

# Effectiveness of the Jemput Bola Program at the Population and Civil Registration Service of Jeneponto Regency

Muh. Ilham Adhythama Maharani<sup>1</sup>, Badu Ahmad<sup>2</sup>

<sup>1,2</sup>Public Administration, Universitas Hasanuddin, Makassar, Indonesia

**Abstract:** The Integrated Pickup Program is a public service innovation carried out by the Jeneponto Regency Population and Civil Registry Office as an effort to accelerate services in order to reach all people of Jeneponto Regency to get easy and fast services to take care of population document ownership. The target of this Integrated Pickup Program is all villages in Jeneponto Regency, the main focus of this Integrated Pickup Program is villages that still have a low percentage of population document ownership. The research method in this study uses a qualitative approach that explains objects according to the facts that occur in the field, this type of research uses a descriptive type that shows a picture of what happens in the field based on facts in the field. In addition, the purpose of the Integrated Pickup Program is to provide knowledge about the importance of recording population events. With this, the purpose of this study is to determine how effective the Integrated Pickup Program is which is analyzed using Duncan's effectiveness theory quoted by Richard M. Steers (1985:53) which includes, 1) achievement of goals, 2) integration, 3) adaptation.

**Keywords:** Ball Pickup; Civil Registration; Public Service

## 1. Introduction

Effectiveness is the success in achieving predetermined goals. Ratminto (Adawia et al., 2022) believes that effectiveness is the achievement of a predetermined goal, whether in the form of a target, long-term goal or organizational mission (Fathurrochman, Adilah, Anjriyani, & Prasetya, 2022). Effectiveness of service can be achieved maximally if the objectives or planning until its implementation runs according to what has been previously determined. Service is the main task for state apparatus as state servants and public servants. This task has been clearly outlined in the opening of the 1945 Constitution, paragraph four, which includes four aspects of the apparatus' main service to the public, which reads: Protecting the entire nation and all of Indonesia's homeland, advancing public welfare and educating the nation's life. The strategic role of government will be supported by the ability of government apparatus to carry out their duties and functions (AS Putri, Febriyanti, & Amaliatulwalidain, 2022).

One of the major challenges faced by the government is the ability to carry out activities effectively and efficiently, because so far government officials have been identical with convoluted performance full of corruption, collusion and nepotism and there are no definite standards. The existence of the effectiveness of public services is assumed to be due to the influence of the level of work discipline of government officials (Rizali, 2013). Public services are basically activities carried out by public service providers as an

### Correspondence:

Name Corespon Muh. Ilham Adhythama Maharani

Email Corespon: muhilhamadhythamamaharani24@gmail.com

Received: Nov 24, 2024;

Revised: Dec 4, 2024;

Accepted: Dec 19, 2024;

Published: Dec 30, 2024;



**Copyright:** © 20xx by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0) license (<https://creativecommons.org/licenses/by-nc/4.0/>).

effort to fulfill the needs of recipients and implement provisions of laws and regulations (Riani, 2021). The implementation of public services is a government step to be able to fulfill all basic needs and civil rights for all citizens, which includes services in the form of goods, services, and administrative services carried out by public service implementers. The definition of public services can be interpreted as all forms of services, in the form of goods or public services that are the responsibility of the government as the implementer of public services (Ascarya & Hertati, 2024).

It is important to keep public services functioning well because this is a key factor in providing optimal services and supporting quality development (Tasyah et al., 2021). Law Number 25 of 2009 concerning public services in article 5 states that the scope of public services includes public goods and public services as well as administrative services regulated by laws and regulations. Public services can also be one of the measures to assess the quality of government administration in carrying out their duties and functions (Sipayung & Wahyudi, 2022).

One of the crucial forms of public service is population administration service. This service includes civil registration such as making Population Identity Cards (KTP), Family Cards (KK), birth certificates, death certificates, and other population documents (Ramadhina & Coal, 2024). Population administration services play an important role in ensuring the identity and legal status of citizens, which in turn supports public access to various other public services, including education, health, and social security. The form of professionalism in population administration services can be carried out by organizing, recording and distributing population documents with full responsibility and ensuring the confidentiality and security of data on every population event (Safna, Azra, Subowo, & Herawati, nd).

