



## Innovation of Klampid New Generation (KNG) in Improving the Quality of Population Administration Services in Rangkah Village, Tambaksari Subdistrict, Surabaya City

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### ABSTRACT

This research is a descriptive qualitative research with the focus of the research, namely explaining and analyzing the innovation of Klampid New Generation (KNG) in Rangkah Village, Tambaksari District, Surabaya City and identifying and analyzing the inhibiting factors of the implementation of the Klampid New Generation (KNG) innovation. The data in this study were collected using interview, documentation and observation techniques. After the data was collected, the data was analyzed using the analysis technique from Miles and Huberman known as the interactive model. The data that had been collected was tested for data validity using the data source triangulation technique. The results of the study showed that the Klampid New Generation (KNG) Innovation in Rangkah Village, Tambaksari District, Surabaya City, showed a significant impact in improving the quality of population administration services from the existence of Klampid New Generation (KNG).

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## **INTRODUCTION**

The transformation of population administration services in the City of Surabaya has experienced significant developments with the launch of the Klampid New Generation (KNG) program on July 1, 2022. The innovation of population administration services with the Klampid New Generation (KNG) application offers a number of significant advantages compared to the digitalization of population administration services, namely its predecessor, E-Klampid (Masrifah, 2023). Klampid New Generation (KNG) is designed to provide easier and faster access for the public. With an application that can be downloaded on a smartphone, users are no longer limited to access via the website, making it easier for them to take care of population documents anytime and anywhere. Klampid New Generation (KNG) is equipped with new features that are not available in E-Klampid. One of the superior features is a chatbot called Cak Takon, which helps users in the process of filling out files and providing clearer guidance. This is expected to reduce the confusion that is often experienced by the public when taking care of documents.

Klampid New Generation (KNG) offers greater transparency in the administrative process. Users can track the status of their applications in real-time, which reduces uncertainty and increases public trust in public services. This is a positive step towards a more open and accountable government. Klampid New Generation (KNG) also increases time and cost efficiency for users. With a more integrated and responsive system, the public can save time in processing documents, as well as avoid additional costs that may arise from inefficient processes. Data shows that after the launch of KNG, the number of population administration applications increased to 3000-5000 submissions per day, indicating that the public responded positively to this innovation. Klampid New Generation (KNG) has advantages in terms of security. With a more modern system, the risk of fraud or bribery can be minimized, providing a sense of security for users in processing their population documents. Overall, KNG is not only an improvement on E-Klampid, but also an innovation that answers the public's need for better, more efficient, and more transparent population administration services.

Klampid New Generation (KNG) not only functions as a tool to facilitate document management, but also as a means to increase transparency in public services. With this application, the public can track the status of their applications in real-time, thereby reducing the uncertainty that is often experienced in the administrative process. This is a positive step towards a more open and accountable government. However, to achieve this goal, continuous evaluation and improvement are needed. The Population and Civil Registration Service must listen to input from the public and make improvements based on existing complaints. For example, improving the server system to be more stable and simplifying the document upload process to be more user-friendly. KNG is also expected to reach a wider community, including those living in remote areas. By utilizing technology, it is hoped that all levels of society can feel the benefits of better population administration services. This is in line with the government's vision to create an inclusive and community-oriented government.

The Klampid New Generation innovation is expected to make it easier for the public to manage population administration compared to previously existing services, so that Klampid New Generation can improve population administration services (Wahyudi, 2023). Since the inauguration of Klampid New Generation (KNG) in July 2022 replacing its predecessor program, namely E-Klampid, Klampid New Generation has recorded a recapitulation of the number of requests for document creation from population administration through Klampid New Generation (KNG) from before to after the KNG application innovation with the following numbers:



Source: Surabaya City Population and Civil Registry Office, August 2024  
 Figure 1 Number of population administration applications

The image above shows the number of population document applications before and after the inauguration of the Klampid New Generation innovation in July 2022. Before it was inaugurated to the public in June, the number of applications was only 56,940, then since after this application, the number of applications has always increased with the number in July 2022 being 86,956 to a drastic increase in September 2022, with a total of 114,519. Then in the following months until May 2023, it was always above 50,000 population administration applications.

Klampid New Generation (KNG) is expected to reach a wider community, including those who are not yet familiar with digital-based public services. By utilizing technology, it is hoped that all levels of society can feel the benefits of better population administration services. This is in line with the government's vision to create an inclusive and community-oriented government. The transformation from E-Klampid to Klampid New Generation shows the commitment of the Surabaya City Government to improving population administration services. Although there are still challenges to be faced, this step is a good start towards better and more efficient public services. By continuing to innovate and improve, it is hoped that KNG can become a model of public service that can be adopted by other regions in Indonesia.

