



## Analysis of the Implementation of Personal Selling Services through Mobile Administration Services at the Population and Civil Registration Office of Trenggalek Regency

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### ABSTRACT

The Population and Civil Registration Office (Disdukcapil) is tasked with serving the community in recording population events such as birth, death, marriage, divorce, and child recognition. Based on Trenggalek District Regulation No. 7 Year 2023, the government is responsible for ensuring this service runs well, including at the local level. The program is aimed at vulnerable groups such as people with disabilities, the elderly, pregnant women, people with limited mobility, and people in remote areas. The service covers the processing of documents such as electronic ID cards, birth certificates and death certificates. The aim is to overcome geographical constraints and improve the accessibility of population services. This research uses a descriptive qualitative approach through interviews, observations, and documentation to analyze the implementation of this program based on Ripley and Franklin's theory, which includes compliance, smooth success, and implementation satisfaction. The results show that the program has complied with regulations despite facing limited resources. The personal selling service is considered effective in simplifying the administrative process, but there are still coordination constraints. From a satisfaction perspective, the community, especially vulnerable groups, felt helped despite the need for infrastructure improvements.

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## INTRODUCTION

The government has an obligation to provide quality services to its citizens, this is in line with the provisions contained in Law Article 1 No. 25 of 2009 concerning public services, which explains the definition of service, namely:

*"Public services are a series of activities carried out to meet the needs of the community in accordance with applicable regulations, which include the provision of goods, services, and/or administrative services by the party providing the service."*

Public service is an effort to help the community to achieve goals carried out by a bureaucracy. One of them is population administration managed by the government, including the arrangement of population documents and data, such as population registration, civil registration, and information management to support public services and other development.

The development of innovation in public services is one way to improve the quality of bureaucracy for optimal public service. Although this innovation does not always immediately solve existing problems, and can even create new challenges if it does not run well, innovation remains part of the ongoing process of finding solutions, known as the innovation cycle. In response to innovations that have been implemented in other areas in East Java, Trenggalek Regency has also developed a mobile administration service or personal selling. The purpose of implementing this service is to accelerate access to population administration services, especially for vulnerable groups such as the disabled, the poor, and residents in villages.

Based on data from the Trenggalek Regency Bappeda, around 63.21% of Trenggalek's area consists of mountainous areas. This geographical condition causes a fairly long distance from the city center, thus giving rise to a number of problems. One of the main problems is the difficulty of public access, both in terms of distance and cost, which is the reason for the emergence of innovations to overcome this. Long distances are often an obstacle for people in reporting population events or other important matters. This is exacerbated by the lack of up-to-date information regarding changes in requirements for reporting population administration.

In addition, there are several cases where the administrative services provided seem slow and complicated. Applicants often have to return the next day because their document processing has not been completed, even though this service should be completed in one day according to the slogan "one day service". As a result, many people are reluctant to take care of the administration because it is considered complicated and inefficient. In fact, based on the Decree of the Minister of Administrative and Bureaucratic Reform Number 63 of 2004 concerning General Guidelines for the Implementation of Public Services, services from government agencies and BUMN/BUMD are divided into three types, namely:

- 1) Administrative Services: These services include the process of recording, research, decision-making, documentation, and other activities that produce documents such as certificates, permits, or letters of recommendation.

- 2) Goods Services: This type of service includes the provision and management of tangible goods, such as electricity, clean water, telephone, or internet.
- 3) Service: This type of service focuses on facilities, infrastructure, and supporting activities, the results of which are services that are directly used by the recipient, such as banking, postal, or firefighting services.

According to Trenggalek Regency Regional Regulation Number 7 of 2023, to optimize population document services, convenience is needed in the form of eliminating fines for late reporting of population events and important events.

In this case, it is explained that providing services is the main task of the local government to regulate the mechanism and governance. The government is responsible for ensuring that these services are implemented properly in all agencies, including at the regional level. Realizing the importance of this, the Trenggalek Regency Government, through Dukcapil, has issued an innovation in the form of a mobile service to provide convenience in managing population administration. This innovation is designed to ensure that population administration recording can be evenly distributed, both in urban areas and in remote areas that are difficult to reach from the city center.

In this case, the Trenggalek Regency Government is responsible for ensuring the implementation of the best service for the community through various innovations. Efforts that have been made are through the personal selling service with mobile administration services. Researchers are interested in knowing and analyzing how the implementation of the personal selling service is carried out by Dukcapil Trenggalek Regency.

## LITERATURE REVIEW

1. Prajudi Atmosudirjo (in Sjamsuddin, 2016:108) defines public administration as a form of administration managed by the state in an organization, with a focus on achieving state goals.
2. Carl Friedrich defines policy as a series of actions proposed by individuals, groups, or governments in a particular environment. This policy is made to overcome various obstacles and take advantage of existing opportunities in order to achieve desired goals.

Ripley and Franklin proposed a policy implementation model known as the "compliance approach and inductive approach". According to them, the success of public policy implementation can be measured through an approach that emphasizes target group compliance, smooth implementation, and level of satisfaction with implementation.

