

INNOVATION OF DIGITAL SERVICES FOR THE SUNGAI PETAI VILLAGE GOVERNMENT, KAMPAR KIRI HILIR DISTRICT, KAMPAR REGENCY

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Keywords	Abstract
Innovation, Service Innovation, Halaman Kampung Application	Digital-based village government service innovation. Effective and efficient service is a demand from the community to government agencies in providing services. The Sungai Petai Village Government is one of the village governments that innovates the first digital application-based service in Riau. The innovation in question is the Halaman Kampung application. The purpose of creating this Halaman Kampung application is to provide more effective and efficient services to village communities. The purpose of this study is to describe the Innovation of Village Government Services Based on Digital Applications in Sungai Petai Village, Kampar Kiri Hilir District, Kampar Regency. This study uses the innovation theory by Bugge et al. 2018, in which there are six indicators, namely: governance and innovation, sources of the ideas for innovation, innovation culture (innovation culture).), capabilities and tools (abilities and tools), objectives, outcomes, expenses and obstacles (goals, results, costs, and obstacles), collecting innovation data for single innovation (collecting innovation data for single innovations). This type of research is a descriptive research with a qualitative approach. Data collection was done by using the methods of observation, interviews, and documentation of both primary and secondary data. The results of this study indicate that: 1) the innovation of the home page application has been going well because the community has used the home village application in various

types of administrative services. 2) the supporting factors in the success of hometown innovation are the fulfillment of service innovation digitization facilities, adequate digital applications, sufficient understanding of innovation.

INTRODUCTION

The digital village is one of the programs to reduce the gap in the flow of information that occurs in the village, the concept of a digital village is the use of integrated information and communication technology in public services and economic activities. The village government is the organizer of government affairs and the interests of the local community in the government system of the Unitary State of the Republic of Indonesia. The village government has the main task of carrying out village household affairs, general government affairs, fostering and building the community and carrying out auxiliary tasks from the government, both district and provincial governments.

In the development of technology that is so developed in various fields of work and government agencies, in this case the village government has begun to develop in using technology to innovate in order to provide the services needed by the community. The year 2020 is an interesting year for the development of the digital world or the internet in the world because of the covid-19 pandemic which forces social activities, government activities, work, economic activities, schools and worship and various activities that humans normally do to be limited. This restriction certainly has a tremendous impact, so the village really needs a touch of internet-based digital technology to be present in the midst of people who are starting to live their lives towards a digital village in the era of the digital revolution. If various jobs, various services start using remote services or online-based services, then the village must be able to see that the biggest possibility is that online-based services will make it easier to carry out public services. With changes in community behavior, there will also be changes in various aspects, including in the field of public services so that villages must prepare from an early age to become part and play a role in the village digital revolution. The development of information and communication technology is growing rapidly in various fields. This development is a manifestation of the era of globalization that requires speed and convenience in getting various needs and services needed by the community, it makes Sungai Petai village to innovate in village government services based on digital applications. The Sungai Petai village government seeks to innovate application-based services to improve the effectiveness, efficiency, accountability and transparency of the government in providing better services and providing satisfaction

to the needs of the community in accordance with the provisions of Article 23 paragraph (4) and paragraph (5) of the Law. 25 of 2009 concerning public services, the organizers are obliged to manage information systems consisting of electronic or electronic information systems and provide information to the public in an open and easily accessible manner.

That in order to improve and facilitate public services for the Sungai Petai village community, a digital or mobile-based village government service application is needed, the village government's digital service is one of the national priority programs in accordance with village authority. The development of technology-based administrative services stems from problems that often occur, especially the administrative service system in government is less efficient, effective and the service system is less clear.

Digital or mobile-based village government service innovation is a service system that exists in a village using digital or mobile applications to simplify and accelerate the service process in the village government. With these innovations, the village government can provide better services, are easily accessible and can provide satisfaction to the needs of the village community.

Sungai Petai Village innovates digital or mobile-based village services to improve service quality and can provide services that can be easily accessed anytime according to working hours and anywhere so that it can run effectively and efficiently. The service innovation carried out by the Sungai Petai village government is "The village page". The Kampung Page application is a digital or mobile-based online service application in Sungai Petai village. This service is a form of change that occurs in the manual to modern service system that can meet the needs of the community, where the application is launched on April 6, 2021 which is expected to be able to provide more effective and efficient services in services in the village.