In order to increase public satisfaction, it is important for the government to continue to monitor and evaluate the performance of the KNG application. Data from a user satisfaction survey shows that 70% of users are satisfied with the convenience offered by this application, although there are still 30% who complain about technical problems (Septiani & Arundinasari, 2023). This shows that despite progress, there is still homework to be done to achieve optimal service. The transformation from E-Klampid to Klampid New Generation is not just a technological change, but also a strategic step in improving the quality of public services in the city of Surabaya. It is hoped that with this innovation, the public can more easily access population administration services and feel the benefits of better services.

The implementation of the Klampid New Generation (KNG) application in Rangkah Village, Tambaksari District, is an innovative step in improving population administration services. This innovation is designed to make it easier for residents to take care of various population documents without having to come directly to the village office. Before the Klampid New Generation (KNG), residents often had difficulty in taking care of documents such as birth certificates, death certificates, and family card renewals. This long and tiring process often makes people reluctant to take care of it. With the presence of KNG, all of these processes can be done online, saving time and energy.

One of the superior features of Klampid New Generation (KNG) is the ease of access. Residents only need to download the application through the Play Store and register to start using the available services. This is very helpful, especially for residents with limited mobility. The use of the KNG application can be done independently by residents or through RT Rintisan Kalimasada. RT Rintisan Kalimasada is one of the programs of the Surabaya City Government in pioneering the creation of an orderly population administration (adminduk) environment/village by increasing the number of people who are aware of adminduk (Ardelia Nur Sinta, 2023). This program is implemented by appointing at least 1 RT Head in each RW in the Kelurahan throughout Surabaya City as well as a pioneer of population administration services in the Neighborhood Association environment in order to bring population administration services closer to the community. The RT Head can work together with village administrators, Karang Taruna, children of residents who are in high school or have attended college, and cadres to encourage the community to take care of their population documents at the nearest place, namely through the RT Head. As an assistant officer for the registration of Population Administration Services in his area, services through KNG that can be carried out by the Kalimasada Pioneer RT include submitting birth certificates, submitting death certificates, submitting KIA, reprinting KK, changing biodata, splitting KK, moving in, moving within the city and moving out. In addition, through Klampid New Generation (KNG) by using the RT Head login, the RT Head can find out the list of data of his residents who need to make improvements to population administration so that the RT Head can take the initiative to remind his residents to immediately take care of population documents. The use of Klampid New Generation (KNG) makes it very easy for residents to quickly take care of the

desired documents. The sophistication of technology is also able to minimize the efforts made by the community without coming to the sub-district directly, simply by going to the RT by accessing the Klampid New Generation (KNG) website. With the support of the RT Rintisan chairman, it is hoped that all residents can utilize Klampid New Generation (KNG) optimally.

The innovation of population administration services through Klampid New Generation (KNG) in Rangkah Village is a real example of the application of technology in improving the quality of public services. This not only provides convenience for the community, but also improves the performance of government officials in providing services. The success of the KNG application can also be seen from the increasing number of residents who use this service. With more and more residents using the application, it is hoped that a new culture will be created in managing population documents that are more modern and efficient. From the description of the conditions in the field, further research is needed on the implementation of population administration services based on digital applications, namely Klampid New Generation (KNG). It is necessary to know what the residents of Rangkah Village feel when taking care of population administration using the Klampid New Generation application so that they can find out the obstacles faced by the community when using Klampid New Generation (KNG).

## **LITERATURE REVIEW**

### ***Public Service Innovation***

According to Evert M. Rogers (2008:9) innovation is an idea, practice, or object that is perceived as new by an individual or other unit of adopter. In addition, the definition of Innovation is also stated in the Joint Regulation of the Minister of State for Research and Technology of the Republic of Indonesia and the Minister of Home Affairs of the Republic of Indonesia Number 3 of 2012 and Number 36 of 2012 concerning Strengthening the Regional Innovation System, where innovation is an activity of research, development, application, assessment, engineering and operation which is hereinafter referred to as research and development which aims to develop the practical application of new scientific values and contexts or new ways to apply existing science and technology into or the production process.

Based on several definitions, it can be concluded that innovation is an idea, instrument and practice in something new to create quality, efficient and effective results. Innovation in the context of public services is interpreted as a new idea in using resources and fulfilling community needs by developing policies for program implementation, regulatory approaches for technology users and empowering human resources to improve service quality. In its application, innovation has attributes inherent in the innovation. The innovation attributes referred to by Rogers in (Suwarno, 2008:16-18), include the following:

- 1) Relative Advantage, an innovation must have advantages and more value compared to previous innovations. There is always a new value inherent in innovation that is a characteristic that distinguishes it from others.