## METHODOLOGY

This study uses a descriptive qualitative approach, which connects empirical facts with existing theories through descriptive analysis. This study aims to describe and explain the characteristics or facts of phenomena that occur in a thorough and accurate manner, without using mathematical evidence,

numbers, or statistical methods. With this approach, the study attempts to describe the actual conditions through visible social cues or actions.

According to Creswell (2018), the research location is a place where researchers will collect data to understand the problem and strengthen the research. Qualitative researchers tend to collect data at locations where participants experience the problems being studied. The location of this research plan is at the Population and Civil Registration Service of Trenggalek Regency. Researchers are interested in making the Trenggalek Regency DISDUKCAPIL as a research location based on the consideration that there are still many people who have difficulty getting to the Trenggalek Regency Disduk Capil so that they have not carried out administrative records. In this study, the data used came from two types of sources, namely secondary data which includes the increase in the number of people who carry out administration each year, and primary data obtained through interviews with sources in the service section. The first stage carried out was to approach related parties or the community to collect field data, which would then be further analyzed regarding the Implementation of the personal selling Service through the Mobile Administration Service. To obtain valid and complex data, researchers used triangulation techniques. Triangulation techniques are defined as data collection techniques and existing data sources (Sugiyono, 2020)

To support field data related to Service Improvement, researchers refer to the implementation theory of Ripley and Franklin which includes three perspectives, namely: 1. Compliance Perspective, 2. Smoothness of Success Perspective, and 3. Implementation Satisfaction Perspective. With this approach, researchers can assess whether the services provided by the Population and Civil Registration Service of Trenggalek Regency are optimal or not, based on the level of public satisfaction with the services received. The analysis in this study was carried out by collecting data, organizing it, presenting information, and drawing conclusions using the Miles and Huberman Data Analysis Model.

## **RESULTS AND DISCUSSION**

In this chapter, the results of the research will be presented by means of interviews with informants and observations, which will then be documented. Policy is a response or response of the political and administrative system to social conditions that are considered to require solutions. In public policy analysis, the main attention is given to the real actions of the government, not just to plans or ideas that have not been realized. Policy must also be distinguished from decisions, because policy involves choosing between several alternative solutions. In addition, policy is always problem solving, namely designed to resolve or reduce the complexity of public issues that have been identified and become government plans.

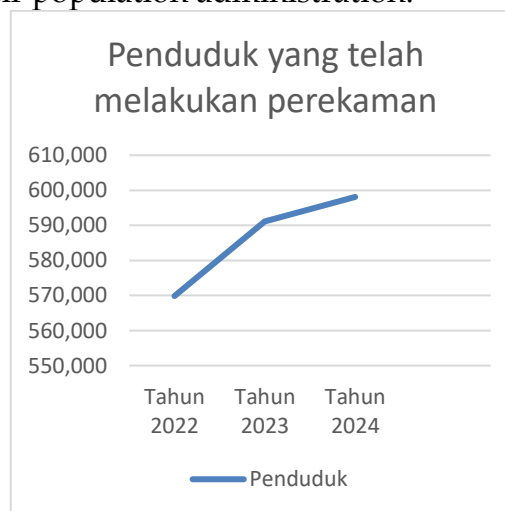
Trenggalek Regency's commitment to reforming the public service sector continues to be carried out. As this can be seen through the many innovations created in the public service sector. The Trenggalek Regency Government is actively innovating, especially in the public service sector, which aims to create

effective and efficient public services and one level closer to the community so that the realization of the ideals of Good Governance is easily achieved.

In this study, the author will analyze the Implementation of the personal selling Service through Mobile Administration Services at the Population and Civil Registration Office of Trenggalek Regency. The research that will be conducted by the author will be analyzed using the Policy Implementation Theory from Ripley and Franklin which states that the success of a policy implementation can be influenced and viewed using 3 perspectives, namely: 1. Compliance Perspective 2. Smoothness of Success Perspective 3. Implementation Satisfaction Perspective.

### 1. *Compliance Perspective*

The success of policy implementation can be seen from the extent to which the parties involved follow the rules and guidelines set out in the policy. In implementing a policy, compliance with applicable rules is very important and must be implemented by every officer or bureaucrat involved. If the policy is implemented by complying with these provisions, then the policy can be said to have been implemented properly. Thus, the objectives of the policy can be achieved effectively and efficiently. This will also help the Population and Civil Registration Service of Trenggalek Regency to more quickly resolve population administration problems for people who have not done so in Trenggalek. Through the results of interviews and observations conducted by researchers from a compliance perspective, it can be analyzed that the existence of the personal selling Service through Mobile Administration makes it easier for people or residents who have not done administration at the Population and Civil Registration Service to do population administration faster. This service also helps the Population and Civil Registration Service of Trenggalek Regency to more quickly complete people who have not done population administration in Trenggalek. This is evidenced by the data on the number of people who have recorded from year to year, increasing with the existence of this personal selling Service. The following data shows the number of people in Trenggalek Regency who have recorded their population administration:



## 2. *Fluency Perspective of Success*

Success in implementing policies can be seen from the extent to which the process or activity runs smoothly without any obstacles or problems that arise. In an organization, the smooth implementation of tasks and functions is very important because it plays a major role in realizing the goals that have been set. Without any significant disruption or problems, every function in the organization can run efficiently and effectively, supporting the achievement of goals optimally.