Figure 1.1 Village Page Application



Figure 1.1 explains that Sungai Petai Village, Kampar Kiri Hilir District, Kampar Regency has a village digitization application called HALAMAN KAMPUNG, Kampung Page is a mobile application that is used for various administrative services in the village. The Kampung Page application is the first innovation of mobile-based village government services in Riau, this application is expected to help village officials and the

community in assisting all village service matters in order to provide even better services. With this innovation, Sungai Petai Village has received appreciation from the local government for being the first digital village in Riau.

The principles in providing digital or mobile-based village government services in the service sector are:

- a. Public interest
- b. Legal certainty
- c. Legal equality
- d. Equality of treatment
- e. Punctuality
- f. Speed, convenience and affordability

The benefits of mobile-based village government services are:

1. Make it easier for village communities to find out information related to village government services and village development
2. Make it easy for the public to get administrative services quickly and accurately
3. Helping the community in marketing SME products
4. Assist the village government in cost efficiency and service time
5. Make it easier for the village government to provide information to the community

In the hometown application, there are several types of services that make it easier for the community to provide services as well as various types of SMEs that can help improve the community's economy through digital markets. The mobile-based village government service "HALAMAN KAMPUNG" has several service features that provide convenience for the community that are easily accessible.

The village government service, which is named Page Kampung, is interesting in the field of service because it is motivated by the village's vision and mission to make an innovative village and with the increase in digital or mobile users in all work activities and daily activities so that the Sungai Petai village does a digital or mobile-based service innovation called the Kampung Page. This application has service operational standards that can provide clarity of application services so that it is expected to run well and provide satisfaction in better service.

Operational Standards for the Kampung Page Application Service, namely:

1. The Kampung Page application can be accessed anywhere and anytime without a time limit.
2. Accessed by the Sungai Petai village community which has been recorded at the village office and the community outside the Sungai Petai village specifically for digital markets and information about the village.

3. There is no administrative fee.
4. Applicants for administrative services are processed within a maximum period of 1 (one) time 24 hours from submitting submissions from the public.
5. The party authorized to sign administrative services is the village head.
6. If the village head is absent, he can delegate the signing to the village secretary and the government section

Figure 1.2 Application Service Flow

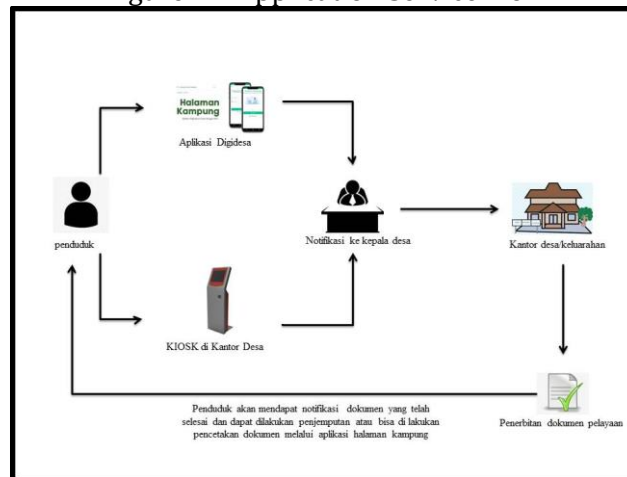


Figure 1.2 explains the flow of the village page application service, in using the village page application service, the user or the community can download the application first then the public must register and verify their personal data using an ID card, the account is verified by the village page application operator, the account that has been registered verified submitting administrative services by filling in the details of the service form needed and the requirements needed in the application, the submission of administrative services approved by the village head can be printed and published by the application operator then for services whose status has been completed will receive a notification or notification that the process is complete and can be taken directly to the village office by bringing documents if you need an original (wet) signature or stamp or can also print independently (digital signature or barcode).

Administrative services through the Kampung Page application have received appreciation from the community and district government in innovating village government services based on digital or mobile applications because the service system through the Kampung Page application can simplify and speed up all service matters needed by the community. However, in the implementation of digital or mobile-based village government services, it is inseparable from obstacles or problems that may occur, problems or obstacles in this service cannot be separated from the quality of the

network when accessed, the lack of stability of the internet network is a problem that may occur. This Kampung Page application service is only specifically for rural communities who are domiciled in Sungai Petai Village. However, this is not a limitation for the village government in carrying out innovation, this is done in an effort to provide better, faster, easier, and accessible services anywhere and anytime so as to provide service satisfaction to the community.