- 2) Compatibility Innovation also has a compatible nature or is in accordance with the innovation it replaces. This is intended so that the old innovation is not immediately discarded, not only because of the cost factor which is not small, but also the old innovation becomes part of the transition process to the latest innovation. In addition, it can also facilitate the adaptation process and the learning process towards the innovation more quickly.
- 3) Complexity, with its new nature, innovation has a level of complexity that may be higher than previous innovations. However, because an innovation offers a newer and better way, this level of complexity is generally not a significant problem.
- 4) Possibility to be tried. Innovation can only be accepted if it has been tested and proven to have advantages or more value compared to the old innovation. So, an innovation product must go through a "trial" phase, where every person or party has the opportunity to test the quality of an innovation.
- 5) Ease of observation, an innovation must also be observable, in terms of how it works and produces something better.

## **METHODOLOGY**

This study uses qualitative research with a descriptive approach. The purpose of qualitative research according to Kriyantono is to explain a phenomenon as deeply as possible by collecting data as deeply as possible, which shows the importance of the depth and detail of the data being studied (Fadli, 2021). The author chose this study using descriptive qualitative research because the researcher wanted to describe how the innovation of Klampid New Generation (KNG) in improving the quality of population administration services in Rangkah Village, Tambaksari District, Surabaya City and describe what are the inhibiting factors of Klampid New Generation (KNG) in improving the quality of population administration services in Rangkah Village, Tambaksari District, Surabaya City.

In qualitative research, there are research study boundaries that are determined by the focus of the research (Rahmat, 2009). Qualitative research requires the determination of research boundaries based on the focus that arises as a research problem, making it easier for researchers to determine data related to their research theme (Hasibuan et al., 2022). The focus of this study is to explain and analyze the innovation of Klampid New Generation (KNG) in improving the quality of population administration services in Rangkah Village, Tambaksari District, Surabaya City. In addition to analyzing the implementation of the innovation, the researcher also identified what were the obstacles in the Klampid New Generation service in Rangkah Village.

Determination of informants in this study was carried out using purposive and snowball techniques (Creswell, 2008) explains that the purposive technique is to select the best candidate places and informants being studied so that they can help answer the problem formulation. In this case, in the study of population administration service innovation with the Klampid New Generation application

in Rangkah Village, Surabaya City, the key informants were the Head of Rangkah Village, Head of Government and Public Services of the Rangkah Village Government, Public Service Staff of the Rangkah Village Government, and the Rangkah Village community who took care of population administration through the KNG application directly. The data collection techniques used in this study were interview, observation and documentation techniques (Haryoko et al., 2020).

## RESULTS AND DISCUSSION

### *Klampid New Generation (KNG) Innovation in Improving the Quality of Population Administration Services in Rangkah Village, Tambaksari District, Surabaya City*

#### *1. Relative Advantage*

The innovation attribute theory proposed by Everett Rogers emphasizes that the adoption of an innovation is influenced by several attributes, one of which is relative advantage. Relative advantage refers to the extent to which an innovation is perceived as better than a previously existing idea or practice. This attribute is key in determining whether an individual or group will accept and adopt the innovation. The greater the perceived relative advantage, the greater the likelihood that the innovation will be adopted. In this context, relative advantage can include aspects such as efficiency, ease of use, and improved service quality, all of which contribute to positive perceptions of the innovation.

One of the most striking indicators of relative advantage is the ease of use of the KNG application. Users can now access population administration services via their smartphones, allowing them to take care of documents anytime and anywhere. This is very different from E-Klampid which can only be accessed via the website, which may not always be practical for everyone. With new features such as chatbots that assist users in the process of filling out files, KNG not only reduces confusion but also increases public trust in the public service system. Data shows that after the launch of KNG, the number of population administration applications increased significantly, indicating that the public responded positively to this innovation.

In addition to ease of access, time efficiency is also an important relative advantage. With a more integrated and responsive system, users can save time in taking care of documents, which previously might have taken days. This is very meaningful for people who are very busy or have limited access to services directly. By reducing the time required to complete the administrative process, KNG not only increases user satisfaction but also encourages more people to use this service.

Table 1 Duration of population administration service process in Rangkah Subdistrict with KNG

Type Of Administration Services	Service Length (Minutes)
birth certificate	5 minutes
Death certificate	4 Minutes
Unblock	10 minutes
Marginal notes	10 Minute
Reprint e-KTP (damaged)	2 Minutes
Reprint kk	3 Minutes
Reprint KTP	4 Minutes
Reprint your ID card, Yob	3 Minutes
Reprint skpwni	3 Minutes
Esulay dafduk	5 minutes
Delete duplicate data	3 Minutes
Broke up kk	3 Minutes
Biodata update	6 Minutes
Change of biodata	3 Minutes
Changes in birth certificate biodata without PN	5 minutes
Change of biodata without pn	4 Minutes
Moving in the city	4 Minutes
Moving in coming	8 Minutes
Move out	6 Minutes

*Source: Data report from Rangkah Subdistrict*

Referring to table 1, the implementation of the KNG System in Rangkah Village has a positive impact on user satisfaction in accessing population administration services. With a more integrated and responsive system, the time required to process various documents is much shorter. For example, processing a birth certificate only takes 5 minutes, and reprinting a damaged e-KTP only takes 2 minutes. This reduction in waiting time is very significant for people who are very busy, so they feel more appreciated and well served. In addition, ease of access and speed of service encourage more people to use administrative services. When the process becomes more efficient, people tend to be more active in fulfilling their administrative obligations, which in turn increases the accuracy of population data. This shows that user satisfaction is not only determined by the speed of service, but also by the ease of accessing the service.