In order for population administration services to run well and in accordance with the needs of the community, it is necessary to improve the quality of public services, based on the Regulation of the Minister of Home Affairs of the Republic of Indonesia Number 19 of 2018 concerning Improving the Quality of Population Administration Services in Article 2 which states that improving the quality of population administration services can be done through integrated services and/or outreach. JEBOL or Jemput Bola is one of the innovations that is a form of increasing the scope of ownership of population documents and civil registration, as well as to improve the quality of public services (Marfiati & Reviandani, 2023). Outreach services include services for the disabled and sick, birth services (family cards, birth certificates, child identity cards), special services for people affected by disasters. The target of the JEBOL program implementation is to cover communities in villages/sub-districts, schools, and PKM (Community Health Centers) that have a low percentage of ownership of population documents and civil registration compared to the standards that should be achieved. ("Various Innovations in DISDUKCAPIL Services," 2024).

Jenepono Regency is a regency with a large population, namely 420,123 residents ("BPS Jenepono Regency Population 2021-2023," 2023). It has become the duty of the population and civil registration service of Jenepono Regency to provide population administration services. By prioritizing effectiveness, outreach services are an innovative solution in improving the quality of public services, especially in reaching people who have limited access to government administration services, such as in remote areas, vulnerable communities, or groups with disabilities. This service not only ensures the completion of population documents quickly and accurately, but also provides a friendly, professional, and appropriate service experience. The effectiveness of this service is reflected in the government's ability to utilize resources efficiently, expand the scope of services, and increase public satisfaction through a more personal and inclusive approach (Hariyoko, Jehaut, & Susiantoro, 2021).

In the implementation of the outreach program, it is based on the complexity of population problems, such as the still low level of public understanding and awareness of the benefits and uses of population administration. Lack of understanding of the importance of documents can be caused by minimal information available or difficult access to administrative services in remote areas. In addition, the lack of extensive and effective education programs is also a major factor. As a result, many individuals do not fully understand that having valid population documents is their right and also affects their access to public services, health, education, and economic opportunities (Population and Civil Registration Service, Jeneponto Regency, 2023).

The Pick-up Service (JEBOL) carried out by the Population and Civil Registration Service of Jeneponto Regency, one of which is recording Electronic Population Card Ownership. Through the pick-up program, it is hoped that it will be able to reach people who do not yet have population administration documents. To increase the number of KTP-El ownership for people who have not been reached, the effectiveness of the pick-up program is needed to be in accordance with the objectives and duties of the Population and Civil Registration Service of Jeneponto Regency.

Previous research related to the effectiveness of e-KTP services conducted by Hardianto et al., (2021) explains that the electronic ID card program aims at the effectiveness and efficiency of public services and minimizing illegal immigrants entering the country, in addition to the creation of e-ID cards also plays a role in the continued process, namely data collection by the government and the provision of public services or general services so as to realize the creation of an accurate and credible database. In the study Adawia et al., (2022) entitled Effectiveness of the Jemput Bola (JEBOL) Program of the Population and Civil Registration Service in optimizing population services in Muna Regency. The results of the study indicate that the E-KTP service intended for the community in Muna Regency must be based on targets or targets such as people with special needs, the elderly, and people who have met the requirements for recording E-KTP. In order to increase the effectiveness of the jemput bola program, program socialization was carried out by the implementing team at the location that had been determined for the Jemput Bola service. Monitoring of this program was carried out directly by the implementing team and indirect monitoring by means of data evaluation by the Head of the Population and Civil Registration Service of Muna Regency.

Based on previous research related to the effectiveness of the outreach program in electronic ID card services, it should have a good impact in reaching people who do not yet have population administration data. Electronic ID cards are very useful as a lifelong and national identity identity so that they can prevent duplicate ID cards or identity forgery and can create an accurate and precise population database. However, in carrying out public services in general, many problems are still encountered such as expensive public service costs, complicated processes, difficult access, minimal information and documents and the continued practice of illegal levies (Imelda Hutasoit & Joel Dion Cius Lumban Gaol, 2023). Seeing the existing problems related to the outreach program, especially in electronic ID card services, service effectiveness is needed to be able to achieve the goals and maximize the implementation of the outreach program in order to realize the credibility of population administration data.