RESEARCH METHOD

This study used qualitative research methods. Qualitative research is a research method used to examine natural objects. Where the researcher is the key instrument, the data in this study is not based on theory, but on the facts found. The final result of this qualitative research produces meaningful data or information, even hypotheses or new knowledge that can solve problems. The location of the research was carried out in Sungai Petai Village, Kampar Kiri Hilir District, Kampar Regency. Researchers chose the research location because the Sungai Petai village government was the first digital village to implement digital services with the aim of providing innovative services by utilizing technology so as to provide more efficient and effective services for the people of Sungai Petai Village. Data collection techniques in this study were carried out in stages from observation, data collection, as well as documentation and interviews with several informants who had been selected by researchers as resource persons in this study.

RESULTS AND DISCUSSION

Innovation of village government services is an idea or new idea that is applied in a village government to be able to improve service quality and create good governance. Digital-based service innovation is a service provided to the community by utilizing information and communication technology.

This study examines the innovation of village government services based on digital applications in Sungai Petai Village, Kampar Kiri Hilir District, Kampar Regency, this study uses the theory by Bugge, at all 2018. This theory describes service innovation through 6 things, namely:

1. Innovation governance
2. Sources of the ideas for innovation
3. Culture of Innovation
4. Capabilities and Tools
5. Goals, outcomes, costs, and obstacles
6. Collecting innovation data for single innovation

RESEARCH RESULTS BASED ON BUGGE'S THEORY, AT AL 2018

Governance and Innovation

In the governance of this innovation, the Sungai Petai Village government has village government regulations regarding mobile-based services to be the basis for running the hometown application which contains operational standards for village home application services so that service innovations in the Sungai Petai Village government run well. and the role of the leader or village head in responding to an innovation can have an influence on the success of an innovation.

Innovation governance in the context of innovation in village government services based on digital applications has been going well, this is because the village government has service operational standards so that innovation runs smoothly in accordance with the goals of innovation, and the village community is very enthusiastic in responding to the innovations that are carried out, the community The village feels very helped by the innovation that makes it easier for the community to carry out population administration services at the head office of the Sungai Petai Village. This is the goal of the village government to provide innovative services to the people of Sungai Petai Village.

SOURCES OF THE IDEAS FOR INNOVATION

Through the source of innovation ideas for innovation, there is an interesting innovation when public services are run so that public service goals can be achieved. Sources of innovation ideas must produce good innovation values for the process of implementing public services which include internal ideas and external ideas for better service innovations in the future. It is intended that the Sungai Petai village government in launching and implementing public service innovations by paying attention to suggestions and ideas from the community who receive innovation services to create public service innovations to be even better.

In the implementation of this innovation in the village page application, in determining innovation ideas to accommodate input from the Sungai Petai village community, it is carried out through hamlet meetings to accommodate inputs for the village home application. In the development of the home page application, it is carried out through village level deliberation where this is done to accommodate input from the community on the innovation of the hometown application. With input from the community, it can be seen what needs to be developed and can be used as evaluation material for the village government in developing applications for the future.

CULTURE OF INNOVATION

The innovation of the hometown application creates a culture of innovation or new habits for the village community. The village page application innovation is a digital-based village government service where all types of population administration services can be accessed online or via Android so that the Sungai Petai Village community does not have to come directly to the village head's office to get administrative services so that this creates a new culture for the community. The innovation of the hometown application in Sungai Petai Village creates a culture of innovation or new habits for the community, where this is because the hometown application is designed to facilitate all processes of online or mobile-based population administration services so that this makes the Sungai Petai village community able to apply population administration without having to come to the village head's office. However, the emergence of a culture of innovation does not eliminate the culture of gathering people to come directly to the village head's office.

CAPABILITIES AND TOOLS

Capabilities and tools explains that a measure of an innovation must use various capabilities and tools to encourage the creativity of an innovation. In carrying out an application-based innovation of course requires infrastructure facilities such as input resources in the form of knowledge, information, technology and human resources that are owned to be able to run an innovation properly. Based on this indicator, it is explained that the Sungai Petai Village government already has infrastructure facilities, both technological capabilities and human resources that are good enough to run the innovation of the hometown application. Good human resources are human resources who have a good understanding and are able to carry out innovations according to application objectives. Technology in this case is also very important for digital-based innovation. Human resources and information technology have an important role in running the hometown application.