Population administration services in Rangkah Village show a significant increase in time efficiency thanks to the implementation of a more integrated and responsive system. Previously, the document processing process could take days, but with this new system, the time needed to complete various administrative services has been drastically reduced. This is very beneficial for people who are very busy or have limitations in accessing services directly, thereby increasing user satisfaction.

Data shows that the service time for various types of population administration services in Rangkah Village varies greatly. For example, processing a birth certificate only takes 5 minutes, while for a death certificate it only takes 4 minutes. Other services such as reprinting damaged e-KTP only take 2 minutes, and reprinting a Family Card (KK) takes 3 minutes. This time efficiency not only benefits individuals, but also reduces the workload of administrative officers.

With faster service times, people are more encouraged to use population administration services. This can be seen from the increasing number of visitors who come to take care of documents. When the administrative process becomes faster and easier, people tend to be more active in fulfilling their administrative obligations, which in turn can improve the accuracy of population data in the area. In addition, time efficiency in this service also contributes to reducing queues at the sub-district office. With shorter waiting times, people do not need to spend hours just waiting for their turn. This creates a more positive experience for service users, which can ultimately improve the image and reputation of the sub-district in providing public services.

With increasing user satisfaction with fast and easy services, the image and reputation of Rangkah Village as a public service provider is also improving. The public feels more confident and comfortable in using the services provided, which can increase their participation in various government programs. Therefore, the implementation of the KNG System not only increases time efficiency, but also contributes to public satisfaction and trust in population administration services.

Overall, the positive impact of the implementation of the KNG System is clearly visible in the increase in user satisfaction. With faster service times and easier processes, the public feels more satisfied and motivated to use the existing population administration services. This is a good example for other sub-districts to improve the quality of their public services. The time efficiency in population administration services in Rangkah Sub-district shows that a better and more integrated system can provide significant benefits to the community. With faster service times, the public can more easily access services, which ultimately increases their satisfaction and participation in the administration process.

## 2. *Compatibility*

The innovation attribute theory proposed by Everett Rogers explains that the adoption of an innovation is influenced by several attributes, one of which is compatibility. Compatibility refers to the extent to which the innovation is in line with the values, experiences, and needs of the user. In this context, if an innovation is considered relevant and in line with the social and cultural context of the user, then it is likely that the innovation will be adopted more quickly. This shows that understanding the user's background is very important in designing and implementing innovation, so that it can be accepted and used effectively by the target community.

The implementation of KNG that takes into account the suitability with previous innovations also contributes to transparency and accountability in

public services. With a more integrated and responsive system, the public can track the status of their applications in real-time, which reduces uncertainty and increases trust in administrative services. This transparency is very important in building good relations between the government and the public, as well as in increasing public participation in the administrative process.

The statement on the nature of innovation compatibility highlights the importance of a smooth transition between old and new innovations, especially in the context of population administration services in Rangkah Village through the Klampid New Generation (KNG) application. In this case, KNG not only functions as a replacement for e-Klampid, but also as an improvement that maintains important elements of the previous system. By maintaining compatibility with existing innovations, KNG makes it easier for the community to adapt to change, thereby reducing resistance that may arise due to changes that are too drastic.

A good transition process between e-Klampid and KNG also contributes to user learning. People who are already familiar with e-Klampid can more easily understand and use KNG, because many features and processes remain similar. This is important in the context of public services, where speed and efficiency in processing population documents are needed. Thus, KNG can be adopted more quickly by the community, which in turn increases the level of participation in the use of population administration services.

The suitability between KNG and community needs is also a key factor in the success of its implementation. KNG is designed by considering feedback from e-Klampid users, so that the new features added are truly relevant and in line with community expectations. For example, the presence of a chatbot feature that helps users in the process of filling out documents is a response to the community's need for clearer and more accessible guidance. Thus, KNG not only offers innovation, but also answers the specific needs of the community. This suitability also creates a sense of belonging among the community. When the community feels that the innovation introduced is in line with their values and experiences, they tend to be more accepting and supportive of the use of the innovation. In the context of KNG, if the community feels that this application really helps them in taking care of population documents, then they will be more motivated to use the existing services. This is important to create trust in the government and the existing administrative system.