Effectiveness is a level of success produced by a person or organization in a certain way according to the goals to be achieved. In other words, the more plans are successfully achieved, the more effective an activity is considered. Program effectiveness is an assessment or measurement of the extent to which activities in programs that have been carried out can achieve the initial goals of the program. The success of a program can be seen in the effectiveness of achieving goals that have been previously planned by the related organization.

According to Gibson (in Gilbert Johanis Siby et al., 2024), effectiveness is an assessment made in relation to the performance of individuals, groups, and organizations. The closer their performance is to the expected performance (standard), the more effective they are considered. In line with Pasolong's opinion (in Princess, 2023), effectiveness basically comes from the word "effect" and is used in this term in a cause and effect relationship. According to him, effectiveness can be seen as a cause of other variables. Effectiveness means that previously planned goals can be achieved or in other words, targets are achieved because of the process of activities. Further explained by Wiyono (in Lestari & Kesuma, 2023), states that effectiveness is an activity that is carried out and has an impact and results as expected, if a job can be completed according to plan, both in terms of time, cost, and quality, then it can be said to be effective. From the opinions of the experts above, it can be concluded that effectiveness is something that is done according to plan and achieves the desired goals.

Efficiency measurement can be done to determine whether the service program achieves its goals. There are 4 criteria used to measure effectiveness according to Primanda (in Adawia et al., 2022) among others: 1) Determination of program targets, namely how clients align programs with predetermined goals. 2) Program socialization, namely the ability of program organizers to socialize so that information on program implementation is conveyed to the community. 3) Program objectives, namely the extent to which the characteristics of program objectives have been achieved previously and program performance has been achieved 4) Monitoring, namely activities carried out after program results are given to clients as a form of care. According to Campbell (in Priohutomo & Atmojo, 2020) In measuring the level of effectiveness of a program, activity or organization, there are several measurements that stand out, including the following: a) Program success b) Target success c) Satisfaction with the program d) Input and output levels e) Achievement of overall goals.

## **2. Materials and Methods**

The research method in this study uses a qualitative approach that explains objects according to the facts that occur in the field, in order to make it easier for researchers to obtain objective data. This type of research uses a descriptive type that shows a picture of what happens in the field based on the facts in the field (Ascarya & Hertati, 2024). According to Bogdan and Taylor, as quoted by (Gilbert Johanis Siby et al., 2024), qualitative research produces descriptive data in the form of written or spoken words from people and observed behavior.

Data sources in the study used primary and secondary data. Data collection techniques used several techniques including observation, interviews and documentation. The observation technique was carried out by researchers directly observing the Integrated Jemput Bola Program in order to be able to explain the situation in the field. The interview technique was carried out to obtain valid information related to the Integrated Jemput Bola program.

## **3. Results and Discussion**

Based on the descriptions that have been put forward by experts and previous research related to the urgency of effectiveness in improving quality and achieving goals, this research will analyze how the outreach program, especially electronic ID card services, is carried out at the Population and Civil Registration Office of Jenepono Regency. Based on the theory put forward by Duncan in Richard M. Steers (1985:53), effectiveness is measured by considering indicators, goal achievement, integration and adaptation. As follows:

### 3.1 Goal Achievement

The purpose of implementing the outreach program, especially the procurement of electronic ID cards, is to increase the number of electronic ID card recordings and provide space for residents who have not recorded so that the public can directly access services without coming directly to the DISDUK CAPIL office. By participating in this program, the public can get convenience in obtaining population documents, especially electronic ID cards because they are printed directly on the spot. The target of the outreach program for recording electronic ID cards is residents aged 17 years and over who have never recorded an electronic ID card.

The results of the interview conducted with the population and civil registration office of Jeneponto district regarding the purpose of the outreach, especially electronic ID card recording, stated that:

"The purpose of this outreach program is to reach people who do not yet have an identity card in this case a KTP and at the same time to record an electronic KTP, we do this to provide convenience for residents who have not yet recorded an electronic KTP because in Jeneponto Regency there are still many who do not know the urgency of population documents and it is very important for us to reach residents so that they understand and can have an electronic KTP. We do this not only to reach people who do not yet have the document but also to increase ownership of population documents in accordance with our duties. Regarding the operating hours, we usually do it according to working hours, which is nine in the morning and it is ready to be done both technically such as the tools used and the equipment and it is done in village or sub-district offices and schools if recording is needed there, the point is that all of this is done based on the number or large number of population document needs in a region".