Through the results of interviews and observations that researchers have conducted on the perspective of smooth success, it can be analyzed that during the implementation of the personal selling Service through the Mobile Administration Service there were several obstacles including difficulty in accessing the location, rejection from service recipients which is often done by disabilities, ODGJ and vulnerable elderly residents because according to them this service process is not so important and disturbs them. With the obstacles that occur in the field, field officers in the service section have had ways or steps that have been implemented to overcome all obstacles in the field so that the obstacles experienced so far have been resolved properly by the field officers. In accordance with the data above, so far the personal selling Service has succeeded in reducing the number of people who have not done administration in Trenggalek and this will continue to be improved by the Dukcapil of Trenggalek Regency in order to provide the best, easy, fast service for the Trenggalek public.

## 3. *Implementation Satisfaction Perspective*

Success in policy implementation is related to the performance and impact (benefits) expected from the policy as a whole. According to Ripley and Franklin, implementation success is divided into two aspects, namely the achievement of policy performance that focuses on short-term results, and the achievement of policy impacts that lead to long-term results.

Through the results of interviews and observations that researchers have conducted on the perspective of implementation satisfaction, it can be analyzed

that the existence of the personal selling Service at DukCapil Trenggalek Regency greatly helps the community in being orderly in administration in Trenggalek and helps the Population and Civil Registration Service of Trenggalek Regency to complete the community who have not carried out population administration in Trenggalek more quickly. Through this service, Dukcapil Trenggalek strives to provide services that are faster, more efficient, and easier for the community to access, and can support the achievement of better population administration in the Trenggalek area. This can be proven by the table of the number of residents who have carried out personal selling in Munjungan District, Trenggalek Regency. The following is a table of the number of residents who have received the personal selling service in Munjungan District, Trenggalek Regency in 2024:

No	Village Name	Village Code	Number of residents who personal selling	Information
1	Munjungan Village	66365	17	Subdistrict capital
2	Tawing Village	66365	13	Located in the East
3	Ngulungwetan Village	66365	26	Located in the West
4	Ngulungkulon Village	66365	24	Located in the West
5	Sobo Village	66365	22	Located in the West
6	Masaran Village	66365	16	Located in the West
7	Karangturi Village	66365	12	Located in the North
8	Craken Village	66365	17	Located in the West
9	Besuki Village	66365	15	Located in the North
10	Bendoroto Village	66365	14	Located in the East
11	Bangun Village	66365	14	Located in the East

## CONCLUSION AND RECOMMENDATIONS

### *Conclusion*

The public needs fast, easy, cheap, transparent, and inclusive population administration services, including for vulnerable groups. To meet this need, Dukcapil Trenggalek Regency launched a mobile service through mobile services to equalize access, especially in remote areas. In its implementation, this service faced various obstacles in the field, but managed to overcome them with the right strategy. The mobile service was able to resolve previously unaddressed population administration issues. This mobile service accelerates data recording, increases efficiency, and makes it easier for the public to access services. The government has shown its commitment to providing inclusive services according to the needs of the community, so that this service has proven to facilitate the processing of population documents.

### *Recommendation*

1. To improve the implementation of the jebol service, Dukcapil officers of Trenggalek Regency are expected to conduct clear socialization regarding the schedule, procedures, and documents required. Officers also need to be friendly, patient, and sensitive, especially to people with disabilities, to create comfort and build public trust.
2. In order to support the smooth running of the outreach service, officers are advised to undergo special training on serving people with disabilities, including communication techniques and understanding their needs. Services must be flexible and adjusted to the conditions of each individual so that all people can be served well.

## ADVANCED RESEARCH

The implementation of good governance principles in Tejo Village's financial management aligns with the Regulation of the Minister of Home Affairs Number 20 of 2018; however, its execution remains suboptimal, particularly in participation, transparency, and accountability. While a legal framework exists, community engagement in village planning deliberations (*musrenbangdesa*) is minimal, limiting public oversight and input. Transparency efforts are hindered by restricted access to financial information, which is primarily available to *musrenbangdesa* participants, rather than the broader community. Furthermore, accountability mechanisms, such as financial disclosures via banners and the village website, lack effectiveness due to limited accessibility and outreach. To enhance governance, fostering greater community involvement through awareness campaigns and structured participatory mechanisms is crucial. Additionally, strengthening transparency requires broader dissemination of financial data beyond *musrenbangdesa*, leveraging digital platforms for more inclusive access. Reactivating and optimizing the village website as a central hub for financial reporting and public engagement could significantly improve information flow, ultimately fostering a more participatory and accountable financial management system in Tejo Village.

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