GOALS, OUTCOMES, COSTS, AND OBSTACLES

Based on the indicators of objectives, results, costs, and barriers (objectives, results, costs, and barriers) explain how a method is used to find out how the process of running a public innovation. Based on the Sungai Petai Village number 03 of 2021 regarding the application of mobile-based village government services, where the purpose of using this village home application is the realization of good village government, namely transparent, effective, efficient, accountable and accountable. The purpose of this application is also to increase public participation in personal data, encourage public participation in orderly population administration and improve the

community's economy. Innovation is a new idea or new idea that is applied to produce significant improvements in efficiency, effectiveness, or quality of results. In creating an innovation, it certainly has a goal to be achieved, in the public service system, innovation is expected to realize a good service goal with good results without any obstacles.

Based on this indicator, the purpose of the home page application has been running in accordance with the purpose of the home page application, which is to provide administrative services that are easily accessible, effective, efficient and accountable, this is because many people have used or experienced services through the home page application. The results of this innovation can be seen from the number of people who use the application and all administrative services at the village head office use the village page application. In the services provided by the village government to the community there is no collection of any fees so that this innovation can be accepted by the community as the duty of the village government in providing easy services to the community. Then the obstacles that may occur in service access are on the internet network where this has an effect because the internet network is the main key in running this application but it is not a big obstacle in running the application because it does not happen often and is a natural thing either in both rural and urban areas.

COLLECTING INNOVATION DATA FOR SINGLE INNOVATION

The collecting innovation data for single innovation indicator explains that the ability of a public service implementer to encourage a single successful innovation. It is known that the efforts made by the Sungai Petai village government in collecting innovation data for this single innovation are by collaborating with external parties. The village government collaborates with third parties to create a village home application that can be used by the community in conducting online administrative services. The Sungai Petai village government also always makes efforts to carry out socialization to provide understanding to the public about the home village application which is carried out at every village deliberation meeting and other events in order to provide innovative services through the village home application.

SUPPORTING FACTORS FOR DIGITAL SERVICE INNOVATION FOR SUNGAI PETAI VILLAGE GOVERNMENT

The factors supporting the innovation of digital services for the Sungai Petai Village Government are as follows:

FULFILLMENT OF SERVICE INNOVATION DIGITIZATION FACILITIES

With the fulfillment of service innovation digitization facilities, the Sungai Petai village government already has adequate infrastructure facilities to support the

implementation of population administration services in Sungai Petai Village such as PCs, as well as systems and networks for internal implementers and APM machines (self-service platforms) so that they can assist the process population administration services quickly and easily that can be done by people who come directly to the village.

ADEQUATE DIGITAL APPLICATION

Adequate digital applications, in implementing digital application-based village government service innovations, of course, require technology in making application-based innovations, as well as technological developments that are growing with the number of Android users so that this application innovation can be accessed easily by the public.

SUFFICIENT UNDERSTANDING OF INNOVATION

With sufficient understanding of innovation, the Sungai Petai Village government has good enough human resources in managing application innovations so that the Kampung Pages application innovation goes well. This is of course the Sungai Petai Village government has prepared human resources by providing training on understanding usage in application management so that the Kampung Page Application innovation runs as it should.

CONCLUSION

1. Based on the results of the study, it was found that the innovation of digital services for the Sungai Petai Village government, Kampar Kiri Hilir District, Kampar Regency. do people already use the application. The Sungai Petai Village Government always conducts socialization to the community to provide an understanding of the innovation of the Kampung Page Application so that the community can know and use the Kampung Page Application
2. The results of the study found that there were supporting factors in the success of the innovation of the Kampung Page Application in Sungai Petai Village, namely: 1) the fulfillment of service innovation digitization facilities, the Sungai Petai village government already had adequate infrastructure facilities to support the implementation of services. 2) adequate digital applications, in implementing digital application-based village government service innovations, of course, requires technology in making application-based innovations. 3) sufficient understanding of innovation, the Sungai Petai Village government has good enough human resources in managing application innovations so that the Kampung Yard application innovation runs well.

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