The implementation of KNG that takes into account the suitability with previous innovations also contributes to transparency and accountability in public services. With a more integrated and responsive system, the public can track the status of their applications in real-time, which reduces uncertainty and increases trust in administrative services. This transparency is very important in building good relations between the government and the public, as well as in increasing public participation in the administrative process.

The innovation of Klampid New Generation (KNG) in Rangkah Village, Tambaksari District, Surabaya City has shown a significant impact in improving the quality of population administration services, especially through the perspective of the innovation attribute theory proposed by Everett Rogers. One

of the key indicators in this theory is compatibility or suitability, which refers to the extent to which innovation can be accepted and integrated with the values, experiences, and needs of the community. KNG was designed as an improvement on the previous application, e-Klampid, by maintaining elements that are already familiar to the community. This allows users to adapt more quickly, thereby increasing the level of adoption and use of more efficient and effective population administration services.

The alignment of KNG with the needs of the community also contributed to the success of its implementation. By integrating feedback from users and adjusting new features to community expectations, KNG not only offers innovation, but also addresses the challenges faced by users in accessing administrative services. For example, the chatbot feature that assists users in the process of filling out documents reflects a response to the community's need for clearer guidance. Thus, KNG not only improves service efficiency, but also builds community trust and participation in the population administration process, creating a better and more responsive public service ecosystem.

### 3. *Complexity*

The innovation attribute theory proposed by Everett Rogers explains various factors that influence the adoption of innovation in society. One important indicator in this theory is complexity. In this context, complexity refers to the extent to which an innovation is considered difficult to understand and use. The more complex an innovation is, the more likely individuals or groups will refuse to adopt it. This is a significant challenge, especially in the implementation of digital services such as the Klampid New Generation (KNG) application in Rangkah Village, where some people, especially the elderly, have difficulty understanding the procedures and flow of using the application. The complexity variable is the level of difficulty in understanding and using innovation for recipients. The complexity variable looks at how innovation has problems or complexities in its application. With its new nature, new innovations have a level of complexity that may be higher than previous innovations. However, because an innovation offers a newer and better way, this level of complexity should be reduced from before. An innovation that is easy to understand and easy to use by recipients will spread quickly, while innovations that are difficult to understand or difficult to use by recipients will be slow to spread.

The complexity of using the Klampid New Generation (KNG) application in Rangkah Village is a significant barrier for the elderly and people with special needs. Many of them are not familiar with digital technology, so they have difficulty understanding the procedures and flow of using this application. This has the potential to create a gap in access to population administration services, where this segment of society prefers to use offline services, which can reduce the effectiveness of KNG innovation in increasing accessibility and service efficiency.

To overcome the complexity of the problem, the Rangkah Village government has made various efforts. One of them is through direct assistance.

Village officials help the community in filling out files and understanding the necessary procedures. In addition, the village also tries to provide easy-to-understand educational materials, such as video tutorials and usage guides that are tailored to the needs of this vulnerable group. With such steps, it is hoped that the adoption of digital services can increase and all levels of society can feel the benefits of KNG innovation.

Continuous evaluation of the KNG application is also needed to identify and address issues faced by users. For example, if there are complaints about difficulties in uploading documents or understanding procedures, improvements must be made immediately. By listening to input from the community, the Population and Civil Registration Service can make necessary adjustments to simplify the process and improve the user experience.

The Klampid New Generation (KNG) innovation in Rangkah Village, Tambaksari District, Surabaya City, has great potential in improving the quality of population administration services. However, from the perspective of the innovation attribute theory proposed by Everett Rogers, especially in the complexity indicator, the challenges faced are quite significant. Although KNG is designed to facilitate access to services through mobile applications, many users, especially the elderly and those who are less familiar with technology, have difficulty understanding the procedures and flow of using this application. This creates a gap in the use of digital services, where some people prefer to use services offline, which can reduce the effectiveness of this innovation in improving accessibility and service efficiency.

To overcome this complexity problem, the Rangkah Village government has made various efforts, namely direct assistance. Direct assistance in using the KNG application is also provided, where village officials help the community in filling out files and understanding the necessary procedures. Although this step shows the government's commitment to increasing understanding and adoption of digital services, challenges in terms of maintaining and updating applications remain. Therefore, a more inclusive and sustainable approach is needed to ensure that all levels of society, especially vulnerable groups, can benefit from KNG innovations. Thus, although KNG has great potential, the success of its implementation depends heavily on the ability to overcome existing complexities and ensure accessibility for the entire community.

#### *4. Triability*

The innovation attribute theory proposed by Everett Rogers explains that there are several factors that influence the adoption of innovation, one of which is triability or the possibility of being tried. Triability refers to the extent to which an innovation can be tested or tried before being fully adopted. This attribute is very important because it provides an opportunity for users to evaluate the benefits and ease of use of the innovation without significant risk. In the context of public services, as seen in the implementation of Klampid New Generation (KNG) in Rangkah Village, triability allows the public to understand and try new services before implementing them widely, thereby reducing uncertainty and increasing trust in the innovation.

