon that necessitates further examination. The Covid-19 pandemic has exerted a significant influence on social activities within communities. The framework for the provision of public services by the Makassar City government incorporates the regulations set forth by Kemenpan-RB, particularly in the implementation of health protocols across all service activities. The Dukcapil City of Makassar has developed an innovative online service program that has a consequential effect on the public's access to services.

A political entity, such as a state, necessitates a response from its citizens. Should the state persist in its requests for information, the preservation of individuals' privacy will become progressively more challenging. This presents a dilemma; on one hand, data collected from the public is utilized to develop activities within the country, while on the other hand, other nations are obligated to respect the privacy rights of their citizens. Increased public access to websites may create opportunities for cyber crimes that could compromise the integrity of ICT systems within e-government frameworks.

The activities associated with online services are anticipated to positively influence the establishment of public service initiatives. Nonetheless, a representative from the Dukcapil office in Makassar City has indicated that the implementation of online services necessitates increased vigilance on the part of the government to guard against potential hacking incidents or data breaches that may be exploited by individuals acting irresponsibly. The government must also allocate additional resources for data backup and application development. While government information and technology utilized for political purposes may incur lower expenses compared to conventional methods, the initial investment in infrastructure and skilled technicians can be significantly high.

It is necessary to acknowledge that not all individuals possess technological literacy. Individuals residing in inland areas may encounter challenges in accessing websites, blogs, or streaming videos pertaining to Indonesian politics. The swift advancement of technology necessitates the concurrent enhancement of public knowledge. The online services implemented by the Makassar City government to enhance population services have not achieved optimal functionality, as a significant number of residents in Makassar remain unaware of the utilization of the government-issued websites.

The development of Information and Communication Technology within the context of government, commonly referred to as E-Government, facilitates enhanced public access to governmental policies, thereby ensuring the effective implementation of programs organized by the government. E-Government has the potential to enhance governmental efficiency and to facilitate improved communication between governmental entities and the business and industrial sectors. Communities have the capacity to offer feedback on governmental policies in order to enhance the efficacy of government operations.

For the residents of Makassar City, online services not only mitigate the effects of the Covid-19 pandemic but also facilitate the management of administrative documents for the community. Individuals have the capability to upload information and access services at any location and at any time. According to the findings derived from the author's observations concerning impact indicators in Public Service Innovation during the New Normal Era at the Makassar City Civil Registry Office, it is evident that service activities conducted online or through digital networks exhibit both positive and negative effects.

While online services have the potential to alleviate the financial burden on the public, it remains imperative for the government to enhance website security measures to prevent incidents of data theft. The public also demonstrates a better understanding of the clarity of information documents. Nevertheless, a significant number of residents in Makassar City lack an understanding of technology, which impedes the overall effectiveness of the implementation.

Sustainable

The enhancement of public service quality constitutes a systematic endeavor aimed at advancing the standards and innovative practices within each governmental agency, aligning them with the needs and expectations of the community on a continual basis. One of the objectives of policy formulation is to transform the perception and representation of public services, which have historically been characterized as convoluted, wasteful, and time-consuming. Consequently, the establishment of standardized protocols is anticipated to enhance stakeholder satisfaction regarding the services rendered by the government.

The utilization of technological media in enhancing service activities at the Makassar City Dukcapil office is subject to ongoing evaluation to ascertain the strengths and weaknesses of online service programs. The aspiration of the apparatus to enhance online services necessitates the backing of human resources and capital to elevate the quality of the website.

In conjunction with the progressively advanced technological developments, it is appropriate for the government to implement these technological innovations to enhance the provision of public services, thereby creating advantages for stakeholders. One of the additional aspects that should be taken into account by the government in its endeavors to enhance public services is the augmentation of facilities that bolster the quality of these services. The absence of comprehensive facilities will impede the provision of public services to stakeholders.

The online service program is an essential component that requires enhancement to effectively support the initiatives of Makassar city. The enhancement of services constitutes a significant topic of discussion that is addressed from the RT/RW level to the municipal government. In the context of services provided by Dukcapil, it is imperative that all population identities be integrated into an online system as big data. This integration aims to facilitate the public's ability to manage various administrative tasks efficiently.

According to Yumna (2024), the implementation of public services for stakeholders is expedited through government policies that establish minimum service standards. These policies also seek to enhance the types of services offered, ensuring transparency and accountability to stakeholders. This policy aims to mitigate deviant behaviors exhibited by government officials in the provision of services. The subsequent step to enhance public services involves the formulation of policies that facilitate the enhancement of service quality for the public. The issuance of a policy aimed at enhancing public services is anticipated to further promote the development of quality services that are effective, efficient, and accountable.

The residents of Makassar City aspire to an enhancement in public services that is characterized not only by its accessibility at no cost but also by its efficiency and promptness. This underscores the necessity of enhancing online services, as it constitutes a critical step toward the provision of exemplary service to the community. It is imperative that both policymakers and the public enhance their adaptation to the utilization of information technology in the enhancement of public services.

The provision of quality public services for citizens constitutes a fundamental obligation of the government. The Covid-19 pandemic served as a catalyst for the examination and enhancement of information technology in the execution of public services, particularly in the realm of e-government. E-government represents a significant component of the information technologies utilized by the Indonesian government in the execution of public services. In response to the evolving landscape of global information technology, the Indonesian government has enhanced its efforts to engage in the development of a digital system designed to support and streamline governmental operations in the future.

The implementation of e-government-based public services has the potential to enhance communication between the public and governmental entities. The online service provided by the Makassar City Dukcapil facilitates the public's ability to submit complaints concerning population documents.

According to the findings derived from the author's field observations concerning sustainable indicators in Public Service Innovation during the New Normal Era at the Makassar City Civil Registry Office, the implementation of online service activities constitutes a critical requirement for enhancing public services. The implementation of community needs assessments that are integrated with population data will be facilitated by conducting these processes online. The implementation of online services represents an initiative to advance the vision of the city government in establishing a smart city

CONCLUSION

Novelty, the impact of covid-19 in Makassar City and the government's social restriction policy have prompted changes in service activities in a new direction with a technological approach to support online services. Productivity, through online service activities at Dukcapil Makassar City, each apparatus has been directed and guided so that they can provide maximum service activities to the community through a technological approach. With a positive impact, online services at the Makassar City dukcapil can facilitate service activities to the community and minimize the spread of Covid-19. However, the negative impact is that it is vulnerable to leakage of public information and the community is still lacking in adapting to new service patterns. Ongoing, the Makassar City population and civil registration service has developed a strategy to improve online services to continue updating and improving services as an effort to support the Makassar City government's vision of becoming a smart city

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