Based on the results of an interview conducted with one of the employees of the population and civil registration office of Jeneponto Regency, it can be concluded that the outreach program carried out is in accordance with the problems faced, namely the high number of residents who do not have population documents, especially electronic identity cards, so that the outreach program can increase the effectiveness of ID card services in reaching the community so that it is easier to access the services provided by the population and civil registration office of Jeneponto Regency, the target in the outreach program for electronic ID card recording services is specifically for residents who do not have any and have not recorded starting from residents aged 17 years and over.

The purpose of implementing the Jebol program in the electronic ID card service implemented by the Population and Civil Registration Service of Jeneponto Regency, in terms of effectiveness, can be said to be in accordance with what is expected, this can be proven by the existence of an outreach program carried out to reach the community with targets or targets, namely people who do not have an electronic ID card starting at the age of 17 years and above by visiting the office or village/district apparatus such as the village office, sub-district and also implemented in public facilities such as schools and other places that can be easily accessed by the community, the time for implementing the service is carried out starting from working hours until finished.



**Figure 1.** Electronic ID card recording process flow diagram

Source: Population and Civil Registration Service, Jeneponto Regency

Based on the description above regarding the outreach program carried out by the population and civil registration service of Jeneponto district, in accordance with the theory put forward by Richard M. Steers (1985:53) in (Pae, Hasbullah, Kurnia, & ..., 2024) where the achievement of goals should be carried out through a gradual process so that the achievement of the expected goals can be in accordance with what has been previously determined.

### 3.2 Integration

According to Richard M. Steers (1985:53) in (Pae et al., 2024) Integration is "a measurement of the level of an organization's ability to conduct socialization, consensus development and communication with various other organizations.

Based on an interview conducted with the population and civil registration office of Jenepoto district regarding the integration of the implementation team for the outreach program, especially for recording electronic ID cards, they said that: "After knowing the targets such as residents and the location of the service, we from the implementation team previously conducted socialization so that residents understand the urgency of population documents, especially electronic ID cards and also explained the series of procedures that are followed and the supporting documents needed. The purpose is so that the public understands and does not feel that the services provided are complicated. It should also be noted that before the outreach program was implemented, we also wrote to the village or sub-district office or other public facilities that we would be recording electronic ID cards."

Based on the results of the research conducted, the researcher concluded that the integration carried out by the population and civil registration office of Jeneponto Regency was through socialization at public facilities that could be easily reached by residents, in addition, socialization was carried out at village or sub-district offices which were locations selected based on the high level of population document needs in the area. Before carrying out a series of electronic ID card recording processes through the jemput bola program, the team will write to the village or sub-district office or certain public facilities to then carry out the jemput bola process.



(a)



(b)

**Figure 2.** (a)(b) Forms of integration of the electronic ID card recording outreach team

Source: Population and Civil Registration Service, Jeneponto Regency.

It can be concluded that the integration carried out by the population and civil registration service consists of socialization to residents, activities that are mutually agreed upon and the existence of forms of cooperation and agreements from the local village or sub-district office. This is in accordance with the theory put forward by Richard M. Steers (1985:53) in(Pae et al., 2024).

### 3.3 Adaptation

Adaptation is a self-adjustment process carried out to align an individual with changes that occur in his environment, adaptation consists of several factors, namely: increased ability, and infrastructure. Based on the explanation of Richard M. Steers (1985:53) in(Pae et al., 2024)The author analyzes the effectiveness of implementing outreach in electronic ID card services which can improve program implementation.

Based on an interview conducted with the population and civil registration office of Jenepoto district regarding the adaptation of the team implementing the outreach program, especially electronic ID card recording, they said that: "Before carrying out tasks in the field, of course, we from the outreach team held a meeting to strengthen activities before going into the field, the purpose of which is to ensure that the implementing team on duty fully understands what will be done. In addition, the facilities and infrastructure that will be used are also carefully prepared so that the electronic ID card recording process can run smoothly."