The importance of trials before launching innovations, especially in the context of the Klampid New Generation (KNG) application in Rangkah Village, shows that this process is crucial to ensure the successful adoption of new technology in population administration services. The trials conducted before the official launch on July 1, 2022 provide an opportunity for developers to identify and address potential problems that may be faced by users. Thus, the public can feel the benefits of this application without experiencing significant obstacles, which in turn can increase their trust in the innovation.

Before the implementation of the Klampid New Generation (KNG) service in Rangkah Village, training and briefing were conducted for village officials by the Surabaya City Population and Civil Registry Office. This training aims to ensure that officers handling population administration have sufficient understanding of the new systems and procedures being introduced. With this technical guidance, village officials are expected to be able to operate the KNG service properly, so that they can provide the right information and assistance to the community. This reflects the importance of thorough preparation before launching the innovation, so that there is no confusion or error in implementing services in the field.

The Rangkah sub-district has also implemented an effective socialization strategy in introducing the Klampid New Generation (KNG) service to the community. One of the main approaches used is to conduct regular socialization to the RW and RT heads. By involving these community leaders, information about the KNG service can be disseminated more widely and quickly. The RW and RT heads act as a communication bridge between the government and residents, so that they can explain the benefits and how to use the KNG service directly to the community. This approach not only increases community understanding, but also creates a sense of involvement and ownership of the innovation being introduced.

The village also utilizes community groups as a means of disseminating information. By utilizing existing communication platforms, information about KNG can be conveyed effectively and efficiently. Communities who were initially unfamiliar with digital technology can more easily access information and get help from trained village officials. This strategy has proven successful, because the community feels helped and feels the ease of using the KNG application. Thus, the combination of direct socialization through community leaders and the use of community groups as a communication medium contributed significantly to the successful adoption of KNG services in Rangkah Village.

The strategy of socialization carried out periodically to the heads of RW and RT is also a key factor in the successful adoption of KNG services. By involving community leaders, information about this new service can be disseminated more effectively to residents. This approach not only increases public understanding of KNG, but also builds trust in the innovations introduced. Communities who were initially unfamiliar with digital technology can feel the convenience offered by the KNG application, thanks to the support and explanations from the village officials who have been trained. Thus, the training

and socialization carried out systematically contributed significantly to the acceptance and successful implementation of KNG services in Rangkah Village.

The Klampid New Generation (KNG) innovation in Rangkah Village, Tambaksari District, Surabaya City, shows that the application of the innovation attribute theory by Everett Rogers, especially the triability indicator, is very effective in improving the quality of population administration services. The trial process carried out before the official launch of the KNG application provides an opportunity for the community and village officials to understand and evaluate the benefits of this innovation. With intensive training and socialization, people who were initially unfamiliar with digital technology can feel the ease of using the application, thereby reducing uncertainty and increasing their trust in this new service.

#### 5. *Observability*

The innovation attribute theory proposed by Everett Rogers explains various factors that influence the adoption of innovation in society. One important indicator in this theory is observability. Observability refers to the extent to which the results of an innovation can be seen and evaluated by others. Innovations that are more easily observed tend to be adopted more quickly because individuals can see the benefits and positive results obtained by other users. In other words, when people can directly witness the positive impact of an innovation, they are more likely to adopt it, because they feel more confident in the value and effectiveness of the innovation.

Observability in the context of KNG also creates a positive demonstrative effect. When early adopters experience the benefits of the application, they tend to share their positive experiences with others. This creates trust among the public that KNG is an effective solution for managing population documents. With the increasing visibility of the benefits obtained, people who were initially hesitant to switch become more open to trying this new service. This positive experience has the potential to accelerate the process of innovation adoption among the public, which in turn increases the number of KNG users.

In terms of how KNG works, KNG offers various features that make it easier for people to take care of population documents. For example, there is a chatbot that helps users in the process of filling out files and providing the necessary information. This feature not only reduces the confusion that is often experienced by the public, but also increases time efficiency in submitting documents. With a more integrated system, people can save time and effort that was previously needed to take care of documents manually. This shows that KNG is not just a tool, but also an innovation that answers the public's need for better service.

KNG also provides improvements in terms of service accessibility. With a mobile-based application, the public can access population administration services anytime and anywhere. This is very important, especially for those who are very busy and cannot visit the village office during working hours. With this ease of access, KNG has the potential to increase public participation in taking care of population documents, which previously may have been hampered by

time and location constraints. This creates better social inclusion in public services.

Observability in KNG also contributes to improving the overall quality of population administration services. With a transparent and monitorable system, the public feels more confident in the public services provided. This trust is very important in building a good relationship between the government and the community. When the public feels that they are getting good and efficient services, they are more likely to make maximum use of the services. This creates a positive cycle where improved services encourage more people to participate.

Observability or ease of observation in the context of KNG in Rangkah Village has shown that this innovation not only increases the efficiency and effectiveness of population administration services, but also builds public trust in public services. With the convenience offered, the public can see and feel the benefits of KNG directly, which in turn encourages wider adoption. This innovation is a real example of how technology can be used to improve the quality of public services and better meet the needs of the community.

From the analysis above, it can be concluded that the Klampid New Generation (KNG) innovation has been proven to improve the quality of population administration services in Rangkah Village, Tambaksari District, Surabaya City, by prioritizing observability indicators or ease of observation. Through this application, the public can easily observe and monitor the population document submission process in real-time, which previously could not be done with a conventional system. This convenience not only increases transparency, but also provides a sense of security and trust for users, because they can see the benefits of this innovation directly. With features that make it easy, such as the Cak Takon chatbot that helps in filling out files, KNG answers the public's need for more efficient and effective services, thus encouraging more residents to switch to this new service. Furthermore, observability in the context of KNG creates a positive demonstrative effect, where early users who feel the benefits of this application can encourage others to participate. With the increasing visibility of the benefits obtained, people who were initially hesitant become more open to trying this new service. Data shows that after the launch of KNG, the number of population administration applications increased significantly, reflecting the positive response of the community to this innovation. Therefore, KNG not only serves as a tool to simplify administration, but also plays a role in building public trust in public services, which ultimately accelerates the process of adopting innovation among the community.

### ***Inhibiting Factors for the Implementation of the Klampid New Generation (KNG) Innovation in Improving the Quality of Population Administration Services in Rangkah Village, Tambaksari District, Surabaya City***

Klampid new generation is an innovation of E-klampid renewal aimed at improving the quality of population administration services. Although KNG has renewed the e-klampid system, in its implementation, KNG still faces several obstacles, namely:

1. The complexity of the mechanism for uploading required documents

Rogers' innovation adoption theory states that users' understanding and knowledge of how to use an innovation is critical to successful implementation. If people do not receive sufficient information on how to upload documents, they will have difficulty using the KNG application. This indicates the need for more efforts in educating the public on how to use the application.

Complicated upload mechanisms can cause delays in administrative processes. In public services, speed and efficiency are key to increasing public satisfaction. If users have to spend more time understanding how to upload documents, then time that should be used to process applications will be wasted. This can lead to a backlog of applications and slow down services, which ultimately has a negative impact on the government's image.

The complexity of the upload mechanism can also create a digital divide. Communities with limited access to technology or who do not have adequate digital skills are more affected by this complexity. The complexity of the upload process can create anxiety and uncertainty among users. When users feel uncertain about the steps to take, they may hesitate to continue the process. This can result in a reduction in the number of applications submitted, which in turn reduces the effectiveness of the KNG application in improving population administration services.

To address this issue, improvements need to be made to the KNG application's user interface design. Interface design theory states that an intuitive and easy-to-use interface can enhance the user experience. By simplifying the document upload process, users will find it easier to understand and use the application, thereby increasing adoption and satisfaction rates.

Regular evaluation of the upload mechanism is also very important. Through user feedback, the application management can identify problems encountered and make necessary improvements. This evaluation process is in line with the theory of quality management, which emphasizes the importance of continuous improvement in public services.

The complexity of the document upload mechanism in the KNG application is a significant inhibiting factor in improving the quality of population administration services in Rangkah Village, Tambaksari District, Surabaya City. To overcome this problem, a comprehensive approach is needed, including training, better interface design, and continuous evaluation. Thus, it is hoped that the KNG application can function optimally and meet the needs of the community in managing population documents.

## 2. Service operating hours

The innovation of the Klampid New Generation (KNG) application launched by the Surabaya City Government aims to improve the quality of population administration services. However, one of the obstacles faced is the operational hours of the service that do not match the needs of the community. This is a significant inhibiting factor in the effectiveness of the KNG application in providing optimal services.

Limited operating hours can reduce the accessibility of services for the community. Accessibility in public services shows that the time and place of services greatly affect community participation. If operating hours do not match people's free time, they will have difficulty accessing services provided by the KNG application. This can lead to a decrease in the number of population document applications submitted through the application, thereby reducing the effectiveness of the innovation.

Inflexible operating hours can create gaps in service. People with jobs or other activities that are not in line with the set operating hours will feel marginalized. Unequal access to public services can exacerbate social injustice. In this context, people who cannot access KNG services at set hours will lose the opportunity to obtain the population documents they need. To improve the quality of service, it is important for the government to evaluate the existing operating hours. By listening to public complaints about service hours, the government can adjust operating hours to better suit the needs of the community. This will increase user satisfaction and the effectiveness of the KNG application.