Based on the results of interviews conducted with the electronic ID card recording outreach team, it is known that the outreach program implementation team held a meeting before going into the field to discuss the implementation of the program and also prepared facilities such as the means and infrastructure needed in the field.



(a)



(b)

**Figure 1.** (a)(b)Forms of adaptation of the electronic ID card recording outreach team

Based on the results of the observations, the author saw good adaptation from the outreach team at the population and civil registration service of Jenepotno district. By analyzing the theory put forward by Richard M. Steers (1985:53) in (Pae et al., 2024) which states that adaptation includes the ability of an organization to adjust to its environment. Based on this theory, it can be seen that the recording of electronic ID cards by the Jeneponto Regency Population and Civil Registration Service's outreach team has been appropriate and can improve the team's understanding of working and the facilities used are in accordance with service standards so as to support the implementation of electronic ID card recording services.

#### 4. Conclusions

Based on the results of the researcher's observations above regarding the effectiveness of the outreach program at the Population and Civil Registration Service of Jeneponto Regency, it can be said to be effective with several notes, this can be seen from: Achievement of goals, Achievement of goals measured through time and program targets has been appropriate, this can be seen from the previously determined program implementation time and also the target of residents who do not have an electronic ID card in an area determined based on the high number of residents who do not have population documents in this case a resident identity card to be reached through the outreach program so that they can access the electronic ID card recording service.

Integration, Integration measured through the form of socialization, work agreements and communication with other agencies has been in accordance with the reasons implemented by the outreach team of the population and civil registration service. This can be seen from the outreach team that conducts socialization in the field and also collaborates with other agencies before conducting socialization in the designated area, in addition there is also a clear communication flow through letters to

public facilities such as village or sub-district offices where the outreach program implementation process will be carried out.

Adaptation, Adaptation carried out in the form of improving employee quality, namely in the form of meetings and discussions before carrying out tasks and also providing facilities and infrastructure that will be used when going into the field to carry out outreach activities. This is in accordance with what was done by the outreach team at the population and civil registration office of Jeneponto Regency.