Adjusting operating hours can also improve efficiency in managing applications. If service hours are adjusted to peak document submission times, the administrative process can run more smoothly. Efficiency in public services shows that good time management can reduce waiting times and increase productivity. Thus, adjusting operating hours can contribute to improving the quality of population administration services.

The importance of socialization regarding operating hours also cannot be ignored. Clear and timely information is essential to increase community participation. If the community does not receive sufficient information regarding operating hours, they may not know when they can access KNG services. Therefore, effective socialization regarding service hours is essential to ensure that the community can utilize the application properly.

Limited service operating hours are a significant inhibiting factor in improving the quality of population administration services through the KNG application in Rangkah Village, Tambaksari District, Surabaya City. To overcome this problem, evaluation and adjustment of more flexible operating hours are needed, as well as effective socialization to the community. Thus, it is hoped that the KNG application can function optimally and meet the needs of the community in managing population documents.

## **CONCLUSION AND RECOMMENDATION**

### ***Conclusion***

Based on the analysis of the research results, it can be concluded that the Klampid New Generation (KNG) Innovation in Rangkah Village, Tambaksari District, Surabaya City, showed a significant impact in improving the quality of population administration services. In the perspective of the innovation attribute theory proposed by Everett Rogers, several key indicators can be described as follows:

- 1) *Relative Advantage*, KNG offers various advantages compared to its predecessor, E-Klampid, such as ease of access via mobile application and time efficiency in document management. This has driven a significant increase in the number of population administration applications after the launch of this application.
- 2) *Compatibility*, KNG is designed as an improvement on previous applications, so that it is more easily accepted by the community. By maintaining familiar elements, users can adapt faster, increasing the adoption rate of the service.
- 3) *Complexity*, although KNG aims to facilitate access to services, the complexity of using the application is a challenge, especially for the elderly and people with special needs. Assistance efforts and provision of educational materials are needed to overcome this problem.
- 4) *Observability*, positive outcomes of KNG usage can be directly observed by the community, which increases trust and encourages further adoption. Transparency in tracking application status also contributes to community trust in the service.
- 5) *Trialability*, the trial process before the official launch provides an opportunity for the public to understand and evaluate the benefits of this innovation, thereby reducing uncertainty and increasing their trust.

Based on the analysis of the research results, the following conclusions can be drawn regarding the inhibiting factors for the implementation of the Klampid New Generation (KNG) Innovation in improving the quality of population administration services in Rangkah Village, Tambaksari District, Surabaya City:

- 1) The complexity of the document upload mechanism, the complicated document upload process is one of the significant obstacles in using the KNG application. This complexity not only slows down the administrative process, but also reduces public satisfaction with the services provided. Users who are not familiar with technology may feel frustrated and ultimately choose not to use the application, which has the potential to reduce the number of population document applications.
- 2) Inflexible service operating hours, limited operating hours and not in accordance with community needs create gaps in service access. People who have other activities may feel marginalized, thus reducing their participation in using the KNG application. Adjustment of more flexible operating hours and effective socialization are needed to improve accessibility and user satisfaction.

### ***Recommendation***

- a) *Socialization of advantages*, conduct an information campaign that emphasizes the advantages of KNG compared to previous applications, such as ease of access and time efficiency. This can increase public interest in using the application.
- b) *User training*, provide training for the community to understand the new features of KNG. By maintaining familiar elements, users can adapt faster.

- c) Simplify the process, review and simplify the document upload mechanism to be more user-friendly. Also, provide easy-to-understand educational materials, especially for the elderly and people with special needs.
- d) Process transparency, increase transparency in tracking the status of document applications. This will help the public see the positive results of using KNG and increase their trust in the service.
- e) Limited trials, conduct a KNG trial program in a specific environment before the official launch. This will give the community an opportunity to understand and evaluate the benefits of this innovation, thereby reducing uncertainty.

### ADVANCED RESEARCH

The implementation of Klampid New Generation (KNG) in Rangkah Village, Tambaksari District, Surabaya City, represents a transformative step in digitalizing population administration services, yet challenges persist in optimizing its accessibility and usability. Through the lens of Rogers' innovation attribute theory, KNG demonstrates strong relative advantage and compatibility, yet complexity in document uploads and rigid service hours hinder its full adoption, particularly among technologically inexperienced users. To enhance its effectiveness, integrating AI-driven assistance for document verification, expanding service availability through automated processing, and leveraging adaptive user interfaces tailored to diverse demographics can bridge existing gaps. Furthermore, a robust user training ecosystem, combined with real-time feedback loops and iterative system enhancements, will ensure continuous adaptation to community needs. Strengthening interoperability between KNG and other government service platforms can also improve administrative efficiency and streamline service delivery. By addressing these challenges with a user-centric approach and leveraging advanced technological solutions, KNG can evolve into a more inclusive, efficient, and sustainable digital public service model.

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