## References

- Adawia, A. R., Ansari, I., & Riskasari. (2022). EFEKTIVITAS PROGRAM JEMPUT BOLA ( JEBOL ) DINAS KEPENDUDUKAN DAN PENCATATAN SIPIL ( DISDUKCAPIL ) DI KABUPATEN MUNA, 3.
- Ascarya, P. G., & Hertati, D. (2024). The Effectiveness of the Proactive Service Program ( Jemput Bola Terpadu ) as an Effort to Accelerate Services by the Population and Civil Registration Office of Sidoarjo Regency Efektivitas Program Jemput Bola Terpadu Sebagai Upaya Mempercepat Pelayanan, 6(SEPTEMBER), 116–126.
- BPS Kab. Jeneponto Jumlah Penduduk 2021-2023. (2023).
- Dinas Kependudukan dan Pencatatan Sipil Kabupaten Jeneponto Dinas Kependudukan dan Pencatatan Sipil Kabupaten Jeneponto. (2023). Rencana Kerja Tahun 2023. 31. (2023). Rencana Kerja Tahun 2023, (31).
- Fathurrochman, I., Adilah, P., Anjriyani, A., & Prasetya, A. Y. (2022). Pengelolaan Manajemen Sekolah Yang Efektif. *E-AmalJurnal Pengabdian Kepada Masyarakat*, 2(2), 1363–1374.
- Gilbert Johanis Siby, Arie J. Rorong, & Helly F. Kolondam. (2024). Efektivitas Program Pemerintah Dalam Pemberdayaan Masyarakat Nelayan DiKecamatan Madidir Kota Bitung. *Jurnal Administrasi Publik*, X(1), 1–14.
- Hardianto, W. T., Firdausi, F., & Lestari, A. W. (2021). FUNGSI e-KTP UNTUK MENDUKUNG PEMERINTAH DAERAH DALAM PENDATAAN DAN PELAYANAN PUBLIK. *JPAP: Jurnal Penelitian Administrasi Publik*, 7(2), 212–222. <https://doi.org/10.30996/jpap.v7i2.5704>
- Hariyoko, Y., Jehaut, Y. D., & Susiantoro, A. (2021). Efektivitas Pelayanan Kesehatan Masyarakat Oleh Puskesmas Di Kabupaten Manggarai. *Jurnal Good Governance*, 17(2), 169–178. <https://doi.org/10.32834/gg.v17i2.346>
- Imelda Hutasoit, & Joel Dion Cius Lumban Gaol. (2023). Implementasi Kebijakan Pelayanan Kartu Tanda Penduduk Elektronik (KTP-el) di Kabupaten Humbang Hasundutan Provinsi Sumatera Utara. *Jurnal ARISTO (Sosial, Politik & Humaniora)*, 11(02), 1–18.
- Lestari, V. D., & Kesuma. (2023). Implementasi Efektivitas Pengendalian Intern Pada Sistem Informasi Akuntansi Penggajian. *Jurnal Riset Mahasiswa Ekonomi (RITMIK)*, 5(1), 49–61.
- Marfiati, R., & Reviandani, O. (2023). Kualitas Pelayanan Program Jemput Bola Terpadu Oleh Dinas Kependudukan Dan Pencatatan Sipil Kabupaten Sidoarjo. *PUBLIKA: Jurnal Ilmu Administrasi Publik*, 9(2), 204–210. <https://doi.org/10.25299/jiap.2023.13533>
- Pae, N. T., Hasbullah, H., Kurnia, I., & ... (2024). Efektivitas Tambahan Penghasilan Pegawai (TPP) dalam Peningkatan Kinerja Aparatur Sipil Negara di Lingkup Dinas Kesehatan Provinsi Sulawesi Tengah. ... : *Jurnal Ilmu Sosial ...*, 5(3).
- Priohutomo, N. A., & Atmojo, M. E. (2020). Efektivitas Program Poros Dalam Meningkatkan Pelayanan Publik Di BP3TKI Kabupaten Nunukan Bagi Calon TKI & TKW Pada Tahun 2018. *KEMUDI: Jurnal Ilmu Pemerintahan*, 4(2), 239–255. <https://doi.org/10.31629/kemudi.v4i2.1905>
- Putri, A. S. B. (2023). Inovasi Pelayanan Jemput Bola Administrasi Kependudukan (Adminduk) Melalui Balai Rw Di Kelurahan Bongkaran. *Jurnal Ilmiah Wahana Pendidikan*, 9(18), 83–89.
- Putri, A. S., Febriyanti, D., & Amaliatulwalidain, A. (2022). Gaya Kepemimpinan Kepala Desa dalam Meningkatkan Kinerja Pelayanan Publik di Desa Sungai Kedukan. *Journal of Social and Policy Issues*, 140–145.
- Ragam Inovasi Pelayanan DISDUKCAPIL. (2024).

- Ramadhina, W., & Batubara, A. K. (2024). SISTEM PENGELOLAAN ARSIP AKTIF DI DINAS KEPENDUDUKAN DAN CATATAN SIPIL KOTA MEDAN. *Jurnal Ilmiah Dinamika Sosial*, 8(2), 141–159.
- Riani, N. K. (2021). Strategi peningkatan pelayanan publik. *Jurnal Inovasi Penelitian*, 1(11), 2443–2452.
- Rizali, L. (2013). Efektivitas Pelayanan Publik Di Kecamatan Kendahe Kabupaten Sangihe. *LGovernance*, 5(1), 1–13.
- Safna, A., Azra, A., Subowo, A., & Herawati, A. R. (n.d.). Efektivitas Pelayanan Jemput Bola Tim Gerak Kerja Cepat Dan Responsif (Jempol Tiger Japri) Dinas Kependudukan Dan Pencatatan Sipil Kota Semarang.
- Sipayung, B., & Wahyudi, A. (2022). Penerapan Good Governance dalam Rangka Meningkatkan Kualitas Pelayanan Publik yang Berintegritas di Lingkungan Badan Pemeriksa Keuangan. *Jurnal Pendidikan Tambusai*, 6(2), 14323–14334.
- Tasyah, A., Lestari, P. A., Syofira, A., Rahmayani, C. A., Cahyani, R. D., & Tresiana, N. (2021). Inovasi Pelayanan Publik Berbasis Digital (E-Government) di Era Pandemi Covid-19. *Jurnal Ilmu Administrasi: Media Pengembangan Ilmu Dan Praktek Administrasi*, 18(2), 212–224.